

# **STUDY ON CONSUMER PERCEPTION TOWARDS E-RETAILING**

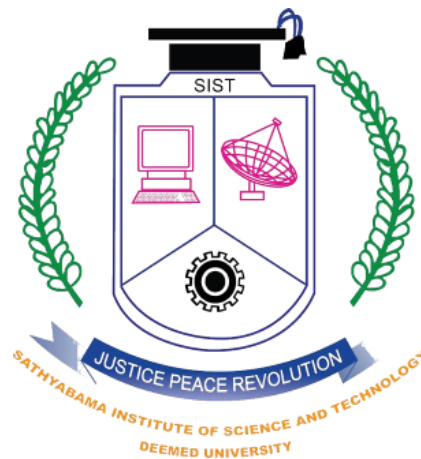
Submitted in partial fulfilment of the requirements for the award of

**MASTER OF BUSINESS ADMINISTRATION**

By

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**Register No. 42410544**



**DEPARTMENT OF BUSINESS ADMINISTRATION SCHOOL OF  
MANAGEMENT STUDIES**

**SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

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

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**SCHOOL OF MANAGEMENT STUDIES**



# **SATHYABAMA**

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

## **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the Bonafide work of **KARUN SHAKAR D.M.** who carried out the project entitled “**A Study on consumer perception towards E-retailing**” under my supervision from September 2023 to November 2023.

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## **DECLARATION**

I **KARUN SHAKAR D.M. (42410544)** hereby declare that the Project Report entitled “**STUDY ON CONSUMER PERCEPTION TOWARDS E-RETAILING**” done by me under the guidance of **Mrs. C. Lakshmi** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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**KARUN SHAKAR D.M**

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## **ABSTRACT**

This study investigates consumer perceptions towards e-retailing, focusing on understanding attitudes, preferences, and behaviours in the online shopping environment. With a defined scope encompassing specific geographical regions, target demographics, and product categories, the research aims to uncover key dimensions of consumer perception, such as trust, security, convenience, pricing, customer service, and overall satisfaction. The study employs a combination of quantitative and qualitative research methods, including surveys, interviews, and potentially focus groups. A comparative analysis may be undertaken to explore variations in perceptions across different e-retail platforms, demographic groups, or geographical locations. The research recognizes its limitations, including constraints related to time, budget, and data sources, and addresses ethical considerations such as data privacy and informed consent. By providing a comprehensive understanding of consumer perceptions in the e-retailing landscape, this study seeks to contribute valuable insights with practical implications for businesses and policymakers.

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# **CHAPTER-I**

## **INTRODUCTION**

## **INTRODUCTION:**

Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping centre; the process is called business-to consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are eBay and Amazon.com, both based in the United States. The first World Wide Web server and browser, created by Tim Berners-Lee in 1990, opened for commercial use in 1991. Thereafter, subsequent technological innovations emerged in 1994: online banking, the opening of an online pizza shop by Pizza Hut, Netscape's SSL v2 encryption standard for secure data transfer, and Inter shop's first online shopping system. Immediately after, Amazon.com launched its online shopping site in 1995 and eBay was also introduced in 1995.

### **Online Shopping-**

In India Online shopping has had a rather slow and tumultuous journey in India, it has picked up as much as it should have primarily due to the fact that internet penetration itself is quite low and secondly the online shopping experience has been bad to say the least. Although there are grass root problems, Online Shopping in India is evolving fast and has the potential to grow exponentially in the times to come, as the internet penetration reaches far and wide across the rural area. Traditionally, Indians are conservative in their approach to shopping. They want to touch and feel the products and test its features before buying anything. Most of us are also a witness to the recent mall culture where all the products are available under a single roof and at competitive price points. Little needs to be analysed about it over here as most of you might have visited a mall at least for once as a past time one weekend, if not for shopping precisely. Well, I often do it, to be frank. Next in line is the concept of virtual mall or online shopping which is already existent at its preliminary stage in India and is gradually growing exponentially. The market opened up with innovative online shopping initiatives from eBay, Rediff shopping and futurebazaar.com just to name a few. In a sort of change of version from tele-shopping to a broader form of online plus television shopping saw the

emergence of a 24-hour shopping channel from Network 18 – TV 18 Home Shopping Network. As per the report, this fast growing channel has spread speedily with market presence across a range of products. It accounts for 4.5% of all digital camera sales in the country and largest seller of Reebok merchandises. In fact, the report further says that Home Shop 18 sells 480 brands under its portfolio. It is akin to mentioning that, “I am wary about implications of carrying out online transactions to pay my utility bills fraught with risks of phishing and hacking fraud. Indian marketers are also increasingly becoming conscious about the viability of returned goods, if customer is not satisfied with the product. This may not sound true over here, but it is a part-and-parcel of the game involved in online shopping. It is estimated that about a fifth of the buy orders get returned for the goods bought online. As such, most of the Analysis Of Consumer Perception Towards E-Retailing 8 online sales are carried out on the condition of ‘If not satisfied with the product, full money to be returned’. Another factor is that most buyers pay on delivery which also keeps their options to return good open, if they do not like a particular product. Online shopping has become a popular shopping method ever since the internet has declared takeover. There are many individuals that are looking for other amazing alternatives shopping and online shipping is just the fix for that. There are many advantages of online shopping; this is the reason why online stores are a booming business today. Online shopping includes buying clothes, gadgets, shoes, appliances, or even daily groceries.

## **Advantages of online shopping**

- 1. Save Time:** - Do you have the specific list that you want to buy? With just a couple of clicks of the mouse, you can purchase your shopping orders and instantly move to other important things, which can save time.
- 2. Save Fuel:** - The market of fuel industries battles from increasing and decreasing its cost every now and again, but no matter how much the cost of fuel are it does not affect your shopping errands. One of the advantages of shopping online is that there is no need for vehicles, so no purchase of fuel necessary.

**3. Save Energy:** - It is tiresome to shop from one location and transfer to another location. What is worse is that there are no available stocks for the merchandise you want to buy. In online shopping, you do not need to waste your precious energy when buying.

**4. Comparison of Prices:** - The advanced innovation of search engine allows you to easily check prices and compare with just a few clicks. It is very straightforward to conduct price comparisons from one online shopping website to another. This gives you the freedom to determine which online store offers the most affordable item you're going to buy.

**5. 24/7 Availability:** - Online shopping stores are open round the clock of 24/7, 7 days a week and 365 days. It is very rare to find any conventional retail stores that are open 24/7. The availability of online stores give you the freedom to shop at your own paced convenience.

**6. Hate Waiting in Lines:** - When buying items online, there are no long lines you have to endure, just to buy your merchandise. The idea of shopping online is cutting down those bad habits of standing in a long line and just waiting. Every online store is designed with unique individual ordering features to purchase the item.

**7. Too Ashamed to Buy:** - There are times that you want to purchase something out of the ordinary that can be a bit embarrassing when seen by other people. Items like weird ornaments, sexy lingerie, adult toys, etc. In online shopping, you do not need to be ashamed; your online transactions are basically done privately.

Analysis Of Consumer Perception Towards E-Retailing

**8. Easy to Search Merchandise You Want to Buy:** -You are able to look for specific merchandise that includes model number, style, size, and colour that you want to purchase. In addition, it is easy to determine whether the products are available or out of stock.

### **Disadvantages of online shopping**

If there are advantages, most likely there will be disadvantages. Despite the success of purchasing through online shopping stores, there are still some disadvantages that most people complain about. These include:

**1. Personally Check the Item** – If you are one of those shoppers who want to touch, see, and test the product personally, at online shopping, you are not able to do so. Online stores are only showing product description and photos of the merchandise, which can be a disadvantage for many online shoppers.

**2. Diminished Instant Satisfaction** – Unlike buying at retail stores, you are able to use the product instantly after you buy it, which can be satisfying. However, online shopping requires patience to wait for the item to arrive at your door step about 2 to 3 times.

Consumer perception is a complex and multifaceted concept that influences individual buying behaviour, loyalty, and brand engagement. It encompasses a wide range of factors, including trust, convenience, security, satisfaction, and the overall shopping experience. How consumers perceive e-retailing and the factors that shape their perceptions can have a profound impact on the success and sustainability of online retail businesses.

The rapid proliferation of digital technologies and the internet has revolutionized the way we shop and conduct commerce. E-retailing, or electronic retailing, has emerged as a transformative force in the global retail industry, reshaping the dynamics of consumer behaviour, market competition, and business strategies. As consumers increasingly turn to online platforms for their shopping needs, understanding their perceptions and attitudes towards e-retailing becomes not just a matter of academic interest but a crucial necessity for businesses operating in this dynamic environment.

Consumer perception is a multifaceted concept that encompasses the beliefs, attitudes, and feelings individuals hold towards a particular subject. In the context of e-retailing, it encapsulates a wide array of factors, including trust in online vendors, the convenience of online shopping, the security of personal information, overall satisfaction with the e-retail experience, and the influence of online product reviews. These perceptions play a pivotal role in shaping the choices consumers make and their loyalty to e-retail brands.

Consumer perception is a dynamic and multifaceted phenomenon shaped by various factors, both internal and external. It encompasses sensory experiences, cognitive processes,

emotions, and cultural influences. For businesses and marketers, understanding consumer perception is critical, as it provides valuable insights into how products and services are perceived, what motivates consumers to make purchasing decisions, and how to effectively engage with and influence target audiences.

Online shopping 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, online shopping has become popular among people, they have become techno savvy and feel very comfortable in using internet. So online shopping has becoming a trend that is why it is necessary to make a study on online shopping usage and perception. The main aim of this research is to study the perception of the customers towards online shopping 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 online shopping is better option than manual shopping and most of the customers were satisfied with their online shopping transactions. Customers are accessing their net at their home and office/ college.

Largely customers are buying clothe, electronics items and accessories. Most alarming barrier for online shopping was customers have to give their credit card number and they can't see products personally. Customers agree with the statement that online shopping is more expensive than manual shopping, its take more time to deliver the products and they are facing problems while making online purchases.

India has Internet base of around 150 million as of August, 2013 which is close to 10 per cent of Internet penetration in India throws a very big opportunity for online retailers to grow and expand as future of Internet seems very bright. (Economic times, 2014) The size of India's e-commerce market in 2013 was around \$13 billion, according to a joint report of KPMG and Internet and Mobile Association of India (IAMAI). The online travel segment contributed over 70 percent of the total consumer e-commerce transactions last year.

(DNA, 2014) Those who are reluctant to shop online cited reasons like preference to research products and services online (30 per cent), finding delivery costs too high (20), fear of sharing personal financial information online (25) and lack of trust on whether products would be delivered in good condition (15), while 10 per cent do not have a credit or debit card., 2014) The Nielsen Global Online Shopping Report shows more than a quarter indicate they spend upwards of 11 percent of their monthly shopping expenditure on online purchases. 71 percent Indians trust recommendations from family when making an online purchase decision, followed by recommendations from friends at 64 percent and online product reviews at 29 percent. Half the Indian consumers (50%) use social media sites to help them make online purchase decisions. Online reviews and opinions are most important for Indians when buying Consumer Electronics (57%), Software (50%), and a Car (47%). (India social, 2014).

The concept of selling retail goods using electronic media in particular the internet is called as e-tailing. Retailing over the internet is a business to customer business model that executes a transaction between businessman and the final consumer. The research tries to identify the impact of consumer's perception towards e-tailing in Madurai. Sample size was 200 in all obtained through purpose sampling technique. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.86 and 0.94. Path analysis was used for data analysis. The path analysis found that there is influence of website image and website involvement on consumer perception towards e-tailing.

It is also discovered that there is influence of website image and consumer perception on repurchase intention towards e-tailing. Hence, it is concluded that principles can play a serious position in the configuration, website image and preservation of long-standing relationships with e-tailing consumers. In order to effectively work a profitable website from a moral viewpoint, online retailers require understanding how consumers' moral perceptions are shaped.

Indian customers utilizing web based business entry not exclusively to buy the item yet additionally to benefit online administrations. This investigation finds that larger part of clients saw that web based shopping is the most ideal approach to purchase merchandise and ventures and they were eager to proceed with this foundation of buying.

By the innovation of network technology, the business organizations and service institutions making use of this technology to create new business formats and platforms. The buzz word World Wide Web (WWW) is not just information providing platform, but also creating an amazing opportunity to business people to convert their ideas into business through ecommerce portals. At present people in all over the world are put forward out on the internet for buying and selling goods or services. Online business platform is a flourishing more organizations through electronic transactions using internet technology. Thus, the era of e-commerce has proven a significant synergy between the use of digital information and business.

### **Online vs. Traditional shopping-**

Online shopping has been incredibly popular recently, in large part because individuals prefer to make purchases from the convenience of their home or place of employment rather than having to make the effort of visiting several stores in search of their desired goods. Online shopping is a sort of e-commerce that allows people to buy goods and services directly from an online business (also known as electronic retail or e-shopping). Myntra, Homeshop18, Snapdeal, Flipkart, Amazon, etc. are now the biggest online retailers in India. Selling products and services to customers conventionally involves using several channels of distribution. Retailers, whether small or large, conventional or physical, often operate according to the "purchasing to sale" model of business. The old form of trade, which predates civilization, is the most basic variety.

### **Factors affecting online shopping**

Online shopping has been increasingly significant in the last ten years. The sort of business that online merchants conduct shows that they are giving clients advantages that physical transactions do not. The following variables influence internet shopping:

- **Risk** Online shoppers cannot directly touch or feel the items they are buying. We are thus aware that there are a number of hazards involved in making an online purchase. There is a risk that the item's quality, size, fit, and colour might differ from what is actually seen or perceived, in addition to the risk that it might not come on time. Sometimes the ordered item is somewhat damaged.

- **Convenience** Online purchasing is far more practical than offline shopping. You may shop while sitting at home rather than leaving your car and going from store to store. The order is sent to your address after a quick payment process. Without having to worry about doing business with dealers or distributors, we may choose from a wide variety of materials over there.

- **Anxiety Concerns** include people's nervousness about visiting the locations, experimenting there, and enjoying themselves. People who are unfamiliar with websites like Flipkart, Myntra, or any other websites occasionally believe that using the internet is a difficult activity. They are more annoyed by this behaviour than by any fatal internet trade.

- **Previous online experience** A big source of worry is how a person's prior experiences with the internet buying technique have been. What matters most is previous online buying experience because it might affect people's views or moods. One experience is about a positive experience, while the other is about a poor experience. Thus, this aspect affects internet buying as well.

- **Pricing Policy** Due to the fact that they are not responsible for paying bills, shop rent, etc., online sellers have an inherent advantage in price. They are able to pass on their value to the client directly and typically charge less than an offline market. Even with delivery fees, online purchasing is still preferable than offline shopping. Lower costs lead to more demand, higher costs lead to lower demand.

- **Quality** The quantity of online purchasing is influenced by how much the product quality varies between online and offline retailers. As a consumer, you want to get an excellent product for the money you invested. Quality is a prerequisite for every form of shopping since it imparts a positive purchasing experience or acts as a guarantee for the desired goods.

- **Online credibility** Whether a consumer believes in a certain website and the products and services it offers depends on their perspective. As a result, how frequently someone shops online relies on how much they trust a certain website. Varied clients have different personalities and worldviews; while some customers trust internet transactions, others are

wary of them. There are several examples of trust, including trust about the same product's size, amount, weight, and security.

- **Tangibility of the product** Before making a purchase, customers may touch and feel the item at the store, which helps them decide whether to make the purchase or not and whether the item will meet their needs. The tangible nature of any object affects internet buying as well. Nobody can be sure of the worthiness, quality, or sensation of any favoured thing without actually touching the preferred or sought substance.

- **Delivery time** When a consumer orders a product online, it typically takes six to seven days for the goods to reach the customer. However, while shopping the old-fashioned way, the customer immediately becomes the owner of the products. Therefore, this is a crucial component that influences online buying. People want to receive a product at a specific moment or within a short period of time, thus they want a good delivery time. Another extremely significant aspect impacting product demand is duration.

## **1.2 STATEMENT OF PROBLEM:**

Even though the government of India has taken positive measures to facilitate the speedy growth of E- retailing by the introduction of cyber laws, reduction of taxes on infrastructure etc. people are hesitating to buy on lines due to confusions on security and payment methods. There are also frauds taking place in credit cards which can happen while it on the internet. Inadequate infrastructure and excessive tariffs also make the situation worse.

## **1.3.NEED OF THE STUDY:**

Marketing made it clear that, customers is a king for all retailers or services providers, the competition in the world made it clear that Consumers attraction and making the more flexible and better feasible services is the new dimension in the world market. The traditional marketing system attracting lesser the clients than the modern marketing system and moreover buying and availing the services through modern system made it clear that easy and convenient services are delivered to the customers and attracted more at the distances. Electronic retailing has emerged as a new avenue to consumers for shopping. Internet penetration spread across India at a faster rate, gaining attractiveness for online buying. E-retailers intend to take advantage on it in spite of impediment and escalated competition of E-

retailing. Thus, this study is undertaken to analyse the perception of E-Customers towards the E-Retailing and the services of E-Retailers.

#### **1.4. SCOPE OF THE STUDY:**

The scope of a study on consumer perception towards e-retailing involves setting clear parameters to guide the research. Consider the geographical focus, target demographics, specific e-retail platforms, and product categories. Define the dimensions of perception to be explored, establish a time frame, and outline the research methodology. Acknowledge any limitations and specify if there's a comparative analysis. Highlight the potential implications and applications of the study's findings and address ethical considerations associated with the research. Creating a well-defined scope ensures the research is focused and meaningful within its specified context.

#### **1.5. OBJECTIVE OF THE STUDY:**

1. To ascertain the consumer perception towards E-Retailing.
2. To analyse the influencing factors of E-Retailing on customer.
3. To ascertain the problems and difficulties faced by the people who use E-Retail.
4. To evaluate and suggest the required changes in E-Retailing business for its better out reach.

## **CHAPTER-2**

### **REVIEW OF LITERATURE**

**Raymond A. Bauer (1967):** introduced the notion of “perceived risk” to consumer behaviour research. He suggested, “Consumer behaviour involves risk in the sense that they any action of a consumer will produce consequences that he cannot anticipate with anything approximating certainly, and some of which are likely to be unpleasant.

**Changchit & Vokukra (2003):** studied on the understanding customer satisfaction factors can increase the probability of attracting new customers and/or retaining existing customers. A study reported that customers expressed tat “customer service” was a key factor in their decision to shop at a store or revisit the website

**D. Venkaba Rao (2006):** Determines of purchase behaviour of online customers the study found that the online consumer behaviour is abroad and interesting area of study that can benefit organizations in their efforts to market and sell products online. As consumer’s attitude towards online shopping is a prominent factor affecting actual buying behaviour , this research attempts to investigate a modest part of that area.

**Subba Rao, Truong, Senekal and Le, (2007) :** conducted the study on ”How buying’ Expected benefits, perceived Risks, and E- Business readiness influence their E Marketing place usage and claims that buyer’s E-business readiness moderated the relationship between expected benefits and usage of electronic marketplaces.

**Prasad and Ayari (2009):** have explored the determinants of shop behaviour such as convenience, customer service, trust, web store environment and web shopping enjoyment and examine the effect of these factors towards online buying behaviour .

**Demery (2010):** reports, the advantage of the online channel is that some customers find it convenient, think that it saves their time, and observe that it is easier to find a particular item

**Dr . DURMAZ (2011) :** in the study entitled “impact of cultural factors on online shopping behaviour and the study found that while buying goods and services, culture, beliefs and traditions take an important position, while the environment, friends and social groups stated state 48.6%. In this case the impact of cultural factors means a lot.

**Dahiya Richa (2012):** in the study entitled “Impact of demographic factors of consumers on online shopping; a study of consumers in India” and the study found that On-line shopping is a recent phenomenon in the world. Most of the companies are running their online portals to sell their products/services on-line. Analysis Of Consumer Perception Towards E-Retailing.

**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 online shopping.

**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 online shopping 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 behaviour 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 ability 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.

1979 **Videotex** was being researched since much earlier for supplying the end users with textual information. Much work was done in UK on videotext, it was a two way message service and developed basically for information sending where "many companies "were interested in, but on the backdrop of all that a Michael Aldrich in 1979 gave the "concept of teleshopping" (today online shopping) which revolutionized the way businesses happen. Same happened in the US around that year with services like The Source and CompuServe.

1982 **Minitel** succeeded videotext as online service making online purchases, check share market, search telephone directory and could even chat. This is one of the most successful services before WWW using telephone lines: it was launched in France successfully but in UK as well but to less success 1987 With Swreg (offshoot of CompuServe) the community of software developers and shareware authors got an online market where they could sell their product using "merchant account". Thus online shopping started for then software industry people.

1990 **Tim Berners-Lee** wrote the World Wide Web and gave the first browser to view the web which changed most of things; a whole new revolution started, which till date.

1992 Revolutionary book by **J.H. Snider and Terra Ziporyn** namely; Future shop: How New Technologies Will change the Way We Shop and What We Buy. St Martin's press.

1994 **Netscape** released navigator browser, later introduced secure sockets layer (SSL) encryption for secure transaction. Pizza Hut started online ordering on their webpage, cars, bikes and adult content as well started selling on the internet.

1995 Amazon.com started selling each and everything online, and along with that **Jeff Bezos** starts first commercial-free 24hour, internet-only radio stations. Then Radio HK and Net Radio start broadcasting. Companies like Dell and Cisco started using internet all their transactions. Online auction started by eBay.

1998

United States started selling Electronic postal stamps online wherein they could be purchased and downloaded for print.

1999

Acquisition of business.com by e-Companies in US \$7.5 million. Napster the peer-to-peer file sharing software launches. Home decorative items started selling on ATG Stores.

2000

The dot-com bust as we know it today wasn't something happened in a day, over speculation for a period for a period of time (approx. 1995-2000) where just the prefix "e- "or".com" in names could make stock prices rise at great rates. This saw a great many companies rise and fall. Many entrepreneurs camp up with brilliant plans and most got pretty "generous" venture capitalists, most of these firms stated working on the principles "expend the market and later profits will cover all present debts and losses" This speculation was constantly taking the market upwards with NASDAQ at a peak of 5132.52 points on March 10,2000.

2000.

After this the market goes down and with them the over speculating ones were just wiped off the market. 2002 Pay pal the company which offered an alternative (through internet) to cash or check payment was acquired by eBay for \$1.5 billion. CSN stores and Net Shops were

founded with the concept of domain specific commodity and sprung with many online stores going for one items on each website.

2003

Online shopping matures showing to the world their confidence Amazon.com posted first yearly profit and thus again presence on the stock market.

2007

Acquisition of Business.com by R.H. Donnelley for \$345 million. Making way for bigger players in technology domain.

2012

Tremendous growth in US in Ecommerce with sales figures touching \$204 billion, a decent 17% rise from the previous year.

2014

Online Retailers- Amazon.com has an estimated turnover on a daily basis is over US \$2.5 trillion with growth rate of 14% annually. E-Bay having sales of US \$1.89billion, these numbers alone speak.

2016 Average online purchases are expected to increase by 78percent in 2016 from 66 percent in 2015 due to attractive deals and aggressive marketing of even- expanding range of merchandise from clothes to Jewelry, From electronics to books,” said a study by Assocham and international accounting firm Price water house Coopers (PwC).

2017

Cyber Monday sales exceed \$6.5B. Ecommerce set a new record when online sales broke \$6.5 billion on Cyber Monday — a 17% increase from the prior year.

2020: COVID-19 Drives Ecommerce Growth.

COVID-19 outbreaks around the globe pushed consumers online to unprecedented levels. By May of 2020, ecommerce transactions reached \$82.5 billion — a 77% increase from 2019. It would have taken four to six years to reach that number looking at traditional year-over-year increases.

The young crowd is more inclined towards food which is high in nutrition. Whereas, brand name plays a vital role in customer perception, which has high influence in to their purchasing behaviour, **Aaker (2000)**.

**Muthumani et al. (2017)** study reveals that it's as yet not pleased and safe for consumers while buying on the web. It expresses that web based shopping is famous among young people for satisfying their prerequisites.

According to **Vincet et al., (2016)** the principle aim of this study was to understand the fundamental correlation between convenience motivation, post-usage usefulness, price positioning, time consumed during the process, prior online purchase knowledge, consumer approach and behavioural towards OFD services.

According to **Venkatesh (2000)**, the perceived convenience provided by Internet Vendors has a positive impact on consumers' attitudes toward online shopping. They believe that the Internet improves the outcome of their shopping experience in a simple way, and that it has enormous potential for youth marketers. According to Benedict et al.

(2001), there are two factors that influence perceptions of internet customer purchase intention online. There are internal factors such as ease of use, enjoyment, and usefulness, as well as external factors such as situational, product characteristics, consumer traits, and previous omissions.

Internet-based e-commerce, and the study included an experiment in which people were required go through the buying process and share their experiences. The study discovered that a positive experience with a website is critical in forming consumers' trust when shopping online, and if consumers trust the website, those who will comprehend ease of use, perceived enjoyment, and perceive the 89 websites to be less risky, which will eventually culminate in an intention to transact with the website. **Pooja Mordani (2008)** investigated this research.

In their study "Prospects of e-commerce in India," **Sharma and Mittal (2009)** stated that India is experiencing tremendous growth in E-commerce. With a population of millions of people, online shopping has limitless potential in India. E-commerce has become an important part of our daily lives, and it is a common term in Indian society, with websites offering a wide range of goods and services. Some of these portals offer specific products as well as ancillary services.

Prof. **Ashish Bhatt (2014)** stated in an article published in the Journal of Marketing Management that online shopping is gaining popularity among people, particularly the younger generation, but that in today's scenario, e-marketing will have to travel a greater distance to become equivalently popular among all age groups. According to the study, the payment gateway is determined by the respondents' income. People of all ages use the internet to shop on a regular basis. Consumer attitudes are evolving with the passage of time. In a country like India, consumers find online shopping very convenient due to a variety of factors such as cash on delivery, website customization or personalization, home delivery, and so on.

As per **Rajarajan and Vetriveeran (2016)**, this study evaluates the customer satisfaction level in online marketing. The study was conducted among 250 respondents, and it found that the majority of the survey participants preferred to use an online shopping portal for purchasing goods and services. This study suggests that due to the increasing importance of shopping online, e-merchants should protect the consumers by providing quality goods and services at an affordable price.

Pritam Kothari et al. (2016), the growing number of internet users in India provides a promising future for ecommerce. This paper focuses on the factors that influence online shopping by the consumer Indian consumers use e-commerce portals not just to purchase

goods but also to exchange goods not only to purchase a product, but also to use online services According to the findings of this study, the vast majority of consumers perceived that internet shopping is the best method to purchase goods, and they were eager to keep doing so this purchasing platform.

Guo Jun et al. (2017), online shopping is an innovative platform for doing business in this competitive world, and it is a classic example of the business revolution. This study focused on online shopping in China, and the study found that consumers had positive perceptions of aspects such as usefulness, safety, privacy, after-sales service, and product quality. It also states that the majority of the younger generation preferred to buy their necessities online.

According to Madhu and Sampath's (2017) research, online shopping has now become a critical component of any business. This study also emphasized the importance of e-commerce portals educating and promoting consumers to shop online by identifying the factors that influence consumers to shop online. According to the findings of this study, the information age is adding new dimensions to consumers and the marketer by virtual shops in India.

# **CHAPTER-3**

## **RESEARCH METHODOLOGY**

## **RESEARCH METHODOLOGY-**

Research is an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through an objective and systematic method of finding a solution to a problem is research. A research method refers to the methods the researchers use in performing research operations.

Research Methodology is a way to systematically solve the research problem. By research methodology not only the research methods are considered but also the logic behind the methods used in the context of the research study and explanations are given on why a particular technique is used.

### **3.1. RESEARCH DESIGN:**

This study used descriptive research. Descriptive research involves collecting data that define events & then organises, tabulates, depicts, and defines the data collection. It frequently uses visual aids such as graphs and pie charts to help the reader in understanding the data distribution and therefore presents a better clarification on online advertising & ultimately gives a clear picture on the efficiency & reliability of online advertising & its relationship to purchase decision. Descriptive research is a type of research that describes a population, situation, or phenomenon that is being studied. It focuses on answering the how, what, when, and where questions. If a research problem, rather than the why.

### **QUANTITATIVE AND QUALITATIVE RESEARCH:**

- ❖ Quantitative research deals with numbers and statistics. While qualitative research deals with words and meanings.
- ❖ Quantitative methods allow you to test a hypothesis by systematically collecting and analysing data, while qualitative methods allow you to explore ideas and experiences in depth.

### **3.2.SAMPLE DESIGN:**

Sampling technique Sampling helps a lot in research. It is one of the most important factors which determines the accuracy of your research/survey result. This study uses Non-Probability Sampling technique. It does not rely on randomization. This technique is more reliant on the

researcher's ability to select elements for a sample. Outcome of sampling might be biased and makes it difficult for all the elements of population to be part of the sample equally.

### **SAMPLE TOOLS:**

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are Percentage Analysis, and Statistical tools (SPSS) is used as a sampling tool.

- Sampling
- Sampling design: Non-probability sampling
- Sampling technique: convenience sampling
- Sample unit: Employees
- Sample size: 130 respondent

### **3.3. SOURCES OF DATA COLLECTION**

Data was collected through both Primary and Secondary data. Primary data is information that is collected directly from original sources. This means that the data is gathered first hand by the researcher specifically for their research objectives. Secondary data, on the other hand, refers to information that has already been collected by someone else for a different purpose. Researchers collect secondary data from sources like books, articles, government reports, databases, and other pre-existing data sources.

**PRIMARY DATA:** Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Primary data are usually collected from the source— where the data originally originates from and are regarded as the best kind of data in research.

❖ **Questionnaire Method:** In this method, the set of questions are handed a form to the respondent. They should read, reply and subsequently return the questionnaire.

**SECONDARY DATA:** Secondary data consists of information that already exists somewhere, and has been collected. Secondary data is collected from company websites, other websites.

## **SAMPLE SIZE:**

The sample size for this study is 130 customers.

## **HYPOTHESIS:**

**H0:** There is significant relationship between gender of the respondent and the preference towards online purchase of the respondent in impact of study of consumer perception towards E-retailing.

**H1:** There is no significant relationship between gender of the respondent and the preference towards online purchase of the respondent in impact of study of consumer perception towards E-retailing.

## **3.4. TOOLS USED FOR THE STUDY Tools used for analysis:**

1. SIMPLE PERCENTAGE METHOD.
2. QUESTIONNAIRE METHOD.
3. ANALYTICAL TOOLS(SPSS)

➤ **Simple percentage analysis:** The percentage analysis is mainly used to standardise the response of the respondents. This analysis is carried out for all the questions given in the questionnaire, mainly to assess how the respondents are distributed in each category.

➤ **Questionnaire method:** It is a set of questions which has been prepared to ask questions and collect answers from the respondents relating to the research topic. It is collected by printed or electronic (online) form which has been answered by every individual.

### **➤ Analytical tools:**

- Chi- square
- Anova

## **CHI-SQUARE:**

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

## **ANOVA TEST:**

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA.

## **CHAPTER 4**

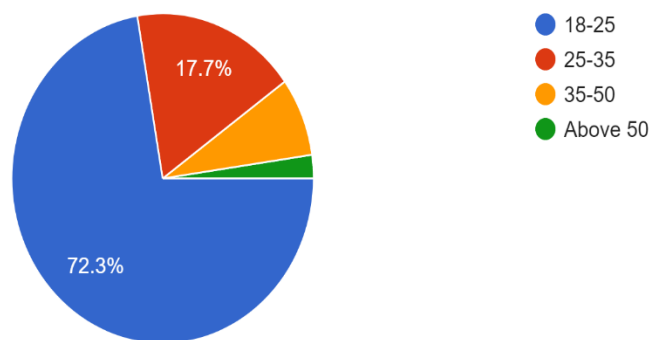
### **DATA ANALYSIS AND INTREPRETATION**

**TABLE - 4.1**

| <b>PARTICULARS</b> | <b>RESPONDENTS</b> | <b>PERCENTAGE</b> |
|--------------------|--------------------|-------------------|
| 18-25              | 94                 | 72.3              |
| 25-35              | 23                 | 17.7              |
| 35-50              | 10                 | 7.7               |
| Above 50           | 3                  | 2.3               |
| <b>TOTAL</b>       | <b>130</b>         | <b>100.0</b>      |

**CHART- 4.1**

Age  
130 responses



**INTERPRETATION-**

72.3% of the respondents are 18-25.

17.7% of the respondents are 25-35.

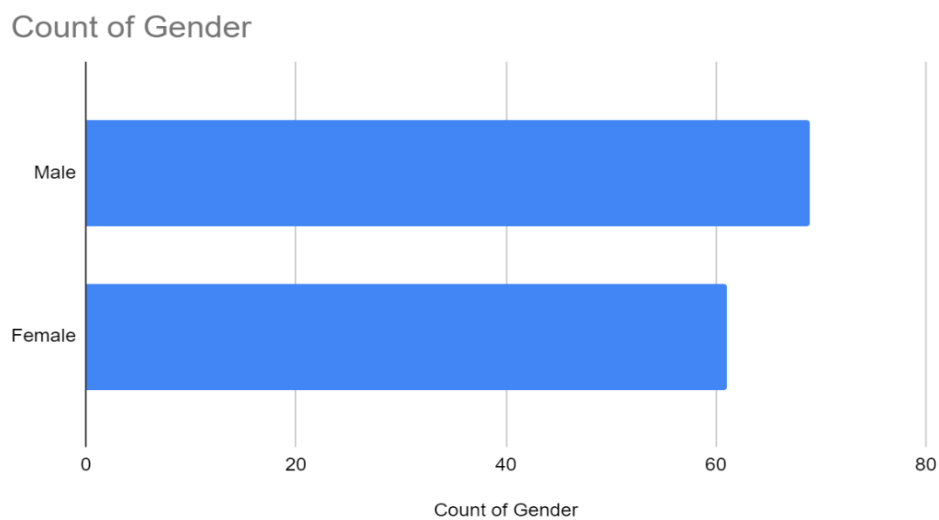
7.7.% of the respondents are 35-50.

2.3% of the respondents are Above 50.

**TABLE- 4.2**

| PARTICULARS | RESPONDENTS | PERCENTAGE |
|-------------|-------------|------------|
| MALE        | 69          | 53.1       |
| FEMALE      | 61          | 46.9       |
| TOTAL       | 130         | 100.0      |

**CHART- 4.2**



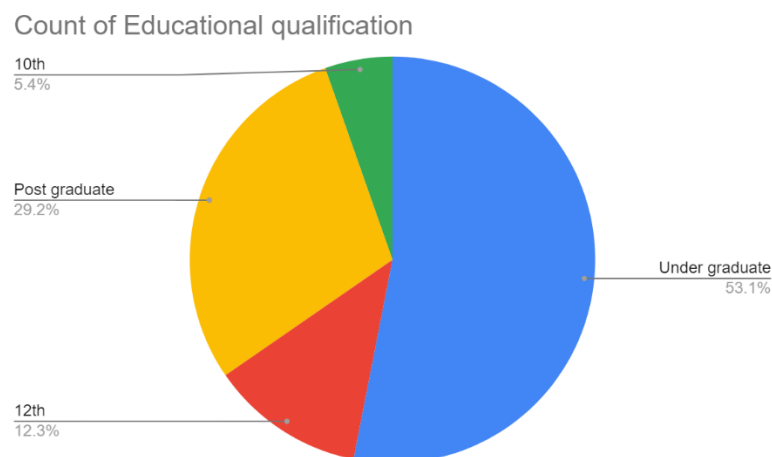
**INTERPRETATION-**

53.1% of the respondents are Male

46.9% of the respondents are Female.

**TABLE- 4.3**

| PARTICLUARS    | RESPONDENTS | PERCENTAGE |
|----------------|-------------|------------|
| Under graduate | 69          | 53.1       |
| Post graduate  | 38          | 29.2       |
| 12             | 16          | 12.3       |
| 10             | 7           | 5.4        |
| TOTAL          | 130         | 100.0      |

**CHART- 4.3****INTERPRETATION-**

53.1% of the respondents are under graduate.

29.2% of the respondents are post graduate.

12.3% of the respondents are 12<sup>th</sup>.

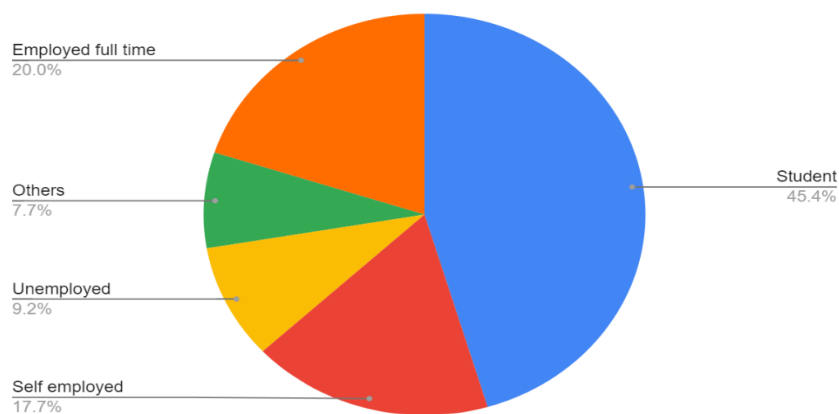
5.4% of the respondents are 10<sup>th</sup>.

**TABLE- 4.4**

| PARTICULARS        | RESPONDENTS | PERCENTAGE |
|--------------------|-------------|------------|
| Student            | 59          | 45.4       |
| Self employed      | 23          | 17.7       |
| Employed full time | 26          | 20.0       |
| Unemployed         | 12          | 9.2        |
| Others             | 10          | 7.7        |
| TOTAL              | 130         | 100.0      |

**CHART- 4.4**

Count of Occupation

**INTERPRETATION-**

45.4% of the respondents chose student.

17.7% of the respondents chose self employed .

20% of the respondents chose employed full time.

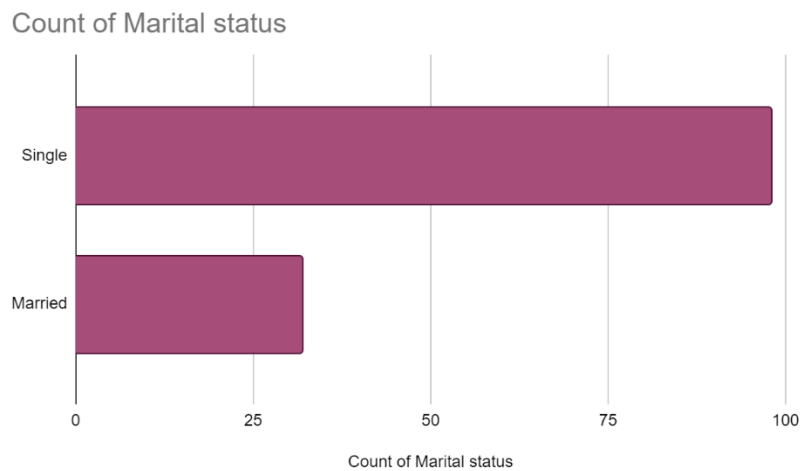
9.2% of the respondents chose unemployed.

7.7% of the respondents chose others.

**TABLE- 4.5**

| PARTICULARS | RESPONDENTS | PERCENTAGE |
|-------------|-------------|------------|
| Single      | 98          | 75.4       |
| Married     | 32          | 24.6       |
| TOTAL       | 130         | 100.00     |

**CHART- 4.5**



**INTERPRETATION-**

75.4% of the respondents chose single.

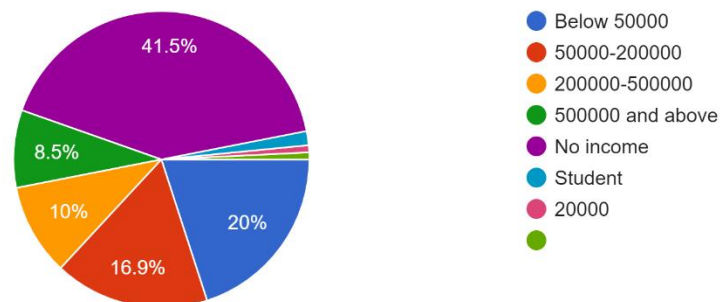
24.6% of the respondents chose married.

**TABLE- 4.6**

| PARTICULARS   | RESPONDENTS | PERCENTAGE |
|---------------|-------------|------------|
| Below 50000   | 26          | 20         |
| 50000-200000  | 22          | 16.9       |
| 200000-500000 | 13          | 10         |
| 500000 &Above | 11          | 8.5        |
| no income     | 54          | 41.5       |
| other         | 2           | 1.6        |
| Student       | 2           | 1.5        |
| TOTAL         | 130         | 100        |

**CHART-4.6**

Annual income  
130 responses



### INTERPRETATION-

20% of the respondents chose below 50000.

16.9% of the respondents chose 50000-20000.

10% of the respondents chose 20000-500000.

8.5% of the respondents chose 500000 & above.

41.5% of the respondents chose no income.

1.6% of the respondents chose others.

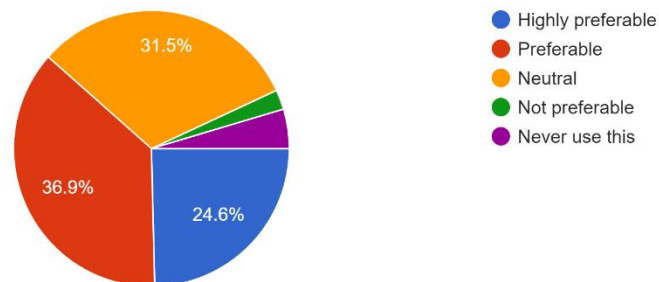
1.5% of the respondents chose students.

**TABLE- 4.7**

| PARTICULARS       | RESPONDENTS | PERCENTAGE |
|-------------------|-------------|------------|
| Highly preferable | 32          | 24.6       |
| Preferable        | 48          | 36.9       |
| Neutral           | 41          | 31.5       |
| Not preferable    | 3           | 2.4        |
| Never use this    | 6           | 4.6        |
| TOTAL             | 130         | 100.0      |

**CHART- 4.7**

Could you please rate your preference to onl purchase?  
130 responses

**INTERPRETATION-**

24.6% of the respondents chose highly preferable.

36.9% of the respondents chose preferable.

31.5% of the respondents chose neutral.

2.4% of the respondents chose not preferable.

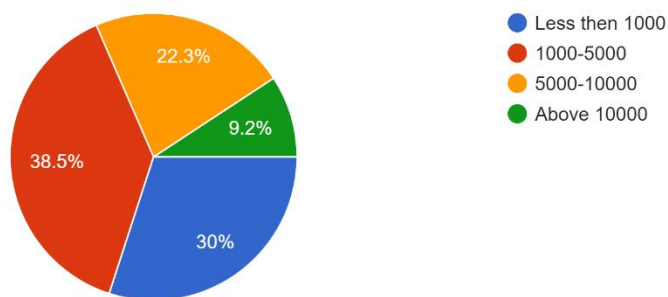
4.6% of the respondents chose never use this.

**TABLE- 4.8**

| PARTICULARS    | RESPONDENTS | PERCENTAGE |
|----------------|-------------|------------|
| Less than 1000 | 39          | 30         |
| 1000-5000      | 50          | 38.5       |
| 5000-10000     | 29          | 22.3       |
| Above 10000    | 12          | 9.2        |
| TOTAL          | 130         | 100.0      |

**CHART- 4.8**

Please specify the maximum amount spent on online shopping?  
130 responses



### **INTERPRETATION-**

30% of the respondents chose less than 1000.

38.5% of the respondents chose 1000-5000.

22.3% of the respondents chose 5000-10000.

9.2% of the respondents chose above 10000.

**TABLE- 4.9**

| PARTICULARS | RESPONDENTS | PERCENTAGE |
|-------------|-------------|------------|
| Daily       | 8           | 6.2        |
| Weekly      | 21          | 16.2       |
| Monthly     | 47          | 36.2       |
| Rarely      | 48          | 36.9       |
| Never       | 6           | 4.6        |
| TOTAL       | 130         | 100.0      |

**CHART-4.9**



**INTERPRETATION-**

6.2% of the respondents chose daily.

16.2% of the respondents chose weekly.

36.2% of the respondents chose monthly.

36.9% of the respondents chose rarely.

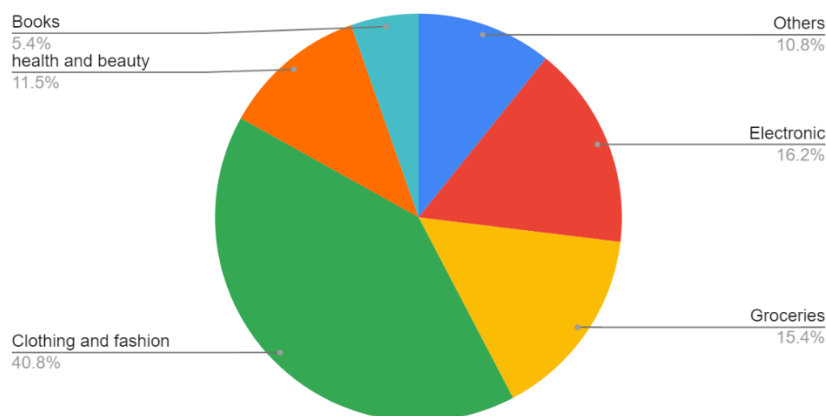
4.65 of the respondents chose never.

**TABLE- 4.10**

| PARTICULARS        | RESPONDENTS | PERCENTAGE |
|--------------------|-------------|------------|
| Electronic         | 21          | 16.2       |
| Clothing & fashion | 53          | 40.8       |
| Groceries          | 20          | 15.4       |
| Health & beauty    | 15          | 11.5       |
| Books              | 7           | 5.4        |
| Others             | 14          | 10.8       |
| TOTAL              | 130         | 100.0      |

**CHART- 4.10**

Count of What type of products do you usually purchase online?

**INTERPRETATION-**

16.2% of the respondents chose electronic.

40.8% of the respondents chose clothing and fashion.

15.4% of the respondents chose groceries.

11.5% of the respondents chose health and beauty.

5.4% of the respondents chose books.

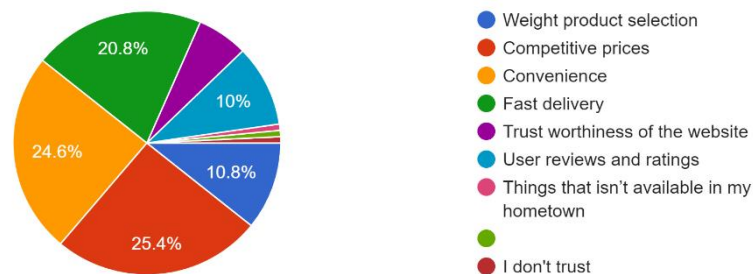
10.8% of the respondents chose others.

**TABLE- 4.11**

| PARTICULARS                 | RESPONDENTS | PERCENTAGE |
|-----------------------------|-------------|------------|
| weighted product selection  | 14          | 10.8       |
| competitive prices          | 33          | 25.4       |
| convenience                 | 32          | 24.6       |
| fast delivery               | 27          | 20.8       |
| trust worthiness of website | 8           | 6.2        |
| user reviews and ratings    | 13          | 10         |
| others                      | 3           | 2.2        |
| TOTAL                       | 130         | 100        |

**CHART- 4.11**

What factors influence your decision to shop online?  
130 responses

**INTERPRETATION-**

10.8% of the respondents chose weighted product selection.

25.4% of the respondents chose competitive prices.

24.6% of the respondents chose convenience.

20.8% of the respondents chose fast delivery.

6.2% of the respondents chose trust worthiness of website.

10% of the respondents chose user reviews & ratings

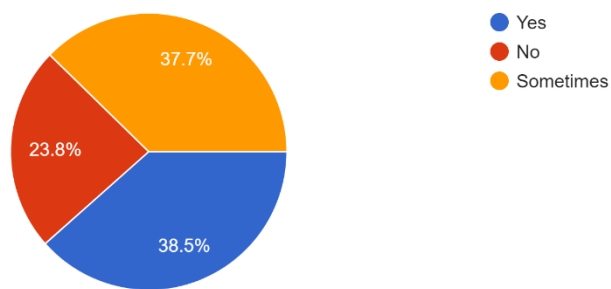
2.2% of the respondents chose others.

**TABLE- 4.12**

| PARTICULARS | RESPONDENTS | PERCENTAGE |
|-------------|-------------|------------|
| YES         | 50          | 38.5       |
| NO          | 31          | 23.8       |
| SOMETIMES   | 49          | 37.7       |
| TOTAL       | 130         | 100.0      |

**CHART- 4.12**

Do you believe that online retailers adequately protect your personal and financial information?  
130 responses



**INTERPRETATION-**

38.5% of the respondents chose YES.

23.8% of the respondents chose NO.

37.7% of the respondents chose Sometimes.

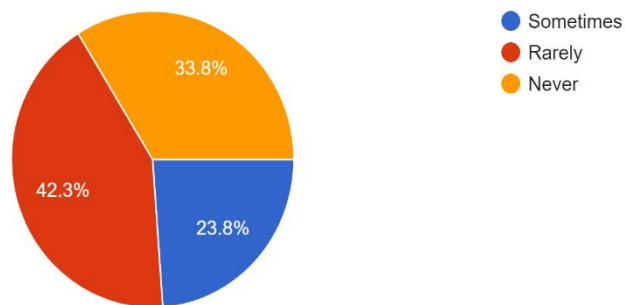
**TABLE- 4.13**

| PARTICULARS | RESPONDENTS | PERCENTAGE |
|-------------|-------------|------------|
| SOMETIMES   | 31          | 23.8       |
| RARELY      | 55          | 42.3       |
| NEVER       | 44          | 33.8       |
| TOTAL       | 130         | 100.0      |

**CHART- 4.13**

Have the online vendors ever delivered to the wrong address???

130 responses



**INTERPRETATION-**

23.8% of the respondents chose sometimes.

42.3% of the respondents chose rarely.

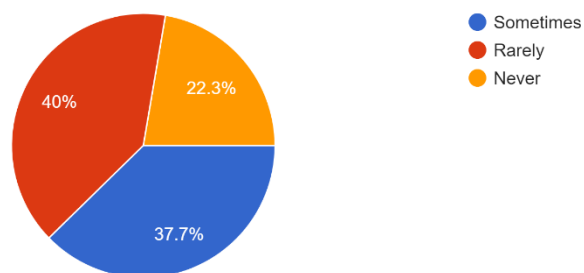
33.8% of the respondents chose never.

**TABLE- 4.14**

| PARTICULARS | RESPONDENTS | PERCENTAGE |
|-------------|-------------|------------|
| SOMETIMES   | 49          | 37.7       |
| RARELY      | 52          | 40         |
| NEVER       | 29          | 22.3       |
| TOTAL       | 130         | 100.0      |

**CHART- 4.14**

Did the online vendors send products that were different from the ones shown in the website??  
130 responses



### **INTERPRETATION-**

37.7% of the respondents chose sometimes.

40% of the respondents chose rarely.

22.3% of the respondents chose never.

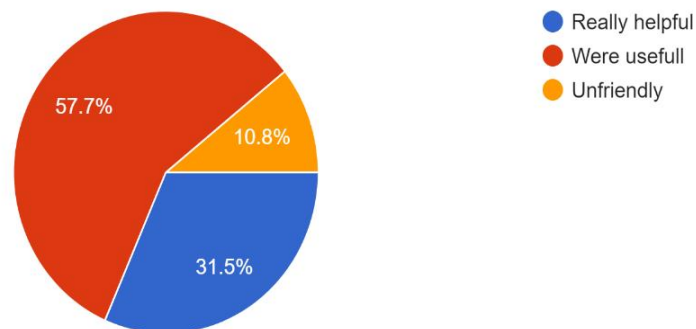
**TABLE- 4.15**

| PARTICULARS    | RESPONDENTS | PERCENTAGE |
|----------------|-------------|------------|
| Really helpful | 41          | 31.5       |
| Were helpful   | 75          | 57.7       |
| Unfriendly     | 14          | 10.8       |
| TOTAL          | 130         | 100.0      |

**CHART- 4.15**

Were the customer care of the online websites helpful ??

130 responses



### **INTERPRETATION-**

31.5% of the respondents chose really helpful.

57.7% of the respondents chose were helpful.

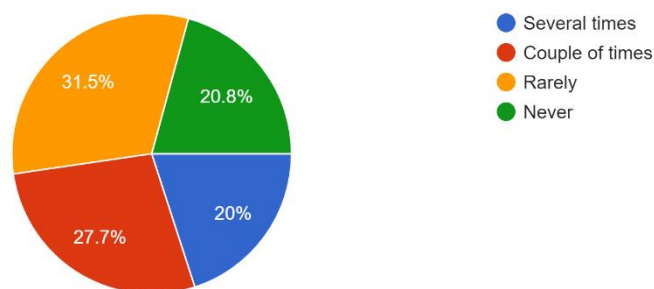
10.8% of the respondents chose unfriendly.

**TABLE – 4.16**

| PARTICULARS     | RESPONDENTS | PERCENTAGE |
|-----------------|-------------|------------|
| Several times   | 26          | 20         |
| Couple of times | 36          | 27.7       |
| Rarely          | 41          | 31.5       |
| Never           | 27          | 20.8       |
| TOTAL           | 130         | 100.0      |

**CHART- 4.16**

Did you ever face online payment problems ?  
130 responses



**INTERPRETATION-**

20% of the respondents chose several times.

27.7% of the respondents chose couple of times.

31.5% of the respondents chose rarely.

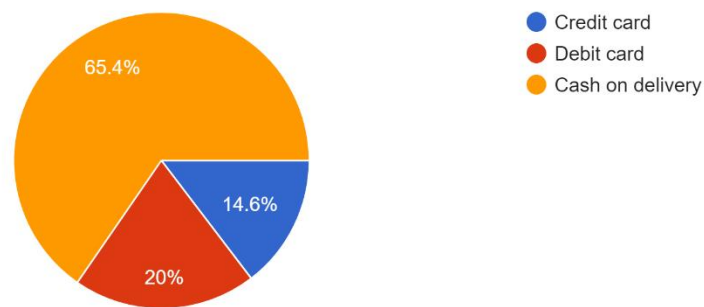
20.8% of the respondents chose never.

**TABLE- 4.17**

| PARTICULARS      | RESPONDENTS | PERCENTAGE |
|------------------|-------------|------------|
| Credit card      | 26          | 14.6       |
| Debit card       | 19          | 20         |
| Cash on delivery | 85          | 65.4       |
| TOTAL            | 130         | 100.0      |

**CHART- 4.17**

Which mode of payment do you prefer for online shopping ?  
130 responses



**INTERPRETATION-**

14.6% of the respondents chose credit card.

20% of the respondents chose debit card.

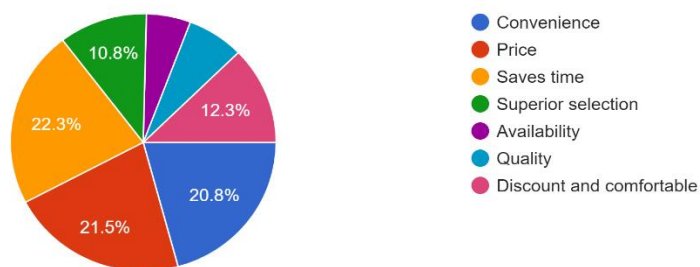
65.4% of the respondents chose cash on delivery.

**TABLE – 4.18**

| PARTICULARS            | RESPONDENTS | PERCENTAGE |
|------------------------|-------------|------------|
| Convenience            | 27          | 20.8       |
| Price                  | 28          | 21.5       |
| Saves times            | 29          | 22.3       |
| Superior selection     | 14          | 10.8       |
| Availability           | 7           | 5.4        |
| Quality                | 9           | 6.9        |
| Discount & comfortable | 16          | 12.3       |
| TOTAL                  | 130         | 100.0      |

**CHART- 4.18**

What is your main motivation for buying through internet ??  
130 responses

**INTERPRETATION-**

20.8% of the respondents chose convenience.

21.5% of the respondents chose price.

22.3% of the respondents chose saves times.

10.8% of the respondents chose superior selection.

5.4% of the respondents chose availability.

6.9% of the respondents chose quality.

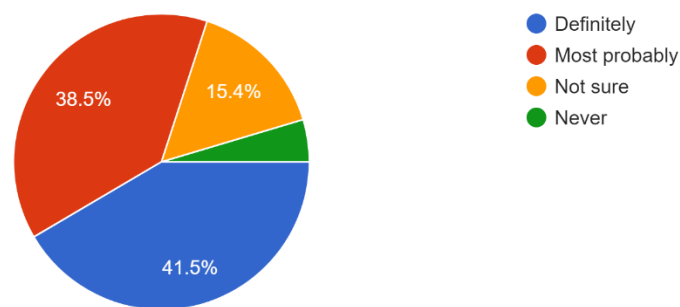
12.3% of the respondents chose discount & comfortable.

**TABLE- 4.19**

| PARTICULARS   | RESPONDENTS | PERCENTAGE |
|---------------|-------------|------------|
| Definitely    | 54          | 41.5       |
| Most probably | 50          | 38.5       |
| Not sure      | 20          | 15.4       |
| Never         | 6           | 4.6        |
| TOTAL         | 130         | 100.0      |

**CHART- 4.19**

Would you recommend online shopping to others ?  
130 responses



**INTERPRETATION-**

41.5% of the respondents chose definitely.

38.5% of the respondents chose most probably.

15.4% of the respondents chose not sure.

4,6% of the respondents chose never.

## HYPOTHESIS TESTING:

### CHI-SQUARE TEST ANALYSIS:

**H0:** There is a significant relationship between gender of the respondent and the preference towards online purchase of the respondent in impact of study of consumer perception towards E-retailing.

**H1:** There is no significant relationship between gender of the respondent and the preference towards online purchase of the respondent in impact of study of consumer perception towards E-retailing.

#### Case Processing Summary

|                                             | Valid |         | Cases Missing |         | Total |         |
|---------------------------------------------|-------|---------|---------------|---------|-------|---------|
|                                             | N     | Percent | N             | Percent | N     | Percent |
| GENDER * PREFERENCE TOWARDS ONLINE PURCHASE | 130   | 100.0%  | 0             | 0.0%    | 130   | 100.0%  |

#### GENDER \* PREFERENCE TOWARDS ONLINE PURCHASE Crosstabulation

Count

|        |        | PREFERENCE TOWARDS ONLINE PURCHASE |            |         |                |                | Total |
|--------|--------|------------------------------------|------------|---------|----------------|----------------|-------|
|        |        | Highly preferable                  | Preferable | Neutral | Not preferable | Never use this |       |
| GENDER | Male   | 32                                 | 37         | 0       | 0              | 0              | 69    |
|        | Female | 0                                  | 11         | 41      | 3              | 6              | 61    |
| Total  |        | 32                                 | 48         | 41      | 3              | 6              | 130   |

### Chi-Square Tests

|                              | Value               | df | Asymptotic<br>Significance (2-<br>sided) |
|------------------------------|---------------------|----|------------------------------------------|
| Pearson Chi-Square           | 95.954 <sup>a</sup> | 4  | .000                                     |
| Likelihood Ratio             | 128.052             | 4  | .000                                     |
| Linear-by-Linear Association | 74.785              | 1  | .000                                     |
| N of Valid Cases             | 130                 |    |                                          |

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.41.

### INTERPRETATION:

The p value is .000 which is less than the significance value (0.05) hence (H0) is accepted and (H1) is rejected.

### ANOVA ANALYSIS:

**H0:** There is a significant relationship between gender of the respondent and the preference towards online purchase of the respondent in impact of study of consumer perception towards E-retailing.

**H1:** There is no significant relationship between gender of the respondent and the preference towards online purchase of the respondent in impact of study of consumer perception towards E-retailing.

### ANOVA

GENDER

|                | Sum of Squares | df  | Mean Square | F      | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 23.898         | 4   | 5.974       | 88.075 | .000 |
| Within Groups  | 8.479          | 125 | .068        |        |      |
| Total          | 32.377         | 129 |             |        |      |

### INTERPRETATION:

The p value is .000 which is less than the significance value (0.05) hence (H0) is accepted and (H1) is rejected.

## **CHAPTER-5**

### **FINDINGS, SUGGESTIONS AND CONCLUSIONS**

## 5.1. FINDING OF THE STUDY

- Majority 72.3% of the respondents are 18-25.
- Majority 53.1% of the respondents are Male.
- Majority 53.1% of the respondents are under graduate.
- Majority 45.4% of the respondents chose student.
- Majority 75.4% of the respondents chose single.
- Majority 41.5% of the respondents chose no income.
- Majority 36.9% of the respondents chose preferable.
- Majority 38.5% of the respondents chose 1000-5000.
- Majority 36.9% of the respondents chose rarely.
- Majority 40.8% of the respondents chose clothing and fashion.
- Majority 25.4% of the respondents chose competitive prices.
- Majority 37.7% of the respondents chose Sometimes.
- Majority 42.3% of the respondents chose rarely.
- Majority 40% of the respondents chose rarely.
- Majority 57.7% of the respondents chose were helpful.
- Majority 31.5% of the respondents chose rarely.
- Majority 65.4% of the respondents chose cash on delivery.
- Majority 22.3% of the respondents chose saves times.
- Majority 38.5% of the respondents chose most probably.

**H0:** There is a significant relationship between gender of the respondent and the preference towards online purchase of the respondent in impact of study of consumer perception towards E-retailing.

**H1:** There is no significant relationship between gender of the respondent and the preference towards online purchase of the respondent in impact of study of consumer perception towards E-retailing.

## **5.2. SUGGESTIONS OF THE STUDY**

1. E-retailers should focus on the delivery model for the better services and reach the last consumers at easy and flexible time so that the E-retailing will attract the more and more customers for their products and services.
2. The reliability and responsiveness of the delivery system is the key success factor for any online business and this will attract the consumers repurchase intention.
3. Online shopping websites have to pay strong attention to the security issue and create new, innovative safeguards that protect customers.
4. Most of people still like to see the product before buying, efforts should be made to change this mind set of the people by making them aware of the benefits of online shopping.
5. Consumers are also to be provided with massive selection through websites at lower prices, offer a personalized customer experience.

## **5.3. LIMITATIONS OF THE STUDY**

- The sampling size is 130 respondents only.
- Collecting data is very time consuming
- The respondents are reluctant to give information for the study

## **5.4. CONCLUSION**

Term changed as Customers is a king from the Supplier is a ultimate, now a days every customers having his buying rights and negotiating rights, so the attraction of customers with the products and services makes huge completion over the suppliers and each and every one follow the different delivery models for their products, the booming channel in this period is attracting the educators is E-Retailing which had its own impact over the consumers and created more and more customers. The users of internet and users of E-retailer's services are satisfied with the services and ready to continue with the same. The reliability and responsiveness of the delivery system is the key success factor for any online business and this will attract the consumers repurchase intention.

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<http://www.snapdeal.com/>

## **ANNEXURE**

### **Name-**

### **Age-**

18-25

25-35

35-50

Above 50

### **Gender-**

Male

Female

### **Educational qualification-**

10<sup>th</sup>

12<sup>th</sup>

Under graduation

Post graduation

### **Occupation-**

Student

Self employed

Employed full time

Unemployed

Others

### **Marital status-**

Single

Married

### **Annual income-**

Below 50000

50000-200000

200000-500000

Above 500000

No income

**Could you please rate your preference to online purchase?**

Highly preferable

Preferable

Neutral

Not preferable

Never use this

**Please specify the maximum amount spent on online shopping?**

Less than 1000

1000-5000

5000-10000

Above 10000

**How often do you shop online?**

Daily

Weekly

Monthly

Rarely

Never

**What type of products do you purchase online?**

Electronics

Clothing and fashion

Groceries

Health and beauty

Books

Others

**What factors influence your decision to shop online?**

Weight product selection

Comparative prices

Convenience

Fast delivery

Trust worthiness of the website

Reviews and ratings

**Do you believe that online retailers adequately protect your personal and financial information?**

Yes

No

Sometimes

**Have the online vendors ever delivered to wrong address?**

Sometimes

Rarely

Never

**Did the online vendors send products that were different from the once shown in the website?**

Sometimes

Rarely

Never

**Were the customers care of the online websites helpful?**

Really helpful

Were useful

Unfriendly

**Did you ever face online payments problem?**

Several times

Couple of times

Rarely

Never

**Which mode of payment do you prefer for online shopping?**

Credit card

Debit card

Cash on delivery

**What is your main motivation for buying through internet?**

Convenience

Price

Saves times

Superior selection

Availability

Quality

Discount and comfortable

**Would you recommend online shopping to others?**

Definitely

Most probably

Not sure

Never