

CONSUMER AWARENESS ON ONLINE SHOPPING

Submitted in partial fulfillment of the requirements for the award of Master of
Business Administration degree in HR and Marketing.

by

R. PREM KUMAR

(42410182)



DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

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**INSTITUTE OF SCIENCE AND TECHNOLOGY
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DEPARTMENT OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of R. PREM KUMAR(42410182) who carried out the project entitled " CONSUMER AWARENESS OF ONLINE SHOPPING under my supervision from SEPTEMBER 2023 to OCTOBER 2023.

Internal Guide

External Guide

DR. PALANI A

Head of the Department

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DR.M.**DEEPA**

DR.K.**SANTHANALAXM**

DECLARATION

I **R. PREM KUMAR**(42410182) hereby declare that the Project Report entitled CONSUMER AWARENESS OF ONLINE SHOPPING done by me under the guidance of Dr. DEEPA is submitted in partial fulfillment of the requirements for the award of Master of Business Administration.

DATE:

PLACE:

CHENNAI

A handwritten signature in blue ink, appearing to read 'R. Prem Kumar', is written on a light-colored background.

R. PREM KUMAR

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ABSTRACT

This study explores the dynamic relationship between consumer awareness and online shopping behavior. It investigates how consumer awareness influences online purchasing decisions, trust in e-commerce platforms, and satisfaction with the online shopping experience. The research reveals that higher levels of consumer awareness are associated with more informed product choices, increased trust, and overall satisfaction with online shopping.

TABLE OF CONTENT

Chapter No	Title	Page No
	ABSTARCT	
	LIST OF TABLES	
	LIST OF FIGURES	
1	INTRODUCTION	
	1.1 INTRODUCTION OF THE STUDY	1
	1.2 OBJECTIVES FOR THE STUDY	2
	1.3 MEANING OF CONSUMER AWARENESS	2
	1.4 SCOPE FOR THE STUDY	3
	1.5 ADVANTAGES OF CONSUMER AWARENESS IN ONLINE SHOPPING	4
	1.6 DISADVANTAGES OF CONSUMER AWARENESS IN ONLINE SHOPPING	5
	1.7 LIMITATIONS OF CONSUMER AWARENESS IN ONLE SHOPPING	6
	1.8 EFFECTS ON CONSUMER AWARENESS	7
	1.9 RISK ON ONLINE SHOPPING	8
	1.10 OVERCOME RISK ON ONLINE SHOPPING	9
	1.11 TYPES OF CONSUMER AWARENESS IN ONLINE SHOPPING	11
	1.12 REGULATION ACTS ON ONLINE SHOPPING FOR CONSUMERS	12
2	REVIEW OF LITERATURE	
	2.1 REVIEW OF LITERATURE	13
3	RESEARCH METHODOLOGY	
	3.1 METHODOLOGY	17
	3.2 COLLECTION OF DATA	17
	3.3 TOOLS FOR ANALYSIS AND PRESENTATION	17
	3.4 STRUCTURE OF QUESTINNAIRE	17
	3.5 SAMPLE SIZE	17
	3.6 SAMPLING TECHNIQUE	18
	3.7 PERIOD OF STUDY	18
	3.8 LIMITATION OF STUDY	18
4	DATA ANALYSIS AND INTERPRETATION	19
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Findings of the Study	44
	5.2 Suggestions	45
	5.3 Conclusion	46
	REFERENCE	47
	ANNEXURE – QUESTIONNAIRE	48

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Age	19
4.1.2	Gender	20
4.1.3	Educational Background	21
4.1.4	Annual Income	22
4.1.5	Location	23
4.1.6	How often do respondent shop online	24
4.1.7	Products do respondent most commonly purchase online	25
4.1.8	Which online shopping platform do respondent use most frequently	26
4.1.9	How often do respondent read product descriptions before making an online purchase	27
4.1.10	Do respondent pay attention to product reviews in online purchase	28
4.1.11	Have respondent ever encountered misleading product information on online shopping platform	29
4.1.12	Are respondent aware of rights as an online consumer to seek refunds or replacements	30
4.1.13	How often do respondent check for information about return and refund policies on online shopping	31
4.1.14	What most influences respondent trust in online sellers	32
4.1.15	Have respondent ever made a purchase online, only to find that the product did not match the online image	33
4.1.16	Are respondent confident in their ability to recognize and avoid online shopping scams	34
4.1.17	How do respondent research products and sellers to ensure a satisfactory online shopping experience	35
4.1.18	How does respondent age influence your online shopping behavior and preferences	36
4.1.19	Do respondent believe that your level of education affects your awareness when shopping online	37
4.1.20	Does respondent annual income influence your online shopping habits	38
4.1.21	Are there differences in online shopping awareness and behavior based on respondent location	39
4.1.22	What suggestions do respondent have for online retailers to improve consumer awareness in online shopping	40
4.1.23	How can online shopping platforms better assist consumers in understanding their rights and making informed decisions	41
4.1.24	What are the most effective ways to raise awareness about online shopping safety and consumer rights	42

LIST OF CHART

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Age	19
4.1.2	Gender	20
4.1.3	Educational Background	21
4.1.4	Annual Income	22
4.1.5	Location	23
4.1.6	How often do respondent shop online	24
4.1.7	Products do respondent most commonly purchase online	25
4.1.8	Which online shopping platform do respondent use most frequently	26
4.1.9	How often do respondent read product descriptions before making an online purchase	27
4.1.10	Do respondent pay attention to product reviews in online purchase	28
4.1.11	Have respondent ever encountered misleading product information on online shopping platform	29
4.1.12	Are respondent aware of rights as an online consumer to seek refunds or replacements	30
4.1.13	How often do respondent check for information about return and refund policies on online shopping	31
4.1.14	What most influences respondent trust in online sellers	32
4.1.15	Have respondent ever made a purchase online, only to find that the product did not match the online image	33
4.1.16	Are respondent confident in their ability to recognize and avoid online shopping scams	34
4.1.17	How do respondent research products and sellers to ensure a satisfactory online shopping experience	35
4.1.18	How does respondent age influence your online shopping behavior and preferences	36
4.1.19	Do respondent believe that your level of education affects your awareness when shopping online	37
4.1.20	Does respondent annual income influence your online shopping habits	38
4.1.21	Are there differences in online shopping awareness and behavior based on respondent location	39
4.1.22	What suggestions do respondent have for online retailers to improve consumer awareness in online shopping	40
4.1.23	How can online shopping platforms better assist consumers in understanding their rights and making informed decisions	41
4.1.24	What are the most effective ways to raise awareness about online shopping safety and consumer rights	42

CONSUMER AWARENESS OF ONLINE SHOPPING

CHAPTER 1

1.1 INTRODUCTION OF THE STUDY

In today's digital age, online shopping has become an integral part of our everyday lives. The vast array of products and services available at the click of a button offers unparalleled convenience, making it a preferred choice for consumers. However, within this expansive digital marketplace, lies the critical element of consumer awareness.

Consumer awareness in the context of online shopping is the knowledge and understanding that consumers have about their rights, responsibilities, and the intricacies of the online marketplace. It encompasses knowing how to protect personal and financial information, make informed decisions, and navigate the ethical and sustainability aspects of online retail.

This study delves into the fundamental concept of "Consumer Awareness in Online Shopping." It aims to explore how consumer awareness impacts online shopping behavior, trust, and overall satisfaction with the online shopping experience. The study recognizes that consumer awareness is not a one-size-fits-all concept; it involves a spectrum of factors, including ethical considerations and cybersecurity practices.

The significance of this study lies in its potential to shed light on the dynamic interplay between consumer awareness and online shopping behavior. By understanding how informed consumers interact with the digital marketplace, we can uncover insights that benefit not only consumers but also e-commerce platforms, policymakers, and researchers.

As we embark on this exploration of consumer awareness in online shopping, we invite readers to delve deeper into the pages ahead and discover the vital role that consumer knowledge plays in shaping the digital consumer landscape.

1.2 OBJECTIVES FOR THE STUDY:

- **To investigate consumers:** awareness of product quality, return policies, and customer support available on online shopping websites.
- **To analyze consumers awareness:** of potential online shopping risks, such as fraud, counterfeit products, and privacy concerns.
- **To explore the impact of demographic factors:** (e.g., age, gender, education) on consumer awareness levels in online shopping.
- **To provide recommendations** for improving consumer awareness and protection in the online shopping environment.

1.3 MEANING OF CONSUMER AWARENESS:

Consumer awareness in the context of online shopping refers to the level of knowledge, information, and understanding that consumers possess regarding various aspects of online retail and e-commerce. It encompasses a range of factors that consumers should be aware of when engaging in online shopping, including:

- **Consumer Rights:** Awareness of their rights as consumers when making online purchases, such as the right to return products, obtain refunds, and have their personal information protected.
- **Cybersecurity:** Knowledge of best practices for protecting personal and financial information when making online transactions, including the use of secure payment methods and strong passwords.
- **Online Reviews:** Awareness of the value of online reviews and the ability to discern genuine reviews from fake or biased ones.
- **Scams and Frauds:** Awareness of common online scams and fraudulent schemes, as well as the ability to identify and avoid them.
- **Comparative Shopping:** The ability to compare prices, features, and options across different online retailers to find the best deals.

Consumer awareness empowers online shoppers to make informed decisions, protect themselves from potential risks, and engage in ethical and responsible online shopping practices. It plays a vital role in building trust and confidence in online commerce and enhancing the overall online shopping experience.

1.4 SCOPE FOR THE STUDY:

Consumer Rights and Responsibilities:

Investigate the level of consumer awareness regarding their rights and responsibilities when engaging in online shopping, including understanding of return policies, warranty information, and dispute resolution mechanisms.

Trust and Confidence:

Examine how consumer awareness influences the development of trust and confidence in e-commerce platforms and online retailers. Explore factors that contribute to or detract from this trust.

Online Shopping Behavior:

Analyze how consumer awareness impacts online shopping behavior, including the way consumers make purchasing decisions, engage with product information, and consider ethical and sustainability factors.

Cybersecurity Practices:

Investigate the adoption of cybersecurity practices by online shoppers and assess how heightened consumer awareness contributes to the use of secure payment methods, password management, and protection against online threats.

Overall Satisfaction:

Measure how consumer awareness influences overall satisfaction with the online shopping experience, considering aspects like product quality, customer service, and the convenience of the online shopping process.

These scopes provide a focused and comprehensive approach to each objective, ensuring that the study effectively addresses key aspects of consumer awareness in online shopping.

1.5 ADVANTAGES OF CONSUMER AWARENESS IN ONLINE SHOPPING:

Consumer awareness in online shopping offers several advantages that benefit both consumers and the e-commerce industry. Here are some of the key advantages:

Informed Decision-Making: Consumer awareness equips online shoppers with the knowledge and information needed to make well-informed purchasing decisions. This includes evaluating product quality, reading reviews, and comparing prices, ultimately leading to more satisfying purchases.

Protection of Consumer Rights: Informed consumers are aware of their rights, such as the right to return products, request refunds, and seek resolution for disputes. This awareness ensures that consumers can assert their rights when necessary.

Cybersecurity and Data Protection: Awareness of cybersecurity practices allows consumers to protect their personal and financial information when shopping online. They can adopt secure payment methods, strong password practices, and privacy protection measures to safeguard their data.

Trust and Confidence: Informed consumers tend to have higher levels of trust and confidence in the online shopping process and e-commerce platforms. This trust can lead to increased customer loyalty and repeat business.

Risk Mitigation: Consumer awareness helps mitigate the risks associated with online shopping, such as falling victim to online scams, fraud, or data breaches. Informed consumers can recognize and avoid potential threats.

Empowerment: Consumer awareness empowers individuals to navigate the online marketplace with confidence. They can assert their interests, voice concerns, and make choices that reflect their values and preferences.

Educational Opportunities: The promotion of consumer awareness creates opportunities for educational initiatives and campaigns that inform consumers about their rights, best practices, and online shopping tips.

Economic Impact: Consumer awareness can have a positive economic impact by encouraging ethical and sustainable practices, as well as by reducing the incidence of fraud and disputes, which can be costly for businesses and consumers.

Better Product Selection: Informed consumers are more likely to select products that meet their expectations, reducing the likelihood of returns and increasing overall satisfaction.

1.6 DISADVANTAGES OF CONSUMER AWARENESS IN ONLINE SHOPPING:

While consumer awareness in online shopping has many advantages, it also comes with some potential disadvantages. Here are a few of the disadvantages associated with consumer awareness in the context of online shopping:

Information Overload: Excessive information and reviews can overwhelm consumers, making it challenging to make quick and confident purchasing decisions. Some shoppers may spend excessive time researching and analyzing, leading to decision paralysis.

Fake Reviews: The abundance of online reviews provides opportunities for fake or manipulated reviews to mislead consumers. Disreputable sellers may post positive reviews about their products or services, making it difficult for consumers to trust online feedback.

Privacy Concerns: Increased awareness of online shopping practices may heighten concerns about personal data and privacy. Consumers become more cautious about sharing personal information, impacting their willingness to engage in online transactions.

Consumer Skepticism: Overly informed consumers may become overly skeptical, leading to a lack of trust in online retailers, product claims, and marketing messages. This skepticism can hinder e-commerce sales and trust-building efforts.

Return Abuse: Some consumers with a deep awareness of return policies may exploit them, causing financial losses for online retailers. Frequent returns, especially of non-defective items, can strain the profitability of e-commerce businesses.

Overemphasis on Price: Consumers who prioritize price comparisons based on their awareness may overlook other important factors, such as product quality, brand reputation, and ethical considerations. This could lead to suboptimal purchasing decisions.

1.7 LIMITATIONS OF CONSUMER AWARENESS IN ONLINE SHOPPING:

Consumer awareness in online shopping, while beneficial, also has its limitations and challenges. Here are some common limitations associated with consumer awareness in the context of online shopping:

Information Overload: The vast amount of information available online can overwhelm consumers. Too many product options, reviews, and details can lead to decision paralysis and a sense of being inundated with data.

Fake or Biased Reviews: Some online reviews may be fake, manipulated, or biased, making it challenging for consumers to discern genuine feedback from deceptive or paid reviews. This can mislead purchasing decisions.

Privacy Concerns: Concerns about online privacy and data security can hinder consumers from sharing personal information, limiting their ability to complete transactions or enjoy personalized shopping experiences.

Cybersecurity Risks: While consumer awareness encourages online safety practices, consumers may still fall victim to cybersecurity threats, such as phishing scams, data breaches, and identity theft.

Time-Consuming Research: Informed consumers often invest significant time in research, which may not be practical for those seeking quick or convenient shopping experiences. The effort required for thorough research can deter some consumers.

Overemphasis on Price: Overly price-focused consumers may prioritize cost savings above other essential factors like product quality, brand reputation, and ethical considerations, potentially leading to suboptimal purchasing decisions.

Return Abuse: Some consumers may exploit lenient return policies, causing financial losses for online retailers. Frequent returns, particularly of non-defective items, can strain e-commerce businesses.

Digital Literacy Gaps: Not all consumers have the same level of digital literacy and awareness. Disparities in digital skills and knowledge can put some individuals at a disadvantage when shopping online.

Consumer Stress: The pressure to be well-informed and make the best choices can lead to stress and anxiety. The fear of making a wrong decision can negatively impact the online shopping experience.

Inadequate Regulations: Consumer awareness may not always be sufficient to protect consumers from unscrupulous online sellers or products that don't meet their claims. Inadequate regulations and enforcement can leave consumers vulnerable.

1.8 EFFECTS ON CONSUMER AWARENESS:

Consumer awareness in online shopping has several significant effects on both consumers and the e-commerce industry. Here are some of the key effects:

Informed Decision-Making: Consumer awareness empowers individuals to make informed and confident decisions when shopping online. They can assess product quality, read reviews, and compare prices, leading to more satisfying and appropriate purchases.

Protection of Consumer Rights: Informed consumers are aware of their rights and responsibilities in the online shopping process. This awareness allows them to assert their rights, such as returning products, seeking refunds, and addressing disputes.

Ethical and Sustainable Choices: Consumer awareness extends to ethical and sustainability considerations. Informed consumers can make choices aligned with their values, supporting eco-friendly and socially responsible products and brands.

Cybersecurity and Data Protection: Awareness of cybersecurity practices helps consumers protect their personal and financial information. They can use secure payment methods, manage passwords securely, and implement privacy protection measures to safeguard their data.

Risk Mitigation: Consumer awareness plays a crucial role in mitigating risks associated with online shopping, such as avoiding online scams, fraud, and data breaches. Informed consumers can recognize and avoid potential threats.

Improved Customer Service: Consumers who are aware of their rights and responsibilities can engage with customer support more effectively, leading to better customer service experiences and issue resolution.

Empowerment: Consumer awareness empowers individuals to navigate the online marketplace with confidence. They can assert their interests, voice concerns, and make choices that reflect their values and preferences.

Market Accountability: Informed consumers hold online retailers accountable for product quality, ethical practices, and customer service. This encourages businesses to maintain high standards and transparency.

Market Efficiency: Informed consumers contribute to market efficiency by making rational decisions based on their needs and preferences. This can lead to a more competitive and customer-centric e-commerce industry.

Economic Impact: Consumer awareness can have a positive economic impact by encouraging ethical and sustainable practices, as well as by reducing the incidence of fraud and disputes, which can be costly for businesses and consumers.

1.9 RISK ON ONLINE SHOPPING:

Online shopping offers convenience and a wide range of products, but it also comes with certain risks. Here are some of the common risks associated with online shopping:

Security Risks:

Payment Security: The risk of financial information being stolen or misused during online transactions. This includes credit card fraud, identity theft, and unauthorized access to financial accounts.

Privacy Risks:

Data Privacy: Concerns about personal information being collected, shared, or sold by online retailers and third-party companies. It can result in unwanted marketing emails and potential privacy breaches.

Fake or Counterfeit Products:

The risk of receiving counterfeit or substandard products when purchasing from unverified or questionable sellers. These products may not meet quality or safety standards.

Fraudulent Sellers:

The risk of dealing with fraudulent or unreliable online sellers. This can include sellers who take payment but never deliver the product or who misrepresent the product's condition.

Delivery Issues:

Delayed or Non-Delivery: Products may be delayed or never delivered, leading to frustration and potential financial losses.

Damaged Goods: Products can arrive damaged due to poor packaging or mishandling during shipping.

Product Misrepresentation:

Products may not match their online descriptions, including inaccurate images, sizes, or features. This can result in dissatisfaction with the purchase.

Difficulty in Returns and Refunds:

Challenges in returning products or obtaining refunds, particularly from online sellers with strict return policies or limited customer support.

Inadequate Customer Support:

Poor customer service from online retailers can lead to difficulties in resolving issues, such as missing items or product defects.

Phishing and Scams:

Falling victim to phishing emails, fake websites, or online shopping scams that aim to steal personal and financial information.

Price Discrepancies:

Finding that prices for the same product vary widely between different sellers, potentially resulting in overpaying.

Size and Fit Issues:

Clothing and footwear items may not fit as expected, and returning them can be inconvenient.

Hidden Costs:

Unexpected costs, such as high shipping fees, import duties, or handling charges, can increase the overall price of a purchase.

Technical Glitches:

Technical issues on e-commerce websites, such as payment processing errors or crashes, can disrupt the shopping experience.

1.10 OVERCOME RISK ON ONLINE SHOPPING:

To overcome the risks associated with online shopping, it's essential to take a proactive approach and follow best practices for safe and secure online transactions. Here are some strategies to help you minimize risks and have a more secure online shopping experience:

Shop from Reputable Websites:

Stick to well-known and established online retailers. Avoid unfamiliar or suspicious websites. Look for secure website indicators such as "https://" and a padlock symbol in the browser's address bar.

Read Product and Seller Reviews:

Check customer reviews and ratings for both the product and the seller. This can provide valuable insights into the quality of the product and the trustworthiness of the seller.

Use Secure Payment Methods:

Opt for secure payment options, such as credit cards or reputable online payment services like PayPal. These methods often offer added layers of protection and the ability to dispute charges.

Beware of Phishing Scams:

Be cautious about unsolicited emails or messages asking for personal or financial information. Do not click on links or download attachments from suspicious sources.

Secure Your Devices:

Ensure that your computer, smartphone, or tablet has up-to-date antivirus software and is protected against malware and phishing threats.

Protect Personal Information:

Only provide essential information during the checkout process. Be wary of sites that request excessive personal details. Safeguard your passwords and avoid using the same password for multiple accounts.

Verify Website Authenticity:

Check the website's authenticity by reviewing contact information, customer support details, and physical addresses. Legitimate websites typically provide clear and accessible contact information.

Understand Return and Refund Policies:

Familiarize yourself with the return and refund policies of the seller or website. Make sure the policies are reasonable and offer a clear process for returns or exchanges.

Keep Records:

Keep records of your online purchases, including receipts, order confirmations, and shipping details. These records can be valuable if you encounter issues.

Inspect Products Upon Delivery:

Inspect the product as soon as it is delivered. If it doesn't meet your expectations or is damaged, contact the seller immediately.

Read the Fine Print:

Carefully read product descriptions, terms of sale, shipping times, fees, and any hidden costs associated with the purchase.

Familiarize Yourself with Consumer Rights:

Understand your rights as a consumer, including the right to return products, seek refunds, and dispute charges. These rights can vary by jurisdiction.

Use Strong Passwords:

Create strong and unique passwords for your online shopping accounts. Consider using a password manager to generate and store complex passwords securely.

Enable Two-Factor Authentication (2FA):

Whenever possible, enable 2FA for your online shopping accounts to add an extra layer of security.

Stay Informed:

Keep yourself updated on common online shopping scams and frauds. Regularly review tips and best practices for online security and privacy.

Report Suspicious Activity:

If you encounter a suspicious seller, product, or transaction, report it to the e-commerce platform and relevant authorities. Your report can help protect others from similar risks.

1.11 TYPES OF CONSUMER AWARENESS IN ONLINE SHOPPING:

Consumer awareness in online shopping can encompass various aspects and types. Here are some key types of consumer awareness in the context of online shopping:

Product Awareness:

Consumers are aware of the products available in the online marketplace. They know about different brands, models, features, and specifications.

Price Awareness:

Consumers are aware of price ranges for specific products, enabling them to identify competitive pricing and potential discounts or overpriced items.

Quality Awareness:

Consumers have knowledge of product quality indicators and can assess the quality of products based on reviews, ratings, and product descriptions.

Safety and Security Awareness:

Consumers are informed about online safety and security measures. They understand the importance of secure payment methods, strong passwords, and protecting personal information.

Consumer Rights Awareness:

Consumers know their rights when shopping online. This includes awareness of return policies, refund rights, and dispute resolution processes.

Seller Reputation Awareness:

Consumers are aware of the reputation and trustworthiness of online sellers and can distinguish between reliable and unreliable sellers.

Reviews and Ratings Awareness:

Consumers understand the significance of product reviews and ratings. They use this information to assess the quality and reliability of products.

Ethical and Sustainable Awareness:

Consumers are conscious of ethical and sustainability considerations, making choices that align with their values, such as supporting eco-friendly and socially responsible brands.

Consumer Privacy Awareness:

Consumers are aware of privacy concerns related to online shopping, including the collection and use of personal data by online retailers.

Cybersecurity Awareness:

Consumers have knowledge of cybersecurity practices and are aware of the risks associated with online transactions. They take steps to protect their personal and financial information.

Scam and Fraud Awareness:

Consumers are vigilant about common online shopping scams and frauds, allowing them to recognize and avoid potential threats.

Digital Literacy Awareness:

Consumers understand the basics of online shopping, including how to navigate e-commerce websites, make secure payments, and place orders.

Customer Service Awareness:

Consumers know how to engage with customer support when needed and are aware of the channels and processes for resolving issues with online purchases.

Regulatory Awareness:

Consumers are informed about consumer protection regulations and laws applicable to online shopping in their jurisdiction.

Marketplace Awareness:

Consumers are aware of the online marketplace's structure, including the presence of various sellers, platforms, and product categories.

1.12 REGULATION ACTS ON ONLINE SHOPPING FOR CONSUMERS:

In India, there are several regulations and acts that protect consumers engaging in online shopping. These regulations aim to ensure fair and secure online transactions and safeguard consumers' rights. Here are some of the key regulatory acts related to online shopping for consumers in India:

Consumer Protection Act, 2019: This act replaced the previous Consumer Protection Act, 1986, and is designed to strengthen consumer rights. It covers e-commerce transactions and provides mechanisms for addressing consumer complaints and disputes.

Information Technology Act, 2000: The IT Act addresses various aspects of online activities, including electronic contracts and digital signatures, which are relevant to online shopping.

Indian Contract Act, 1872: The Indian Contract Act provides the legal framework for online contracts and agreements. It covers issues such as offer and acceptance, legality of objects, and the enforceability of contracts.

Consumer Protection (E-commerce) Rules, 2020: These rules, issued under the Consumer Protection Act, 2019, specifically govern e-commerce entities. They include provisions related to product information, pricing, and redressal of consumer complaints.

Legal Metrology (Packaged Commodity) Rules, 2011: These rules pertain to labeling and packaging of products, including those sold online. They ensure that product details are accurate, and consumers are not misled.

Goods and Services Tax (GST): The implementation of GST in India has affected online shopping by standardizing taxation. It has made it essential for e-commerce platforms to follow taxation rules, helping consumers understand the tax implications of their purchases.

Payment and Settlement Systems Act, 2007: This act regulates payment systems in India, which is crucial for online transactions. It ensures the safety and security of electronic payments.

The Indian Penal Code, 1860: The IPC includes provisions related to online fraud and cybercrimes. It addresses various issues, including data theft, online scams, and electronic fraud.

Foreign Exchange Management Act (FEMA): FEMA regulations are relevant when making cross-border online purchases. It governs the foreign exchange and payments involved in international transactions.

Data Protection Laws (Proposed): India is in the process of finalizing data protection laws that will address issues of data privacy and security, which are critical for online shopping.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

The internet is a worldwide accessible series of computer networks that transmit data by packet switching using the standard internet protocol. It is a “network of networks” that consists of millions of smaller domestic, academic, business, and government networks, which together carry various information and services, such as select, file transfer, the interlinked Webpages, and other documents of the World Wide Web. Originally the internet was mainly used by academics, research scientists, and students; however, that scenario has changed as commercial organizations have moved to incorporate the World Wide Web into their promotional campaigns, and by offering the facility of online purchasing (Jobber & Fahy, 2003). The internet has evolved into a worldwide accessible marketplace for information exchange and e-Commerce. The strategic importance to be available for consumers on the World Wide Web, with information and services has become particularly relevant to firms. According to Vesterby and Chabert (2001) the Internet can make it easier for companies to have information about their products or services available to their customers or potential customers. A company can satisfy the consumers’ individual need for information at a low cost in comparison to sending out product brochures for example. As the user can choose information from websites, which implies that the information provider can achieve a better understanding of the user’s needs and wants by collecting data. On the other hand, the Internet is a place with hardly any structure or rules: therefore, large efforts are needed to show the consumer where a specific site is located, and what services are available on that site. Vesterby and Chabert (2001) claim that companies with no physical presence must market themselves considerably, both online and offline, for the consumer to remember their name.

Whether it is the traditional market or the online market, the marketer must understand the consumer and how he makes his decisions and purchasing choices (Hollensen, 2004), because the consumer is under a constant flow of stimuli from the marketer’s advertisements. The marketer can decide and control the output that will be forwarded to the consumers, but when the advertisement reaches the consumer that control ends. The consumer then interprets the information that has been sent out in his way based on specific factors for every consumer. Therefore marketers have developed different theories that can explain why consumers interpret information in a certain way, and thereby understand certain behaviors (Kotler & Armstrong, 2007). Several articles have set out to identify the characteristics of the online consumer. Allred, Smith, and Swinyard (2006) identify the online consumer to have the following characteristics: younger, wealthier, better educated, having a higher “computer literacy” and are bigger retail spenders. Donuthouand Garicia (1999) identify the online consumers: older, make more money, convenience seeker, innovative, impulsive, variety seeker, less riskaware, less brand and price-conscious, and with a more positive attitude towards advertising and direct marketing. Some of these characteristics are similar, while others are the opposite.

Trying to identify the online consumer is difficult since the rapid development of ecommerce has also led to an increase of both technologies and different types of consumers. It is also known that the type of product has a significant influence on online consumer behavior which makes it more difficult to identify consumer characteristics (Christopher & Huarng, 2003).

Solomon (1998) studied the Consumer behaviour: and said that it is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires. In view for the Internet to spread out as a retail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice.

Lepkowska -White, and Rao (1999): referred vendor characteristics, security of transactions, content for privacy and customer characteristics as factors influencing electronic exchange.

Donthu and Garcia (1999) proposed that risk aversion: innovativeness, brand consciousness, price consciousness, importance of convenience, variety-seeking propensity, impulsiveness, attitude toward advertising, attitude toward shopping, and attitude toward direct marketing would influence online shopping behaviour.

Schiffman, Scherman, & Long (2003): in his study researched that "yet individual attitudes do not, by themselves, influence one's intention and/or behavior. Instead that intention or behavior is a result of a variety of attitudes that the consumer has about a variety of issues relevant to the situation at hand, in this case online buying. Over time the Internet buyer, once considered the innovator or early adopter, has changed. While once young, professional males with higher educational levels, incomes, tolerance for risk, social status and a lower dependence on the mass media or the need to patronize established retail channels (Ernst & Young, 2001; Mahajan, Muller & Bass, 1990).

Sultan and Henrichs (2000) in his study concluded that the consumer's willingness: to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

Vijay, Sai. T. & Balaji, M. S. (May 2009): revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so.

The work of Kim and Park (2005): using U.S. samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers, are required to have computer skills in order to use the Internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store, modern shop, or discount store (Monsuwe, 2004) because it will be faster shopping there than in the Internet shop.

Goldsmith and Flynn (2004): state that the home catalog is another traditional selling channel where people can shop at home because of the varieties of products offered in the catalog. They can order through the phone or by mail. It is convenient except that they are not able to touch and feel products before purchasing.

Dr.V Vijayalakshmi & Dr.R.Lakshmi (2018): Mostly youngsters and youth generation (19-30 age group) are very much interested in online buying because they know about technology and e- shopping.

As per an ASSOCHAM-Resurgent joint study,(2018): online shopping is expected to clock annualised growth of 115 percent this year, aided by fastincreasing data consumption and improvement in logistics, along with a number of offers presented by e-commerce platforms.

Jarvenpaa journal of Electronic Commerce Research: VOL.6, NO.2, (2015) it is an early stage in internet development in terms of building an appropriate dedicated model of consumer buying behaviour.

Ahmed, (2012): Concerns of price, quality, durability and other productrelated aspects are the main drivers of buying decision in developed countries but the considerations could be vary from the developing countries.

Sylke et al, (2004): the growth rate of electronic commerce in India, however, has yet been much below anticipation; its proportion of total retail business is still small due to its certain limitations.

Garbarino & Strahilevitz (2004), Korgaonkar & Wolin (1999): Van Slyke et al (2002) previous researches suggested that men are more likely to purchase products and/or services from the Internet than women.

Na Li & Ping Zhang (2002): found that men are more adopting in online shopping, Female shoppers are found to prefer using catalogues to shop at home. It is found once female showed preference in online shopping, they will shop more frequently online than their male counterparts.

Zhang, Dran, Small, and Barcellous (1998): indicated that website design features of the website are important and influencing factors that leads consumers satisfaction and dissatisfaction with a specific website.

Gurjeet Singh (1993): studied the impact of Consumer Protection Act on both public and private **sectors** firms in India. It was a general survey, because no specific segment was part of this study. 250 respondents, from corporate world were asked some specific questions regarding provisions of CPA and their self- regulation mechanism.

M. S. Joshi (1993): assessed the level of awareness among consumers in Dharwad District of Karnataka. The researcher found that majority of the rural respondents had not good amount of knowledge about Consumer Protection Act, Consumer Forums, rights and responsibilities.

Shashi Khurana & Parveen Khurana (2012): Consumer Awareness Regarding Consumer Protection And Consumer Protection Act 1986- An Empirical Study. Journal- International Journal of Research in Finance and Marketing, Volume 2, Issue 2 (February 2012) (ISSN 2231-5985).

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

The research is based upon both primary and secondary data both. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from Research papers, journals, magazines, and websites.

3.2 COLLECTION OF DATA

The research uses both Primary and Secondary data.

3.2.1 Primary Data

Primary data are those, which are collected for the first time, and are original. A suitable combination of Questionnaires and interview techniques is used to collect the required primary data. By using a questionnaire, data has been collected from 100 sample respondents through survey method.

3.2.2 Secondary Data

The secondary data are those which are already collected by someone for some purpose and are available for the present study. Secondary data was collected from magazines, websites, and other such sources.

3.3 TOOLS FOR ANALYSIS AND PRESENTATION

The collected data has been analyzed and interpreted by using different statistical tools such as **Pie charts** and **ANOVA**

3.4 STRUCTURE OF QUESTIONNAIRE

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

- Direct Questions
- Close end Questions
- Multiple Choice Questions

3.5 SAMPLE SIZE

Samples were collected from consumers and buyers of online shopping through questionnaire. The sampling size is 100, the sampling technique used for the study is Convenient Sampling.

3.6 SAMPLING TECHNIQUE

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. Customers were taken according to the convenience of the research study. The respondents from questionnaire (survey method).

3.7 PERIOD OF STUDY

The study was conducted for a period of 3 months starting from september 2023 to october 2023.

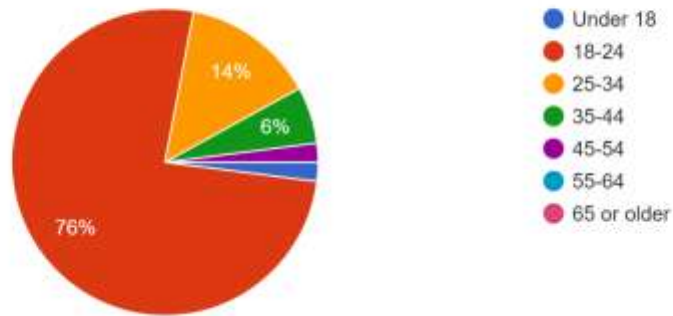
3.8 LIMITATION OF STUDY

The study suffers from the following limitations:

- The study is based on the opinion on only 100 respondents. It cannot be generalised.
- The data was collected through structured questionnaire and analysed based on the information given by respondents.
- The study largely based on the perception of the respondents.

CHAPTER 4

2. Age: 50 responses



SI NO	AGE	NO OF RESPONSE	PERCENTAGE
1	UNDER 18	1	2
2	18-24	38	76
3	25-34	7	14
4	35-44	3	6
5	45-54	1	2
6	55-64	0	0
7	65 or older	0	0

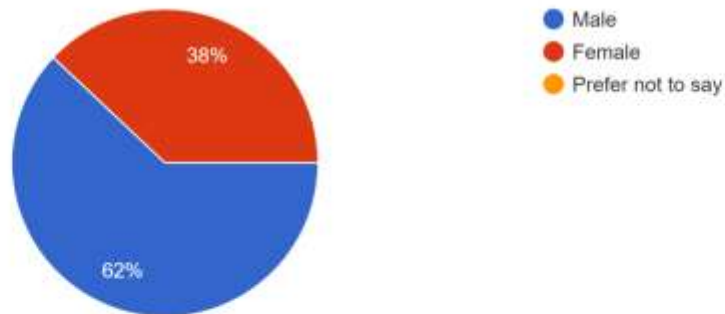
INTERPRETATION

From the above table it can understand that 2% are under 18, 76% are between 18-24, 14% are between 25-34, 6% are between 35-44, 2% are between 45-54, 0% are between 55 or older.

INFERENCE

76% respondents are between 18-24.

3. Gender:
50 responses



SI NO	GENDER	NO OF RESPONSE	PERCENTAGE
1	MALE	31	62
2	FEMALE	19	38
3	PREFER NOT TO SAY	0	0

INTERPRETATION

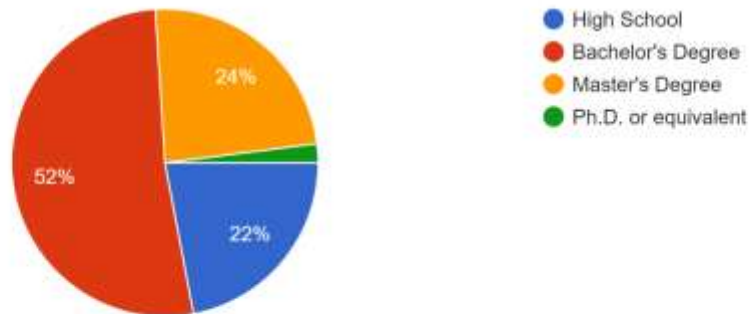
From the above table it can understand that 62% of the respondents are male, 38% of the respondents are female.

INFERENCE

62% respondents are male.

4.Educational Background:

50 responses



SI NO	EDUCATION BACKGROUND	NO OF RESPONSE	PERCENTAGE
1	HIGH SCHOOL	11	22
2	BACHELOR'S DEGREE	26	52
3	MASTER'S DEGREE	12	24
4	PH.D. OR EQUIVALENT	1	2

INTERPRETATION

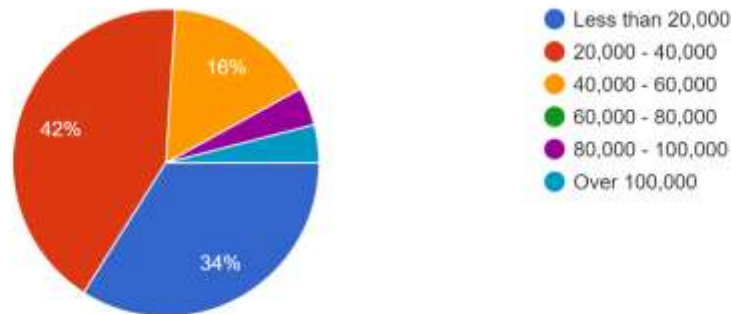
From the above table it can understand that 22% are high school, 52% are bachelor's degree, 24% are master's degree, 2% PH.D or equivalent.

INFERENCE

52% respondents are Bachelor's Degree.

5. Annual Income:

50 responses



SI NO	ANNUAL INCOME	NO OF RESPONSE	PERCENTAGE
1	LESS THAN 20000	17	34
2	20000-40000	21	42
3	40000-60000	8	16
4	60000-80000	0	0
5	80000-100000	2	4
6	OVER 100000	2	4

INTERPRETATION

From the above table it can understand that 34% are less than 20,000. 42% are between 20,000-40,000. 16% are between 40,000-60,000. 0% are between 60,000-80,000. 4% are between 80,000-1,00,000. 4%

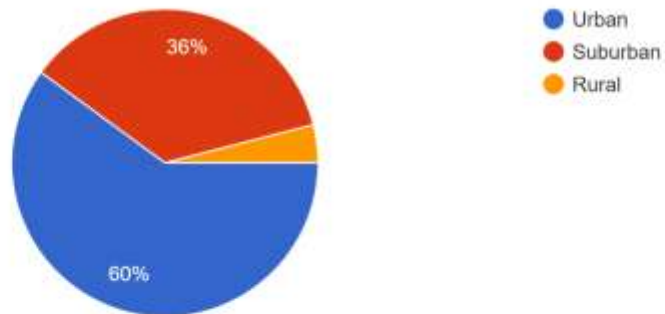
Are over 1,00,000.

INFERENCE

42% respondents are between 20,000-40,000.

6.Location:

50 responses



SI NO	LOCATION	NO OF REESPONSE	PERCENTAGE
1	URBAN	30	60
2	SUBURBAN	18	36
3	RURAL	2	4

INTERPRETATION

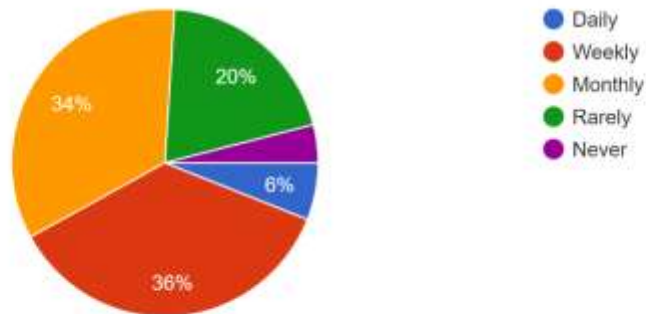
From the above table it can understand that 60% are urban, 36% are suburban, 4% are rural.

INFERENCE

60% respondents are URBAN.

7.How often do you shop online?

50 responses



SI NO	HOW OFTEN DO YOU SHOP ONLINE	NO OF RESPONSE	PERCENTAGE
1	DAILY	3	6
2	WEEKLY	19	38
3	MONTHLY	17	34
4	RARELY	10	20
5	NEVER	1	2

INTERPRETATION

From the above table it can understand that 6% do daily, 38% do weekly, 34% do monthly, 20% do rarely, 2% do never.

INFERENCE

38% respondents do WEEKLY.

ANOVA

Age

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.333	30	1.111	3.333	.239
Within Groups	.667	20	.333		
Total	4.000	5			

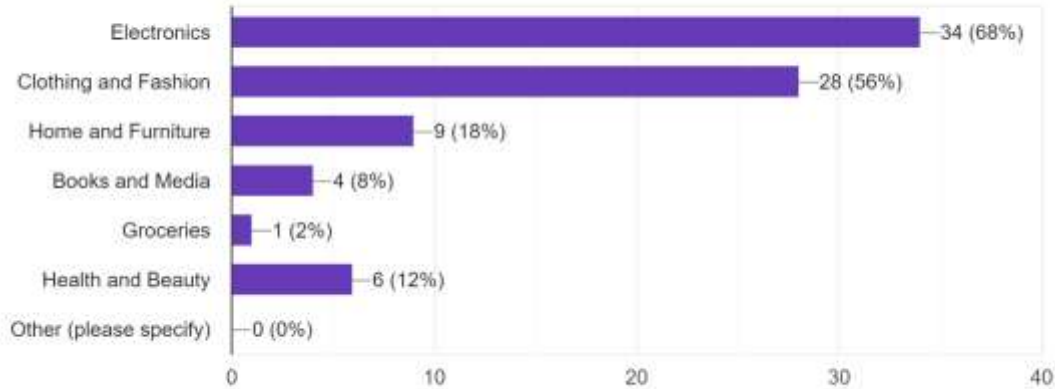
HYPOTHESIS

H0- there is no significance difference between the age and the use of online shopping.

H1- there is a significance difference between the age and the use of online shopping.

8.What types of products do you most commonly purchase online? (Select all that apply)

50 responses



SI NO	WHAT TYPE OF PRODUCTS DO YOU MOST COMMONLY PURCHASE ONLINE	NO OF RESPONSE	PERCENTAGE
1	ELECTRONICS	34	68
2	CLOTHS	28	56
3	FURNITURE	9	18
4	BOOKS	4	8
5	GROCERIES	1	2
6	BEAUTY	6	12

INTERPRETATION

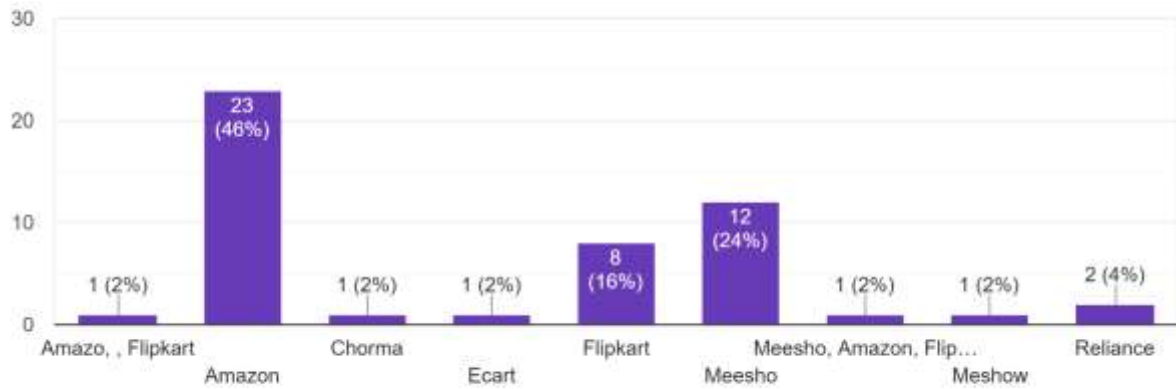
From the above table it can understand that 68% buy electronics, 56% buy cloths, 18% buy furniture, 8% buy books, 2% buy groceries, 12% buy beauty.

INFERENCE

68% respondents buy ELECTRONICS.

9. Which online shopping platforms or websites do you use most frequently?

50 responses



SI NO	WHICH ONLINE SHOPPING WEBSITE DO YOU USE MOST FREQUENTLY	NO OF RESPONSE	PERCENTAGE
1	AMAZON	23	46
2	FLIPKART	8	16
3	CHORMA	1	2
4	ECART	1	2
5	MEESHO	12	24
6	RELIANCE	2	4

INTERPRETATION

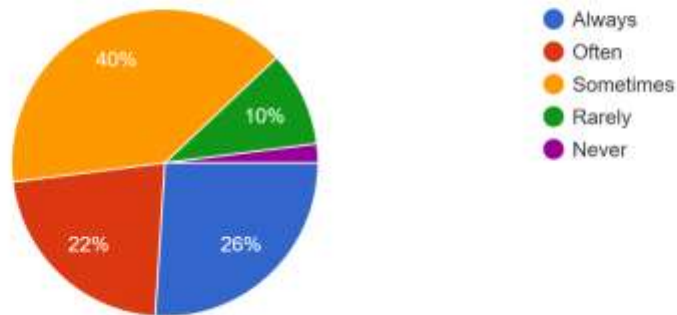
From the above table it can understand that 50% buy from amazon, 16% buy from flipkart, 2% buy from chorma, 2% buy from ecart, 26% buy from meesho, 4% buy from reliance.

INFERENCE

50% respondents buy from AMAZON.

10.How often do you read product descriptions and specifications before making an online purchase?

50 responses



SI NO	HOW OFTEN DO YOU READ PRODUCT DESCRIPTION AND SPECIFICATION BEFORE MAKING AN ONLINE PURCHASE	NO OF RESPONSE	PERCENTAGE
1	ALWAYS	13	26
2	OFTEN	11	22
3	SOMETIMES	20	40
4	RARELY	5	10
5	NEVER	1	2

INTERPRETATION

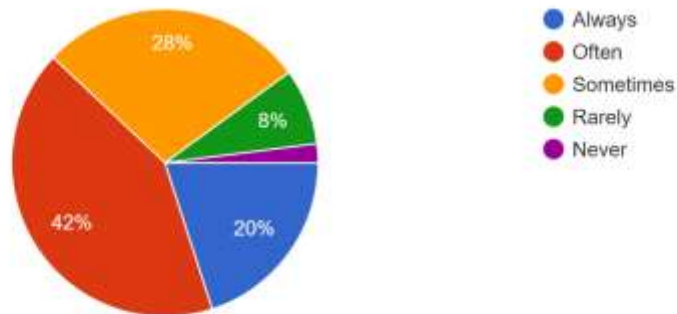
From the above table it can understand that 26% say always, 22% say often, 40% says sometimes, 10% says rarely, 2% says never.

INFERENCE

40% respondents says SOMETIMES.

11.Do you pay attention to product reviews and ratings when considering an online purchase?

50 responses



SI NO	DO YOU PAY ATTENTION TO PRODUCT REVIEW AND RATINGS WHEN CONSIDERING AN ONLINE PURCHASE	NO OF RESPONSE	PERCENTAGE
1	ALWAYS	10	20
2	OFTEN	21	42
3	SOMETIMES	14	28
4	RARELY	4	8
5	NEVER	1	2

INTERPRETATION

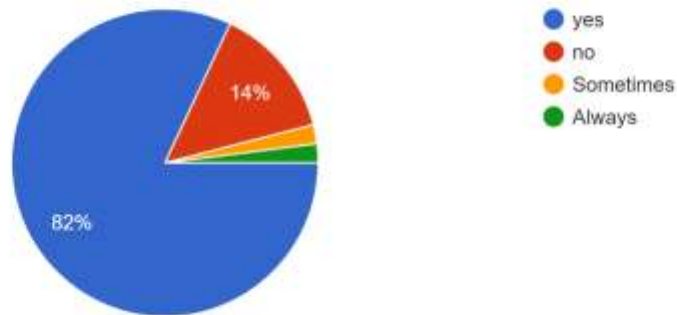
From the above table it can understand that 20% says always, 42% says often, 28% says sometimes, 8% says rarely, 2% says never.

INFERENCE

42% respondents says OFTEN.

12. Have you ever encountered misleading product information or exaggerated claims on an online shopping platform?

50 responses



SI NO	HAVE YOU EVER ENCOUNTERED MISLEADING PRODUCT INFORMATION ON A ONLINE SHOPPING PLATFORM	NO OF RESPONSE	PERCENTAGE
1	YES	41	82
2	NO	7	14
3	SOMETIMES	1	2
4	ALWAYS	1	2

INTERPRETATION

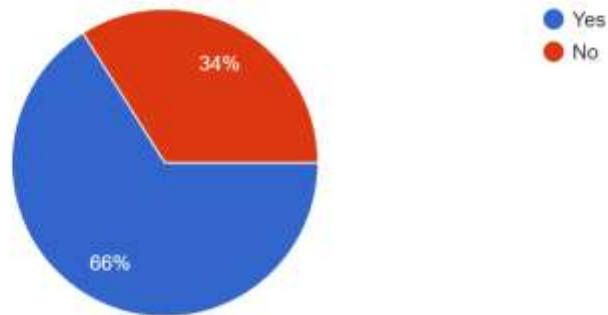
From the above table it can understand that 82% says yes, 14% says no, 2% says sometimes, 2% says always.

INFERENCE

82% respondents says YES.

13.Are you aware of your rights as an online consumer, including the right to return products and seek refunds or replacements?

50 responses



SI NO	ARE YOU AWARE OF YOUR RIGHTS AS AN ONLINE CONSUMER INCLUDING THE RIGHT TO RETURN PRODUCT AND SEEK REFUND	NO OF RESPONSE	PERCENTAGE
1	YES	33	66
2	NO	17	34

INTERPRETATION

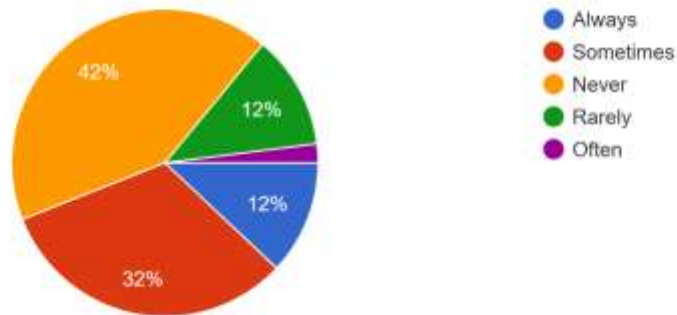
From the above the table it can understand that 66% says yes, 34% says no.

INFERENCE

66% respondents says YES.

14.How often do you check for information about return and refund policies on online shopping websites?

50 responses



SI NO	HOW OFTEN DO YOU CHECK FOR INFORMATION ABOUT RETURN AND REFUND POLICIES ON ONLINE SHOPPING WEBSITES	NO OF RESPONSE	PERCENTAGE
1	ALWAYS	6	12
2	SOMETIMES	16	32
3	NEVER	21	42
4	RARELY	6	12
5	OFTEN	1	2

INTERPRETATION

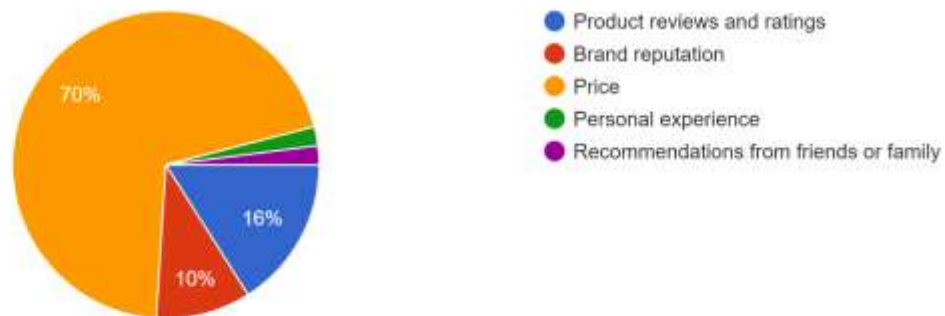
From the above table it can understand that 12% says always, 32% says sometimes, 42% says never, 12% says rarely, 2% says often.

INFERENCE

42% respondents says NEVER.

15.What most influences your trust in online sellers and products when shopping online?

50 responses



SI NO	WHAT MOST INFLUENCES YOUR TRUST IN ONLINE SELLER AND PRODUCTS WHEN SHOPPING ONLINE	NO OF RESPONSE	PERCENTAGE
1	PRODUCT REVIEW AND RATINGS	8	16
2	BRAND REPUTATION	5	10
3	PRICE	35	70
4	PERSONAL EXPERIENCE	1	2
5	RECOMMENDATIONS FROM FRIENDS AND FAMILY	1	2

INTERPRETATION

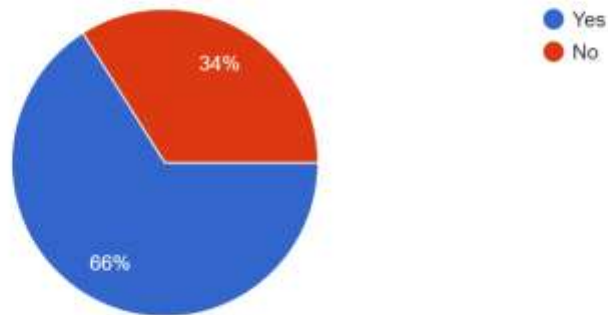
From the above table it can understand that 16% are product review and ratings, 10% are brand reputation, 70% are price, 2% are personal experience, 2% are recommendations from friends and family.

INFERENCE

70% respondents are PRICE.

16. Have you ever made a purchase online, only to find that the product did not match the online description or image?

50 responses



SI NO	HAVE YOU EVER MADE A PURCHASE ONLINE ONLY TO FIND THAT THE PRODUCT DID NOT MATCH THE ONLINE DESCRIPTION	NO OF RESPONSE	PERCENTAGE
1	YES	33	66
2	NO	17	34

INTERPRETATION

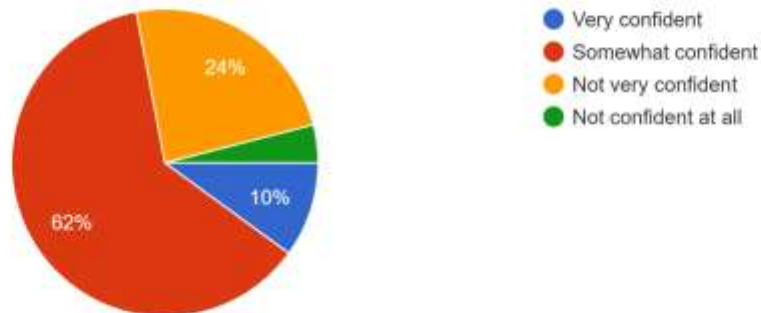
From the above table it can understand that 66% says yes, 34% says no.

INFERENCE

66% respondents says YES.

17.Are you confident in your ability to recognize and avoid online shopping scams or fraudulent sellers?

50 responses



SI NO	ARE YOU CONFIDENT IN YOUR ABILITY TO RECOGNIZE AND AVOID ONLINE SHOPPING SCAM	NO OF RESPONSE	PERCENTAGE
1	VERY CONFIDENT	5	10
2	SOMEWHAT CONFIDENT	31	62
3	NOT VERY CONFIDENT	12	24
4	NOT CONFIDENT AT ALL	2	4

INTERPRETATION

From the above table it can understand that 10% are very confident, 62% are somewhat confident, 24% are not very confident, 4% are not confident at all.

INFERENCE

62% respondents are somewhat confident.

18.How do you typically research products and sellers to ensure a safe and satisfactory online shopping experience?

50 responses



SI NO	HOW DO YOU TYPICALLY RESEARCH PRODUCTS AND SELLERS TO ENSURE A SAFE AND SATISFACTORY ONLINE SHOPPING EXPERIENCE	NO OF RESPONSE	PERCENTAGE
1	PRODUCT REVIEW AND RATING	9	18
2	SELLER RATING AND REVIEW	19	38
3	COMPARE PRICES	21	42
4	SEEK RECOMMENDATION	1	2

INTERPRETATION

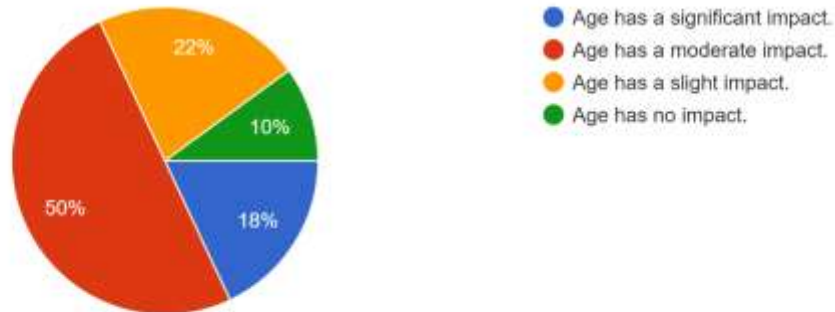
From the above table it can understand that 18% are product review and rating, 38% are seller rating and review, 42% are compare prices, 2% are seek recommendation.

INFERENCE

42% respondents are compare prices.

19.How does your age influence your online shopping behavior and preferences?

50 responses



SI NO	HOW DOES YOUR AGE INFLUENCE YOUR ONLINE SHOPPING BEHAVIOR AND PREFERENCE	NO OF RESPONSE	PERCENTAGE
1	AGE HAS A SIGNIFICANT IMPACT	9	18
2	AGE HAS A MODERATE IMPACT	25	50
3	AGE HAS A SLIGHT IMPACT	11	22
4	AGE HAS NO IMPACT	5	10

INTERPRETATION

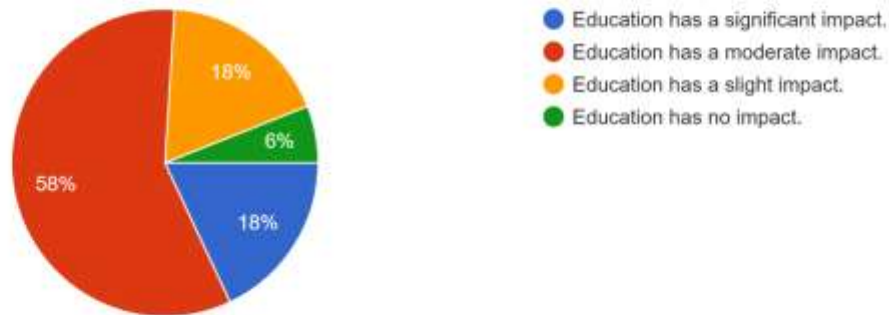
From the above table it can understand that 18% are age has a significant impact, 50% are age has a moderate impact, 22% are age has a slight impact, 10% age has no impact.

INFERENCE

50% resondents are age has a moderate impact.

20. Do you believe that your level of education affects your awareness and decision-making when shopping online?

50 responses



SI NO	DO YOU BELIEVE THAT YOUR LEVEL OF EDUCATION AFFECTS YOUR AWARENESS AND DECISION MAKING WHEN SHOPPING ONLINE	NO OF RESPONSE	PERCENTAGE
1	EDUCATION HAS A SIGNIFICANT IMPACT	9	18
2	EDUCATION HAS MODERATE IMPACT	29	58
3	EDUCATION HAS SLIGHT IMPACT	9	18
4	EDUCATION HAS NO IMPACT	3	6

INTERPRETATION

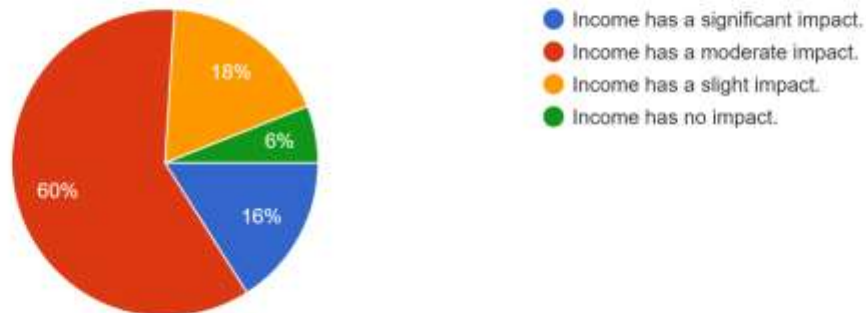
From the above table it can understand that 18% says education has a significant impact, 58% says education has a moderate impact, 18% says education has slight impact, 6% says education has no impact.

INFERENCE

58% respondents says that education has a moderate impact.

21.Does your annual income influence your online shopping habits and the types of products you purchase?

50 responses



SI NO	DOES YOUR ANNUAL INCOME INFLUENCE YOUR ONLINE SHOPPING HABITS AND THE TYPES OF PRODUCTS YOU PURCHASE	NO OF RESPONSE	PERCENTAGE
1	INCOME HAS A SIGNIFICANT IMPACT	8	16
2	INCOME HAS A MODERATE IMPACT	30	60
3	INCOME HAS A SLIGHT IMPACT	9	18
4	INCOME HAS NO IMPACT	3	6

INTERPRETATION

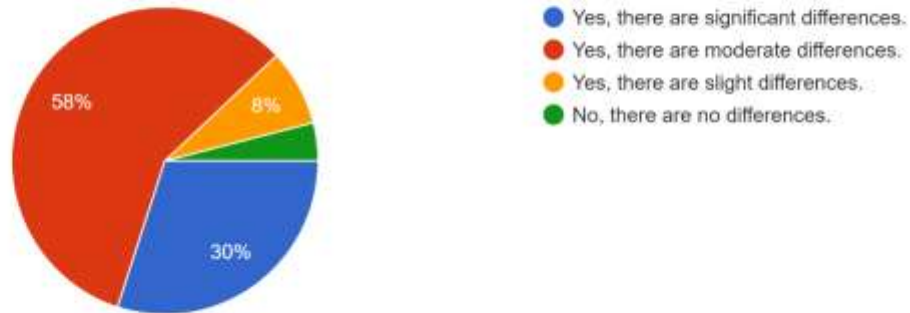
From the above table it can understand that 16% says income has a significant impact, 60% says income has a moderate impact, 18% says income has a slight impact, 6% says income has no impact.

INFERENCE

60% respondents says income has a moderate impact.

22.Are there differences in online shopping awareness and behavior based on your location (urban, suburban, rural)?

50 responses



SI NO	ARE THERE DIFFERENCE IN ONLINE SHOPPING AND BEHAVIOR BASED ON YOUR LOCATION	NO OF RESPONSE	PERCENTAGE
1	YES, THERE ARE SIGNIFICANT DIFFERENCE	15	30
2	YES, THERE ARE MODERATE DIFFERENCE	29	58
3	YES, THERE ARE SLIGHT DIFFERENCE	4	8
4	NO, THERE ARE NO DIFFERENCE	2	4

INTERPRETATION

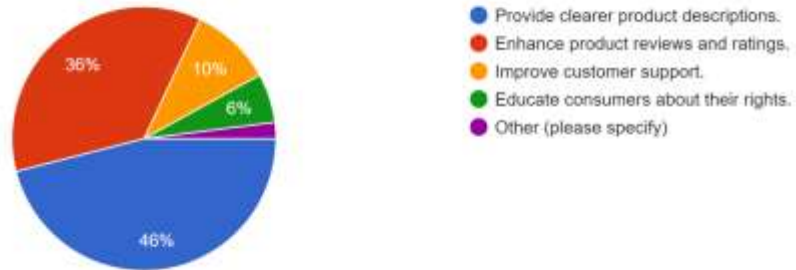
From the above table it can understand that 30% says yes, there are significant difference, 58% says yes, there are moderate difference, 8% says yes, there are slight difference, 4% says no, there are no difference.

INFERENCE

58% respondents says YES, there are moderate difference.

23.What suggestions do you have for online retailers to improve transparency and consumer awareness in online shopping?

50 responses



SI NO	WHAT SUGGESTION DO YOU HAVE FOR ONLINE RETAILERS TO IMPROVE TRANSPARENCY	NO OF RESPONSE	PERCENTAGE
1	PROVIDE CLEARER PRODUCT DESCRIPTIONS	23	46
2	ENHANCE PRODUCT REVIEW AND RATING	18	36
3	IMPROVE CUSTOMER SUPPORT	5	10
4	EDUCATE CONSUMER ABOUT THEIR RIGHTS	3	6
5	OTHER	1	2

INTERPRETATION

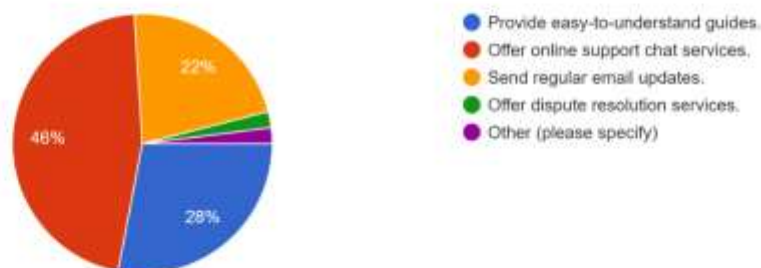
From the above table it can understand that 46% are provided clearer product description, 36% are enhance product descriptions, 10% are improve customer support, 6% are educate consumer about their rights, 2% are other.

INFERENCE

46% respondent are provided clearer product descriptions

24.How can online shopping platforms better assist consumers in understanding their rights and making informed decisions?

50 responses



SI NO	HOW CAN ONLINE SHOPPING PLATFORMS BETTR ASSIST CONSUMER IN UNDERSTANDING THEIR RIGHTS AND MAKING INFORMED DECISION	NO OF RESPONSE	PERCENTAGE
1	PROVIDE EASY TO UNDERSTAND GUIDES	14	28
2	OFFER ONLINE SUPPORT CHAT SERVICES	23	46
3	SEND REGULAR EMAIL UPDATES	11	22
4	OFFER DISPUTE RESOLUTION SERVICES	1	2
5	OTHER	1	2

INTERPRETATION

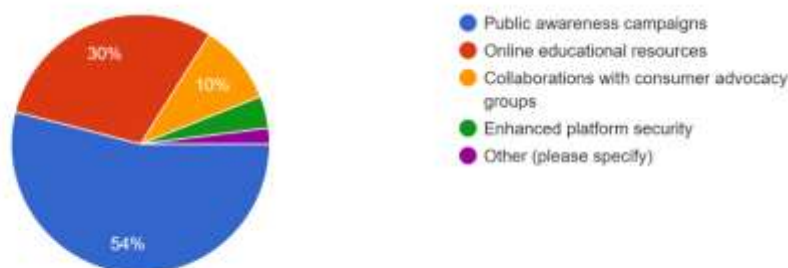
From the above table it can understand that 28% are provide easy to understand guide, 46% are offer online support chat service, 22% are send regular email update, 2% are offer dispute resolution service, 2% are other.

INFERENCE

46% respondent are offer online support chat service.

25. In your opinion, what are the most effective ways to raise awareness about online shopping safety and consumer rights?

50 responses



SI NO	WHAT ARE THE MOST EFFECTIVE WAYS TO RAISE AWARENESS ABOUT ONLINE SHOPPING SAFETY AND CONSUMER RIGHTS	NO OF RESPONSE	PERCENTAGE
1	PUBLIC AWARENESS CAMPAIGNS	27	54
2	ONLINE EDUCATIONAL RESOURCES	15	30
3	COLLABORATION WITH CONSUMER ADVOCACY GROUPS	5	10
4	ENHANCED PLATFORM SECURITY	2	4
5	OTHER	1	2

INTERPRETATION

From the above table it can understand that 54% says public awareness campaigns, 30% says online educational resources, 10% says collaboration with consumer advocacy groups, 4% says enhanced platform security, 2% says other.

INFERENCE

54% respondent says public awareness campaigns.

ANOVA

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.000	20	1.000	1.500	.354
Within Groups	2.000	30	.667		
Total	4.000	50			

HYPOTHESIS

H0- there is no significance difference between the age and the effective ways to raise awareness about online shopping.

H1 – there is a significance difference between the age and the effective ways to raise awareness about online shopping.

CHAPTER 5

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FINDINGS

76% respondents are between 18-24.

62% respondents are male.

52% respondents are Bachelor's Degree.

42% respondents are between 20,000-40,000.

60% respondents are URBAN.

38% respondents do WEEKLY.

68% respondents buy ELECTRONICS.

50% respondents buy from AMAZON.

40% respondents says SOMETIMES.

42% respondents says OFTEN.

82% respondents says YES.

66% respondents says YES.

42% respondents says NEVER.

70% respondents are PRICE.

66% respondents says YES.

62% respondents are somewhat confident.

42% respondents are compare prices.

50% respondents are age has a moderate impact.

58% respondents says that education has a moderate impact.

60% respondents says income has a moderate impact.

58% respondents says YES, there are moderate difference.

46% respondent are provided clearer product descriptions

46% respondent are offer online support chat service.

54% respondent says public awareness campaigns.

SUGGESTIONS:

Product Quality Awareness:

- Enhance product descriptions to provide detailed information about quality.
- Implement a user-friendly interface highlighting product features and specifications.
- Conduct educational campaigns emphasizing the importance of product quality.

Return Policies and Customer Support:

- Clearly communicate return policies on the platform.
- Strengthen customer support services with accessible channels such as online chat.
- Develop informative guides or FAQs to assist users in understanding return processes.

Online Shopping Risks Awareness:

- Launch public awareness campaigns focusing on online shopping risks.
- Integrate personalized risk alerts within the platform based on user behavior.
- Provide educational content to identify and avoid potential risks like fraud and counterfeit products.

Demographic Factors Impact:

- Tailor communication strategies based on demographic factors.
- Implement age-specific and gender-specific educational initiatives.
- Consider offering targeted promotions or features based on education levels.

Consumer Confidence and Price Sensitivity:

- Emphasize transparent pricing strategies and promotions to address price sensitivity.
- Conduct regular public awareness campaigns on secure online shopping practices.
- Provide discounts or loyalty programs to enhance consumer confidence.

CONCLUSION:

Product Quality and Return Policies:

- Consumers, especially in the age group of 18-24, seek detailed product information and clear return policies. Platforms should prioritize transparent communication on these aspects.

Awareness of Online Shopping Risks:

- Despite a high percentage buying electronics online, there's a need for increased awareness of potential risks. Initiatives such as personalized risk alerts and educational campaigns can address this.

Demographic Impact:

- Demographic factors influence consumer behavior. Tailoring strategies to age, gender, and education levels can improve the effectiveness of communication and educational efforts.

Price Sensitivity and Consumer Confidence:

- Price plays a significant role, and consumers are moderately confident. Platforms should focus on competitive pricing and ongoing public awareness campaigns to boost confidence.

Customer Support and Communication:

- The importance of accessible customer support is highlighted. Ensuring online support chat services and clear product descriptions contributes to a positive shopping experience.

Continuous Improvement:

- To address the dynamic nature of online shopping, continuous improvement is key. Regularly assess consumer preferences, update educational content, and adapt strategies based on evolving trends and risks.

In conclusion, understanding the demographics, preferences, and behaviors of the target audience is crucial for effective marketing strategies. Tailoring marketing efforts to meet the needs of the young, urban demographic while emphasizing competitive pricing and transparent communication can enhance customer satisfaction and loyalty. Regularly assessing and adapting strategies based on customer feedback and market trends is essential for long-term success

ANNEXURE - QUESTIONNAIRE

Section 1: Demographic Information

1. Age:

- ☐ Under 18
- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45-54
- ☐ 55-64
- ☐ 65 or older

2. Gender:

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Prefer not to say

3. Educational Background:

- ☐ High School
- ☐ Bachelor's Degree
- ☐ Master's Degree
- ☐ Ph.D. or equivalent

4. Annual Income:

- ☐ Less than 20,000
- ☐ 20,000 - 40,000
- ☐ 40,000 - 60,000
- ☐ 60,000 - 80,000
- ☐ 80,000 - 100,000
- ☐ Over 100,000

5. Location:

- ☐ Urban
- ☐ Suburban
- ☐ Rural

Section 2: Online Shopping Habits

6. How often do you shop online?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Rarely
- ☐ Never

7. What types of products do you most commonly purchase online? (Select all that apply)

- ☐ Electronics
- ☐ Clothing and Fashion
- ☐ Home and Furniture
- ☐ Books and Media
- ☐ Groceries
- ☐ Health and Beauty
- ☐ Other (please specify)

8. Which online shopping platforms or websites do you use most frequently?

Section 3: Investigating Consumer Awareness

9. How often do you read product descriptions and specifications before making an online purchase?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

10. Do you pay attention to product reviews and ratings when considering an online purchase?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

11. Have you ever encountered misleading product information or exaggerated claims on an online shopping platform?

- ☐ Yes
- ☐ No

12. Are you aware of your rights as an online consumer, including the right to return products and seek refunds or replacements?

- ☐ Yes
- ☐ No

13. How often do you check for information about return and refund policies on online shopping websites?

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

Section 4: Analyzing Consumer Awareness

14. What most influences your trust in online sellers and products when shopping online?

- ☐ Product reviews and ratings
- ☐ Brand reputation
- ☐ Price
- ☐ Personal experience
- ☐ Recommendations from friends or family

15. Have you ever made a purchase online, only to find that the product did not match the online description or image?

- ☐ Yes
- ☐ No

16. Are you confident in your ability to recognize and avoid online shopping scams or fraudulent sellers?

- ☐ Very confident
- ☐ Somewhat confident
- ☐ Not very confident
- ☐ Not confident at all

17. How do you typically research products and sellers to ensure a safe and satisfactory online shopping experience?

- ☐ Read product reviews and ratings
- ☐ Check seller ratings and reviews
- ☐ Compare prices and features
- ☐ Seek recommendations from friends or family

Section 5: Exploring the Impact of Demographic Factors

18. How does your age influence your online shopping behavior and preferences?

- ☐ Age has a significant impact.
- ☐ Age has a moderate impact.
- ☐ Age has a slight impact.
- ☐ Age has no impact.

19. Do you believe that your level of education affects your awareness and decision-making when shopping online?

- ☐ Education has a significant impact.
- ☐ Education has a moderate impact.
- ☐ Education has a slight impact.
- ☐ Education has no impact.

20. Does your annual income influence your online shopping habits and the types of products you purchase?

- ☐ Income has a significant impact.
- ☐ Income has a moderate impact.
- ☐ Income has a slight impact.
- ☐ Income has no impact.

21. Are there differences in online shopping awareness and behavior based on your location (urban, suburban, rural)?

- ☐ Yes, there are significant differences.
- ☐ Yes, there are moderate differences.
- ☐ Yes, there are slight differences.
- ☐ No, there are no differences.

Section 6: Providing Recommendations

22. What suggestions do you have for online retailers to improve transparency and consumer awareness in online shopping?

- ☐ Provide clearer product descriptions.
- ☐ Enhance product reviews and ratings.
- ☐ Improve customer support.
- ☐ Educate consumers about their rights.
- ☐ Other (please specify)

23. How can online shopping platforms better assist consumers in understanding their rights and making informed decisions?

- ☐ Provide easy-to-understand guides.
- ☐ Offer online support chat services.
- ☐ Send regular email updates.
- ☐ Offer dispute resolution services.
- ☐ Other (please specify)

24. In your opinion, what are the most effective ways to raise awareness about online shopping safety and consumer rights?

- ☐ Public awareness campaigns
- ☐ Online educational resources
- ☐ Collaborations with consumer advocacy groups
- ☐ Enhanced platform security
- ☐ Other (please specify)

25. Do you have any additional recommendations for enhancing consumer awareness and security in online shopping?
