

A STUDY OF CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING

Submitted in partial fulfilment of the requirement for the reward of

Bachelor of Business Administration

by

VIGNESHRAJA.M

39740257



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

SATHYABAMA

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

Accredited with Grade "A" by NAAC

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI – 600 119

APRIL 2022



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with “A” grade by NAAC
Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119
www.sathyabama.ac.in



SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of VIGNESHRAJA.M(39740257) who has done the Project work entitled **A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING** under my supervision from 1st January 2022 to 31st March 2022.

Dr. PRINCY.A.S

Internal Guide

Dr. BHUVANESWARI. G, MBA, Ph.D.

Dean – School of Management Studies

Submitted for Viva voice Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I VIGNESHRAJA . M (39740257). hereby declare that the Project Report entitled “ A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING ” is done by me under the guidance of Dr. Princy. A.S is submitted in partial fulfilment for the requirements for the award of Bachelor of Business Administration degree.

DATE :

PLACE : CHENNAI

SIGNATURE OF THE CANDIDATE

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to **BOARD OF MANAGEMENT OF SATHYABAMA** for their kind encouragement in doing project and for completing it successfully. I am grateful to them.

I convey my thanks to **Dr. G. Bhuvaneswari MBA, Ph.D., Dean, School of Management Studies** and **Dr. A. Palani, M. Com, M.Phil., M.B.A, Ph.D., Head of the department, Dept of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. Princy. A.S** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all **Teaching and Non-teaching staff** member of the Department of Business Administration who were helpful in many ways for the completion of the project.

VIGNESHRAJA. M

ABSTRACT

This Study aims to find out the Consumer Behaviour towards Online Shopping in Chennai City. We have decided to study the consumer's attitude towards online shopping, especially the factors influencing the consumer's online shopping attitude and information about factors which played a role as barriers during online shopping. The population of the study is selected from the Chennai City. The sample size is 100 and we have used a convenient sampling method for the study. Our findings indicate that in the demographic information profession of the respondents not at all important in the decision-making process, whereas it is also concluded that elderly people are not at all attracted to online shopping and for education, undergraduate and postgraduates are more attracted towards online shopping. The research has also found that factors such as easy access, on-time delivery, safe and secure payment process, a wide range of product availability grievance handling system, easy return and replacing products influence consumers' attitude towards online shopping. The research also indicates some factors as barriers to the consumers towards online shopping such as worried about giving credit card numbers, fear of wrong/bad quality product arrival, unawareness about easy returns and replacing of items, misleading false reviews of products, featured products are not meeting expectations. It is expected that this study will help online retailers in India to plan successful strategies for increasing e-commerce business and they can build better relations with consumers.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	
	LIST OF TABLES	1
	LIST OF FIGURES	2
1	INTRODUCTION	
	1.1 Introduction	3
	1.2 Industry Profile	6
	1.3Statement of the problem	9
	1.4 Objectives of Study	10
	1.5 Need for the Study	10
	1.6 Scope and Significance of study	10
2	REVIEW OF LITERATURE	
	2.1 Review of Literature	11
3	RESEARCH METHODOLOGY	
	3.1 Methodology	13
	3.2 Research Design	13
	3.3Sampling Technique	13
	3.4 Sources of Data	14
	3.5 Sample Size	15
	3.6 Period of Study	15
	3.7 Profile area of the Study	15
	3.8 Hypothesis / Analytical Tools	16
4	DATA ANALYSIS AND INTERPRETATION	
	4.1 Percentage Analysis	17
	4.2 Chi square test	32
5	FINDINGS, SUGGESTIONS AND CONCLUSION	
	5.1 Finding of the study	34
	5.2 Suggestions	35

	5.3 Conclusion	35
	REFERENCES	36
	APPENDIX	37

LIST OF TABLE

TABLE NO.	PARTICULARS	PAGE NO.
4.1	Analysis of Gender	17
4.2	Analysis of Age	18
4.3	Educational Qualification of Respondents	19
4.4	Monthly Income of Respondents	20
4.5	Frequent Purchases of Respondents	21
4.6	Problems Faced by Respondents	22
4.7	Concerns of Respondents	23
4.8	Reasons For online Shopping by Respondents	24
4.9	Preferred category of Respondents	25
4.10	Appropriate Amount Spent on Single Purchase by Respondents	26
4.11	Most Preferred Payment Mode of Respondents	27
4.12	Comfortness of Respondents	28
4.13	Favourite Shopping site of Respondents	29
4.14	Analysis of Risk by Respondents	30
4.15	Satisfaction Of Respondents	31

LIST OF FIGURES

CHART NO	PARTICULARS	Page No.
4.1	Gender of Respondents	17
4.2	Age of Respondents	18
4.3	Educational Qualification of Respondents	19
4.4	Monthly Income of Respondent	20
4.5	Frequent Purchases of Respondent	21
4.6	Problem Faced by Respondents	22
4.7	Concerns of Respondents	24
4.8	Reasons of Online Shopping by Respondents	25
4.9	Preferred Category of Respondents	26
4.10	Appropriate Amount Spent on Single purchase by Respondent	27
4.11	Preferred Payment of Respondents	28
4.12	Comfortness of Respondents	29
4.13	Favourite sites of Respondents	30
4.14	Consumers Thought of Respondents	31
4.15	Satisfaction of Respondents	32

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into global phenomenon. Many companies have started using the internet to cut the marketing costs, thereby reducing the price of their products and services to communicate and disseminate information , to sell the products , to take feedback , and also to conduct satisfaction surveys with consumers . Consumers use the internet not only to buy the product online but also to compare prices, product features , and after sales service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospects of online business.

In addition to the tremendous potential of the E-Commerce market , the internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business to business commerce , the practitioners of business to consumers commerce should not lose confidence , It has been more than a decade since business to consumer E-Commerce first evolved.

ONLINE SHOPPING IN INDIA :

The birth and growth of the internet have been the biggest event of the century . E-Commerce in india has come a long way from a timid beginning in 1999 – 2000 to a period where one can sell and find all sorts of stuff from a high end product to a large peanut online Most corporations are using the internet to represent their product range and services so that it is accessible to the global market and to reach out larger range of their audience

Computers and the internet have completely changed the way one handles day – to – day transactions; Online shopping is one of them . The Internet has brought about sweeping changes in the purchasing habits of people . In the comfort of one's home , office or cyber cafe or anywhere across the globe , one can log on and buy just about anything from apparels , books , Music and

jewellery to digital cameras , mobilr phones , mp3 Player , Video games, Movie tickets , rail, and air tickets . Ease , simplicity , convenience and security are the key factors turning the user to buy online .There is a huge purchasing power of the youth population aged 18-Above 40 in the urban area .

CHANGING ATTITUDE TOWARDS ONLINE SOPPING:

“Awareness, Future Demand Focus for Emerging Markets & current issues”
Malls springing up everywhere, and yet people are E-shopping! And not in small numbers either. Consumers are more rational nowadays and can get choices from the market. Awareness among consumers is spread through the internet. The number of internet users is increasing day by day which attracts people who have an option to buy online. It was never thought that Indians would go in for E-shopping in such a big way. Ticketing, travel bookings, and even books and movies seem fine to buy online. Knowing that in India sizes vary from brand to brand and quality is inconsistent, even of some electronic items, how is it that people are buying these items online? In India, there are some segments of people who have not yet tried purchasing over the internet.

Here are a few reasons why internet shopping is preferable:

Convenience : Online stores are usually available 24 hours a day , and many consumers have internet access both at work and at home, A visit to conventional retail stores requires travel and must take place during business hours.

Home Delivery Concept : In any case , home delivery is a concept that Indians are familiar with and love. The mall craze has started only now . Earlier it was a choice between setting it out in small crowded markets or asking a friendly neighbourhood grocery to deliver groceries home and this system is still thriving.

Information and Reviews : Online stores must describe products for sale with text, photos, and multimedia files. Some stores even allow customers to comment or rate their items. There are also dedicated review sites that host user reviews for different products. Reviews and now blogs give customers the option of shopping cheaper organize purchases from all over the world without having to depend on local retailers.

AREA OF INDUSTRY :

An online questionnaire was developed to collect that required data in the most efficient manner possible. The questionnaire was distributed via electronic mail to the potential participants . The unit of analysis was online shopping consumers.

➤ **SAMPLE SIZE :**

It comprises of 70 -100 respondents from madipakkam , spread across various socio demographic profiles.

➤ **SAMPLE DESIGN :**

A Random sampling method was adopted to draw the sample respondents for the study .Random sampling means each individual element in the universe has an equal chance of being chosen.

➤ **POPULATION:**

My survey is among both men and women at age group of (18-60).

➤ **LOCATION :**

My survey location is madipakkam (Chennai).

➤ **TYPE OF INDUSTRY :**

E – Commerce Industry .

1.2 INDUSTRY PROFILE:

The Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. India e-commerce sector is expected to reach US\$ 111.40 billion by 2025 from US\$ 46.20 billion in 2020, growing at a 19.24% CAGR, with grocery and fashion/apparel likely to be the key drivers of incremental growth. According to Forrester Research, Indian e-commerce sales rose by ~7-8% in 2020. The Indian online grocery market is estimated to reach US\$ 18.2 billion in 2024 from US \$1.9 billion in 2019, expanding at a CAGR of 57%.

The India's e-commerce market is expected to reach US\$ 350 billion by 2030. By 2021, total e-commerce sales are expected to reach US\$ 67-84 billion from the US\$ 52.57 billion recorded in 2020.

According to NASSCOM, despite COVID-19 challenges/disruptions, India's e-commerce market continues to grow at 5%, with expected sales of US\$ 56.6 billion in 2021.

The Indian e-commerce sector is ranked 9th in cross-border growth in the world, according to Payoneer report. Indian e-commerce is projected to increase from 4% of the total food and grocery, apparel and consumer electronics retail trade in 2020 to 8% by 2025. India's e-commerce orders volume increased by 36% in the last quarter of 2020, with the personal care, beauty and wellness (PCB&W) segment being the largest beneficiary. E-commerce sales in India were estimated to increase by only 7-8% in 2020, compared with 20% in China and the US. The e-commerce market is expected to touch the US\$ 84-billion mark in 2021 on the back of healthy growth in the Indian organised retail sector.

As most Indians have started shopping online rather than stepping outside their houses, the Indian e-commerce sector witnessed an increase. India's e-commerce festive sale season from October 15 to November 15 in 2020

recorded Rs. 58,000 crore (US\$ 8.3 billion) worth of gross sales for brands and sellers, up 65% from Rs. 35,000 crore (US\$ 5 billion) last year.

For the 2021 festive season, Indian e-commerce platforms are anticipated to generate over US\$ 9 billion gross GMV (Gross Merchandise Value), a 23% increase from last year's US\$ 7.4 billion.

Huge investments from global players—such as Facebook, which is investing in Reliance Jio—are being recorded in the e-commerce market. Google also reported its first investment worth US\$ 4.5 billion in Jio Platforms. This deal was followed by the purchase of Future Group by Reliance Retail, expanding the presence of the Ambani Group in the e-commerce space.

Through its Digital India campaign, the Government of India is aiming to create a trillion-dollar online economy by 2025. It has formed a new steering committee that will look after the development of a government-based e-commerce platform. The new committee, set up by the Commerce Ministry, will provide oversight on the policy for the Open Network for Digital Commerce (ONDC), which is an e-commerce platform that the government is backing for the development. The ONDC will serve as the infrastructure for setting up the final storefront, which will be similar to Flipkart and Amazon.

ONLINE SHOPPING SITES :

I .SNAPDEAL:

Snapdeal is an e-commerce company based in India. It is a daily deals website that features discount offers across lifestyle segments such as dining, health & beauty, entertainment, and travel. It also offers discounts on products like electronics, perfumes, watches, bags, sunglasses, apparel, and mobile phones., Headquartered in Delhi, Snapdeal.com was launched in February 2010. The company was founded by Kunal Bahl a Wharton graduate and Rohit Bansal, an alumnus of IIT Delhi who are friends since school.

Snapdeal.com serves as an advertising platform for merchants and a discount platform for customers. For the merchants who partner wily Snapdeal, it is a

cost-effective channel for acquiring new customers. It also works as a risk-free alternate marketing channel. From the merchant's standpoint, they are passing on the customer acquisition cost in the form of a discount offer.

PRODUCT CATEGORIES PROVIDED BY SNAPDEAL.COM

- Mobiles & Accessories o Men's & Women's Apparel o Watches, Bags & Accessories o Electronics & Cameras o Computers & Peripherals Perfumes, Beauty & Health o Jewellery o Books & Movies o Footwear Home, Kitchen & Appliances o Infants, Kids & Toys o Sports & Hobbies Travel Packages.

Terms of Sale, Website Terms of Use, Privacy Policy

This User Agreement which is intended to be a legally binding contract between you and us contains the following;

- Terms of Sale: this governs your purchase and use of the coupons/vouchers
- Website Terms of Use: this governs the access and use of the website
- Privacy Policy: this governs the use of your personal information we collect

II . FLIPKART :

Flipkart is an Indian e-commerce company headquartered in Bangalore, Karnataka. It was started by two IIT graduates, Sachin Bansal and Binny Bansal, in the year 2007. They were working on Amazon.com previously. Earlier, Flipkart mainly dealt with books but now, it has expanded to electronic goods and a variety of other products.

Initially, they used word-of-mouth marketing to popularize their company. A few months later, the company sold its first book on flipkart.com- John Wood's Leaving Microsoft to Change the World. Today, as per Alexa traffic rankings, Flipkart is among the top 30 Indian websites and has been credited with being India's largest online bookseller with over 11 million titles on offer. Flipkart broke even in March 2010 and claims to have had at least 100% growth every quarter

since its founding. The store started with selling books and in 2010 branched out to selling CDs, DVDs, mobile phones and accessories, cameras, computers, computer accessories, and peripherals, and in 2011 pens and stationery, other electronic items such as home appliances, kitchen appliances, personal care gadgets, health care products, etc. Further in 2012, Flipkart added A.C, Air coolers, School supplies, Office supplies, Art supplies & lifestyle products to its product portfolio. Today, Flipkart employs over 4500 people.

PRODUCT CATEGORIES PROVIDED BY FLIPKART.COM

- Books
- Mobiles & Accessories
- Computers
- Gaming
- Movies & TV Shows
- TV, Video & MP3 Players
- Personal & Health Care
- Pens & Stationary
- Fragrances

Please refer to the Terms and conditions at www.flipkart.com

1.3 STATEMENT OF THE PROBLEM:

The Importance of analysing and identifying factor that influence consumer when he or she decides to purchase on the internet is vital , Since the internet is a new medium for there have been new demands set by the consumer .That is why online retailers know that influencers the online consumer.

An Online consumer behaviour is diverse from traditional consumer behaviour, one must identify what influences the online consumer .Analysing the process that the online consumers goes through when deciding and making a purchase over the internet , show some factors that consumer consider , These Factors need to be identified and taken into account by online retailers to satisfy consumer demands and compete in the online market.

1.4 OBJECTIVES OF THE STUDY :

- To know the most favourite website.
- To know which item, they would buy online mostly.
- To know the problems faced while purchasing online.
- To know the mode of payment.
- To know the Satisfaction level for online Shopping Sites,

1.5 NEED FOR THE STUDY :

The prime purpose of the research is to identify and analyse the factors influencing the consumers to shop online. To know how the attitude towards shopping has changed to online shopping and to know why people prefer online shopping rather than traditional shopping and also know the success of online shopping.

1.6 SCOPE AND SIGNIFICANCE OF STUDY :

- This study helps the researcher to have a practical exposure in this specific field.
- The study helps the respondents to disclose their opinion and view about the online shopping.
- This study helps to know the customer's attitude and satisfaction level on online shopping.
- The Study result will be great help to the researcher to know how the online shopping has influenced consumers.

CHAPTER 2 REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

A brief review of selected studies has been presented below:

Bhatt, A.(2014) has studied the attitude of consumers towards e-shopping based on consumer's behaviour, beliefs, preferences, and opinions also studied the pattern of Online shopping. The study has concluded that online shopping gaining more popularity among people, especially in the younger generation.

S. Sahney et al. (2008) look into the various aspects of online shopping in the modern-day environment and to identify those factors that affect the development of attitude towards online shopping and also identify consumer's requirements concerning online shopping web sites. This study is logical, descriptive and diagnosis, it reaches the logical conclusion that what was the consumer's expectations related to online shopping.

Z. M. Jusoh and G. H. Ling(2012) have examined how to purchase perception influence the consumer attitude towards online shopping and how socio-demographic factors affects the consumer attitude towards online shopping. To study the above problem nine hypothesis statements used for testing, which concluded that among nine different hypothesis statements four statements are rejected whereas five statements are accepted.

Raman, Prashant (2014) examined what factors affect the female buying behaviour and what are the different factors that influence the female shopper's attitude towards online shopping with the help of a well-structured questionnaire and a survey among the female online customers. This study concluded

that for female consumers convenience is the biggest factor that influences their buying behaviour while the risk of doing transaction along with the

preferences towards traditional shopping and reliability issues acted as the biggest impediment towards the growth of online shopping in India.

Al-Debai et al. (2015) examined the consumer attitude towards online shopping in Jordan, with the help of well-structured and self-administrated Online survey targeting the online shoppers of reputable online retailers in Jordan. Their study indicated that the attitude of the online consumer is determined by trust and their perceived benefit factor.

K. M. Makhitha (2014) has examined the factors influencing generations Y student's attitudes towards online shopping. A survey method was deemed appropriate for this research to explore the attitude of generations Y students of one University towards online shopping. This theory concluded that the majority of Y generations use consistent internet but did not shop online. Here the study is limited to the one University there is further scope of studying the factors influencing generations Y student's attitudes towards online shopping.

R. Shanthi and K. Desti (2015) has researched to Know the type of products purchased by consumers through online shopping and to identify the factors influencing while buying products online. A direct survey method was used for collecting data for the study, this study Concluded that consumer's perception of online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping.

The perception of the consumer also has similarities and differences based on their characteristics. The study reveals that most youngsters are attached to online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters

between the age of 20-25 are mostly poised to use online shopping. It is also found that the majority of the people who shop online buy books as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products has the most influencing factor on online purchases.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH METHODOLOGY:

Research methods are the techniques and tools by which you research a subject or a topic. Research methodology involves the learning of various techniques to conduct research and acquiring knowledge to perform tests, experiments, surveys, and critical analysis.

Research methodology simply refers to the practical “how” of any given piece of research. It’s about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

3.2 RESEARCH DESIGN: A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. This Research design applied for the study is ‘Descriptive Research’.

3.2.1 Descriptive research design: Descriptive research aims to accurately and systematically describe a population, situation or phenomenon. It can answer what, where, when and how questions, but not why questions. A descriptive research design can use a wide variety of research methods to investigate one or more variables.

3.3 SAMPLING TECHNIQUE: Sample design is the theoretical basis and the practice mean by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.3.1 non-probability sampling: Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection.

3.3.2 Convenience sampling: A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach.

3.4 SOURCES OF DATA: Sources of Data begins with figuring out what sort of data is needed, followed by the collection of a sample from a certain section of the population. Next, you have to utilize a certain tool to gather the data from the chosen sample. The two types of sources of data are:

3.4.1 Primary data:

The Primary data for this study was collected through questionnaire.

3.4.2 Secondary data:

Secondary data was collected from external sources like Websites, Journals etc.

3.5 STRUCTURE OF QUESTIONNAIRE:

The questionnaire follows a simple and basic layout. It is made easy for the participants to respond to the questionnaire without any delay or confusion. The set of question and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic. The structure of questionnaire used in this project is as follows.

3.5.1 Basic introduction:

The questionnaire begins with small and simplifies description regarding the questionnaire – Title and description of the topic.

3.5.2 Personal details:

The actual questionnaire begins here where the participants are asked about their personal details such as their name, age, gender and occupation.

3.5.3 Research related questions:

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on the Online Shopping.

3.5.4 Perception questions:

The next set of questions in the questionnaire focus on issues online shopping related question on whether the participants are affecting due to Online Shopping.

3.5.5 Likert scaling questions:

The Likert scaling questions include moderate options in its scale.

3.5.6 Suggestion questions:

The last and final questions in the questionnaire focus on the suggestion questions of the participants regarding the questionnaire.

3.6 SAMPLE SIZE :

The sample size for the project had a target of 70-100 participants. The fixed target of the sampling size has been achieved as the total number of respondents for the 11-survey questionnaire was 102. Total of 102 responses helped the project to analyse more response and it helped to derive a conclusion recording people's perception towards a study of satisfaction of public how they consider it.

3.7 PERIOD OF STUDY :

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period of time. The period of study for the project of about 30 days project is based on the responses collected from the 102 participants in the 6 days' time period.

3.8 PROFILE AREA OF THE STUDY:

- My survey location is Madipakkam (Chennai).

- My survey targeted people is both Men and Women at the age group of [18- Above 40]

3.9 HYPOTHESIS / ANALYTICAL TOOLS:

- CHI-SQUARE TEST: A chi-square statistic is one way to show a relationship between two categorical variables. In statistics, there are two types of variables: numerical (countable) variables and non-numerical (categorical) variables

CHAPTER 4 DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1 Gender Profile

Percentage Analysis is used to analyse the gender of respondents and it have been interpreted in Table 4.1 which displays the Frequency and Percentage of Gender of Respondents.

Table 4.1 Gender Analysis of Respondent

Factors		No of Respondent	Percentage
Gender	Male	51	51%
	Female	49	49%
	TOTAL	100	100%

SOURCE :PRIMARY DATA

Interpretation :

51% of the respondents are male , 49% of the respondents are female , Majority of the respondents are male.

Gender
100 responses

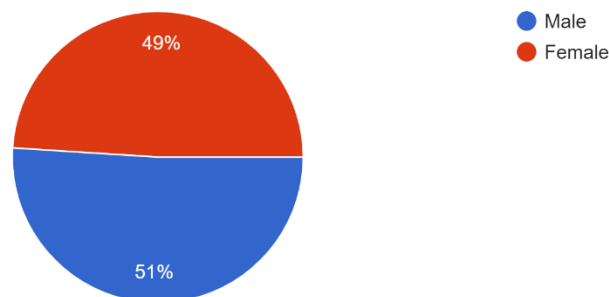


Fig 4.1 Chart depicting Gender of Respondents

4.2. Age Profile

Percentage Analysis is used to analyse the age of respondents and it have been interpreted in table 4.2 which displays the No of Respondents and percentage of Age of Respondents.

Table:4.2 Age of Respondents

Factors		NO OF RESPONDENTS	PERCENTAGE
Age	15 – 20	58	58%
	21 – 30	35	35%
	31 – 40	2	2%
	Above 40	5	5%
TOTAL		100	100

SOURCE : PRIMARY DATA

Interpretation :

58% of the respondents belonged to the age group of 15 – 20 , 35% of the respondents belong to the 21 – 30 age group . 5% of the respondents are aged above 40 , 2% of respondents are the age group of 31 – 40 . Majority of the respondents were from the age group of 15 – 20 .

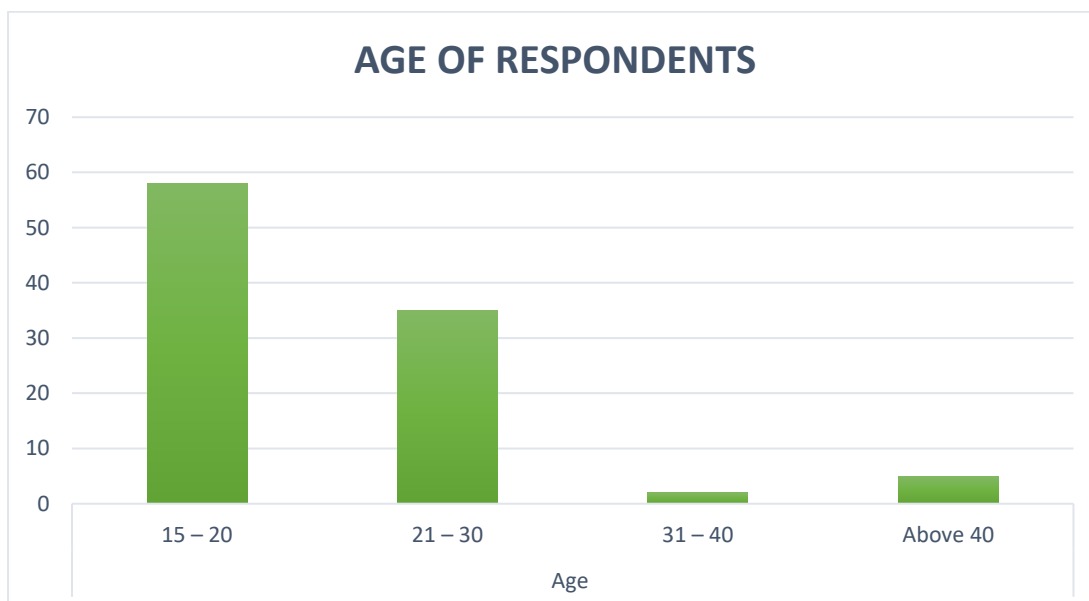


Fig 4.2 Chart Depicting Age of Respondents

4.3 Educational Qualification profile

Percentage Analysis is used to analyse the educational qualification of respondents and it have been interpreted in Table 4.3 which displays the No of Respondents and percentage of educational qualification of Respondents.

Table : 4.3 Educational Qualification Respondent

Factors		No of Respondents	Percentage
Educational Qualification	School Level	13	13%
	UG	82	82%
	PG	5	5%
Total		100	100%

SOURCE : PRIMARY DATA

Interpretation :

From the collected data 82% of respondents are Under Graduates , 13% of the Respondents were at School Level and 5% of respondents are Post Graduates.

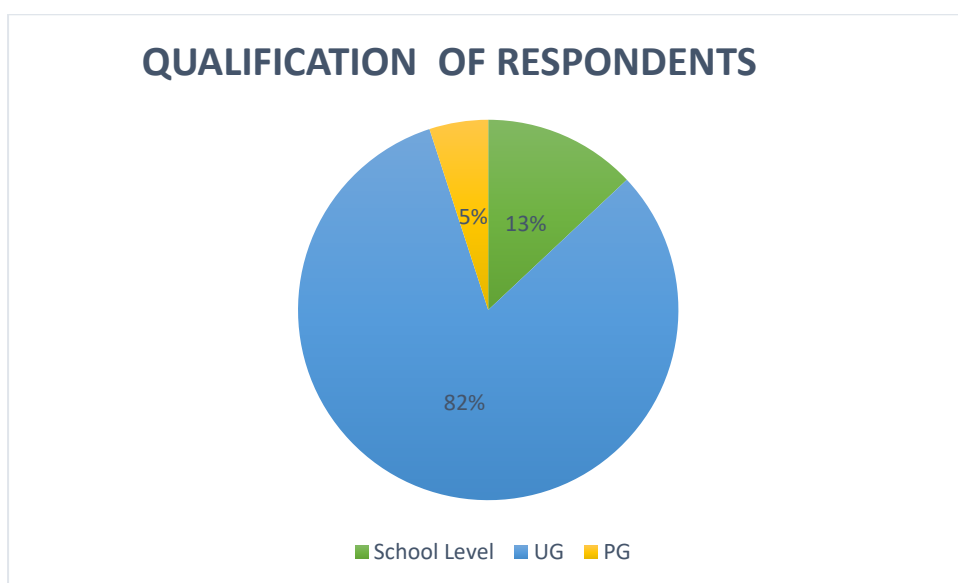


Fig 4.3 Chart Depicting Educational Qualification of Respondents

4.4 Monthly Income Profile

Percentage Analysis is used to analyse the monthly income of and it have been interpreted in Table 4.4 which displays the No of Respondents and Percentage of Monthly income of the Respondents .

Table : 4.4 Monthly Income of Respondents

Factors		NO OF RESPONDENTS	Percentage
Income Level	5000	28	41.2%
	10000 – 15000	20	29.4%
	15000 – 30000	9	13.2%
	Above 30000	11	16.2%
Total		100	100%

SOURCE : PRIMARY DATA

Interpretation :

41.2% of Respondents earn 5000 per month , 29.4% of Respondents earn between 10000 – 15000 per month , 16.2% of Respondents has a monthly income of Above 30000 , 13.2% of Respondents has an income level of 15000 – 30000.

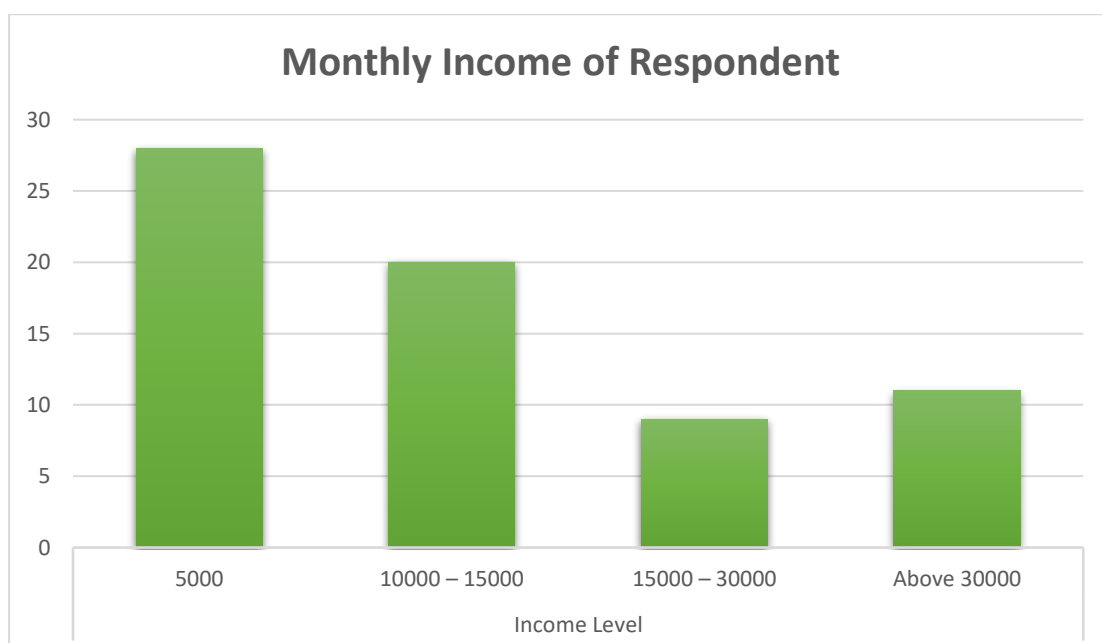


Fig 4.4 Chart Depicting Monthly Income Of Respondents

4.5 Frequent Purchases of Respondents :

Percentage Analysis is used to analyse the level of respondent's preference on frequent purchases in online shopping and it have been interpreted in Table 4.5 which displays the No of Respondents and Percentage of Frequent purchases of Respondents.

Table : 4.5 Frequent Purchases of Respondents

Factors		No of Respondents	Percentage
Frequent Purchasers	Yes	43	43.4%
	No	32	32.3%
	May be	24	24.2%
Total		100	100%

SOURCE : PRIMARY DATA

Interpretation:

From the data collected 43% of respondents said that they yes for frequent purchase through online , 32% of Respondents said NO that they won't purchase frequently through online shopping and 24% of respondents said that they may be purchase products frequently in online shopping.

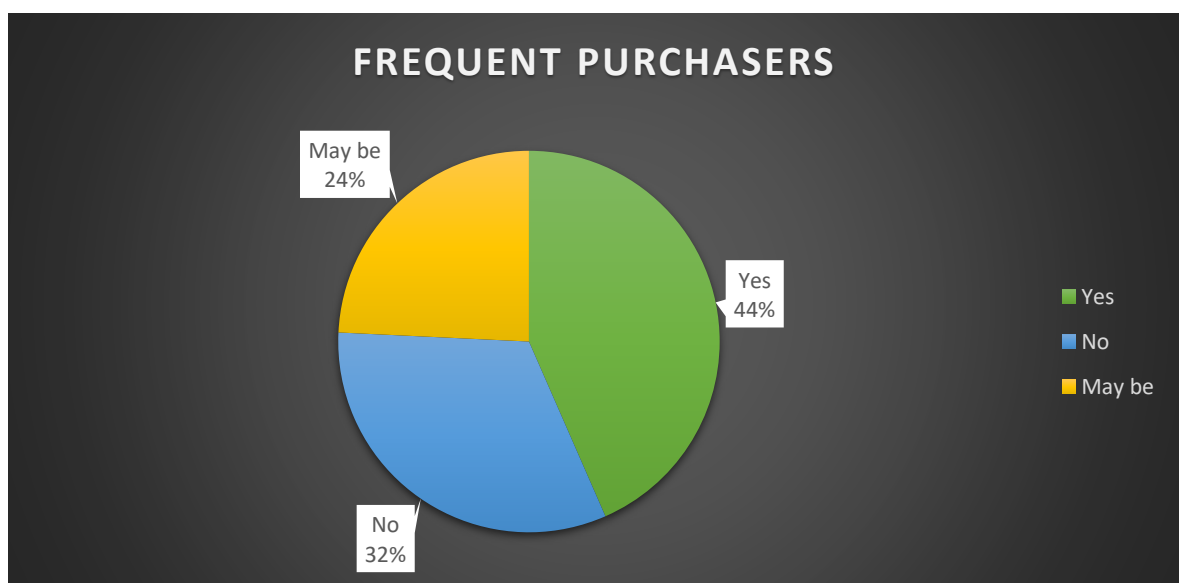


Fig 4.5 Chart Depicting Frequent Purchasers of Respondents

4.6 Problems Faced on Online Shopping:

The Percentage Analysis is used to analyse the Problems Faced by the consumers and it have interpreted in Table 4.6 which displays the No of Respondents and Percentage of Problems faced by Respondents .

Table : 4.6 Problems Faced by Respondents

Factors		No of Respondents	Percentage
Problems Faced by Respondents	Delay in Delivery	21	26.6%
	Cheap Quality	30	38%
	Damage	16	15.2%
	Others	12	20.3%
Total		79	100%

SOURCE : PRIMARY DATA

Interpretation :

38% of Respondents said that have faced a problem of cheap Quality of Product , 26% of Respondents said that they faced in delay in delivery of a product , 15% sofa Respondents said that they faced a problem of damage of a product and 20% of Respondents said that they faced other Problems .

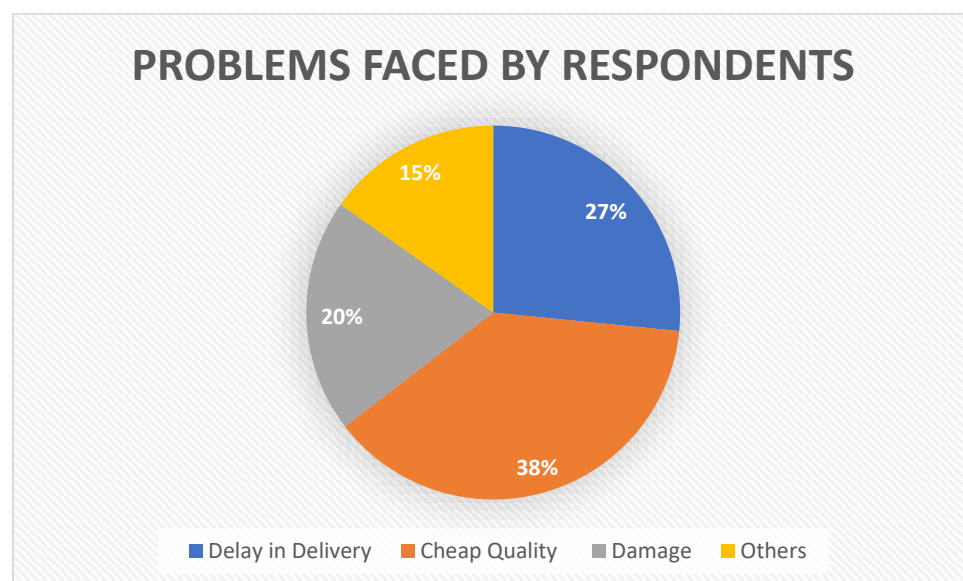


Fig: 4.6 Chart Depicting Problems Faced by Respondents

4.7 Concerns of Respondents :

Percentage Analysis is used to analyse the Concerns of respondents in online shopping and it has been interpreted in table 4.7 which displays the No of Respondents and percentage concerns of respondents .

Factors		No of Respondents	Percentage
	Poor Internet Connection	12	12%
	Breach Personal information	15	15%
	Breach of Payment Detail	21	21%
	None	51	52%
Total		99	

Table : 4.7 Concerns of Respondent

Interpretation :

From the data collected 52% Of Respondents said that they have No concern on Online Shopping , 21% of Respondents said that they have concern on the breach of their payment details, 15% respondents have a concern of breach of personal information and 12 % of respondents said that they have an issue in internet connection.

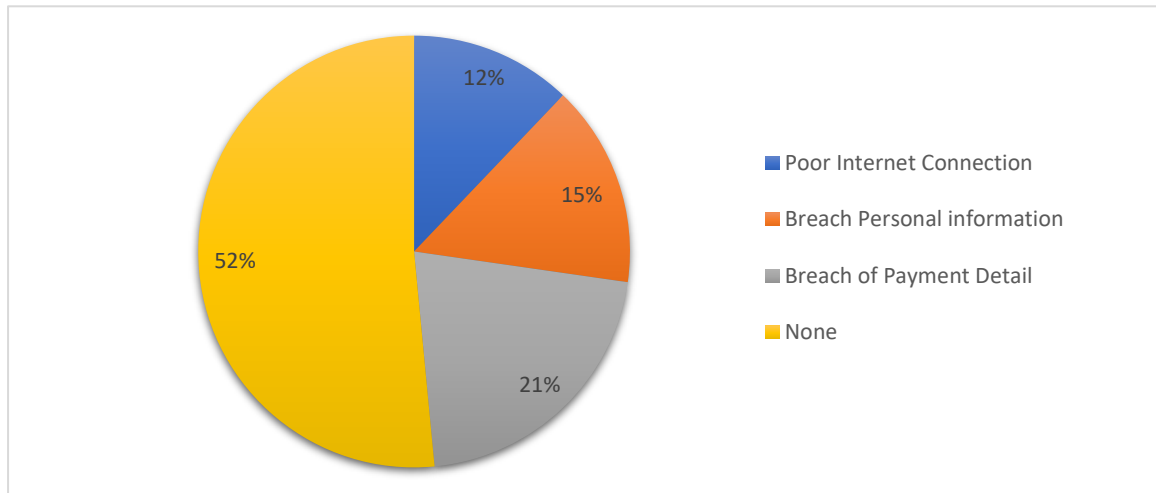


Fig:4.7 Chart Depicting Concerns of Respondents

4.8 Reasons for Online Shopping:

Percentage Analysis used to analyse the reasons of consumers to buy products in online shopping and it have been interpreted 4.8 which displays the no of respondents and percentage of reasons for online shopping of the Respondents.

Factors		No of Respondents	Percentage
	24/7 Availability	13	13%
	Comfortness	30	31%
	Offer	38	39%
	Variety	17	17%
Total		98	100%

Table : 4.8 Reasons for Online Shopping by Respondents.

Interpretation:

39% of Respondents said that they purchases in online shopping for the offers , 31% of Respondents said that they purchases in online for Comfortless , 17% of said that they choose online shopping for variety of Products and 13% of Respondent said they choose online shopping for 24/7Availability .



Fig:4.8 Chart Depicting Reasons for Online Shopping.

4.9 Preferred Category for Online Shopping:

Percentage Analysis is used to analyse the most Preferred Category in Online Shopping and it have been interpreted in Table 4.9 which displays the No of Respondents and Percentage of Preferred Category in online Shopping by Respondents.

Table : Preferred Category of Respondents

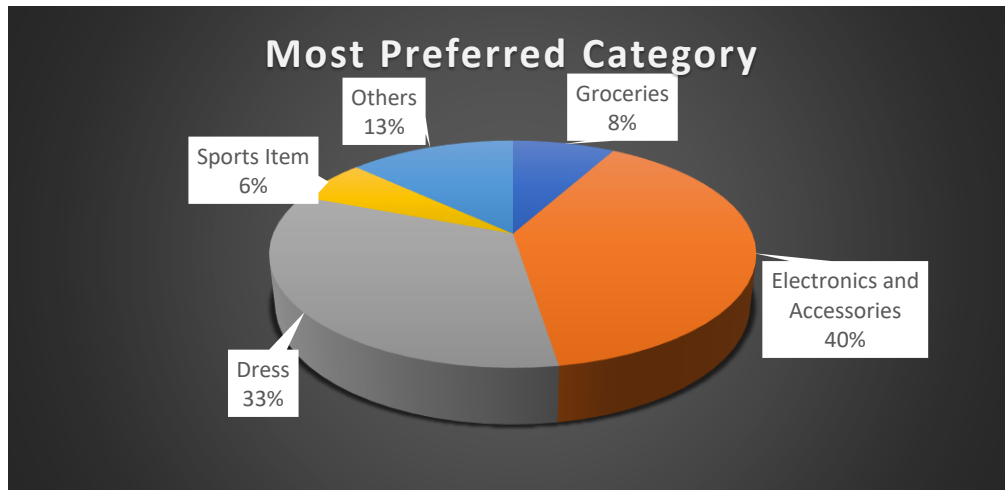
Factors		No of Respondents	Percentage
Most Preferred Category	Groceries	8	
	Electronics and Accessories	39	
	Dress	33	
	Sports Items	6	
	Others	13	

SOURCE : PRIMARY DATA

Interpretation :

From the data collected 40% of Respondents were prefer Electronics and Accessories in Online Shopping , 33% of Respondents prefer Clothes in online shopping , 8% of Respondents were buying Groceries in Online Shopping and Minority of 6% of Respondents Preferring Sports Items in Online Shopping.

Fig :4.9 Chart Depicting Preferred Category of Respondents



4.10 Appropriate Spent on Single Purchase :

Percentage Analysis is used to analyse the Appropriate amount on Single Purchase of the Respondents and it have been interpreted in Table 4.10 which Displays the No of Respondents and Percentage of The Amount Spent on Single Purchase . of the Respondents.

Factors		No of Respondents	Percentage
	Less than 1000	61	62%
	2000 – 5000	25	25%
	5000 – 10000	9	9%
	More than 10000	4	4%

Table : 10 Appropriate Amount Spent on Single Purchase by Respondents

Interpretation:

62% of Respondents spent less than 1000 for a single Purchase in Online Shopping , 25% of respondents said that they spent of 2000 – 5000 on Single

purchase , 9% of Respondents spent 5000 – 10000 in Online Shopping for Single Purchase and 4% of Respondents has spent More than 10000 in Online Shopping for Single Purchase.

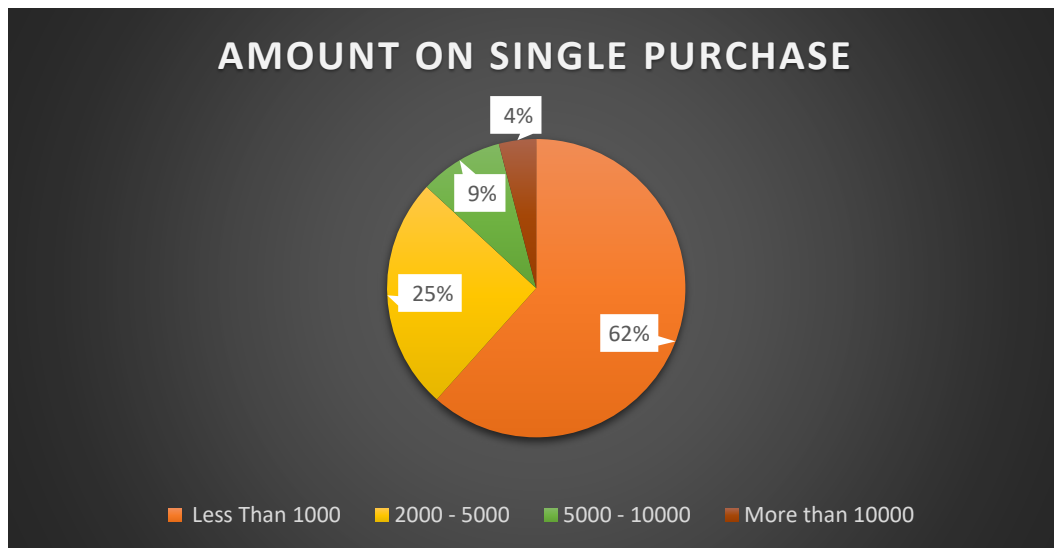


Fig:4.10 Chart Depicting Amount Spent on Single Purchase of Respondents

4.11 Most Preferred Payment Mode :

Percentage Analysis is used to analyse the Preferred Payment Mode of Online Shopping and it have been Interpreted in Table 4.11 which displays the percentage of the Preferred payment Mode of Respondents.

Factors		No of Respondents	Percentage
Preferred Payment Mode	Card	13	13%
	Cash On Delivery	74	75%
	Internet Banking	12	12%
		99	100%

Table: 4.11 Most Preferred Payment Mode of Respondents.

Interpretation :

From the above table , 75% of Respondents Preferring Cash on Delivery, 13% of Respondents were Prefer Card Payment and 12% of Respondents says that they prefer Internet Banking.

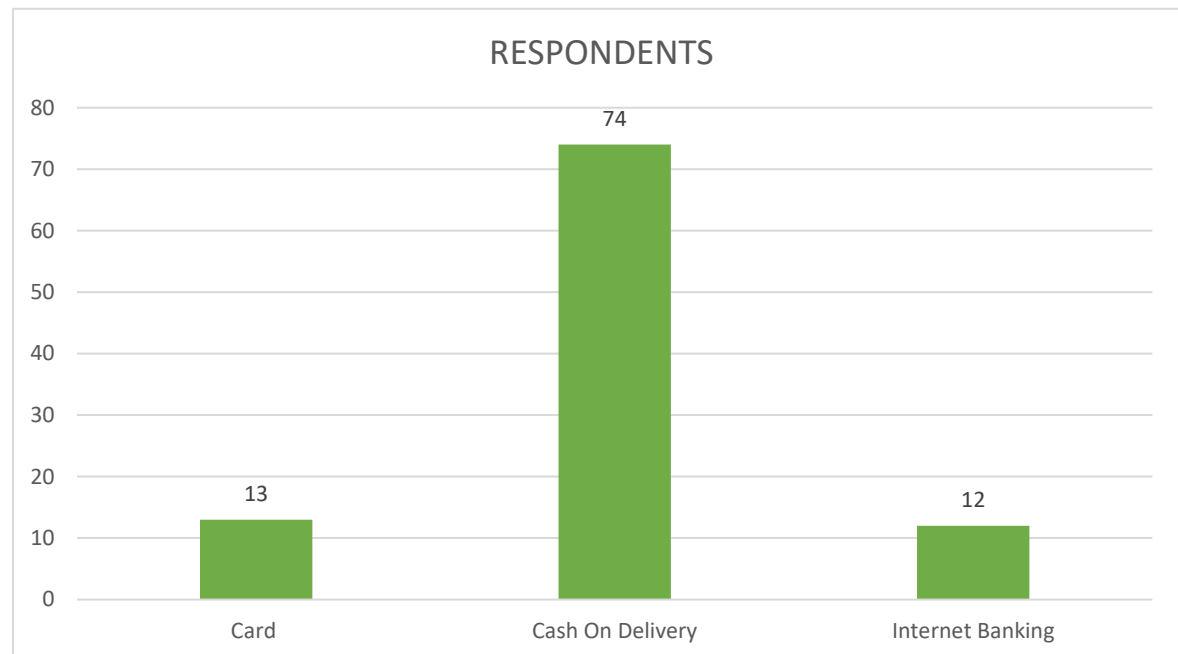


Fig : 4.11 Chart Depicting Preferred Payments of Respondents

4.12 Comfortness In Online Shopping :

OPTIONS	NO OF RESPONDENTS	PERCENTAGE
Yes	58	58.6%
No	7	7.1%
Maybe	34	34.3%
TOTAL	99	

Table: 4.12 Comfortness of Respondents

Interpretation:

Majority of (58.6) of Respondents says that they are comfortable in Online Shopping, 34.3 % of Respondents said that they may be comfortable in Online Shopping and 7.1% of Respondents are not Comfortable in Online Shopping.

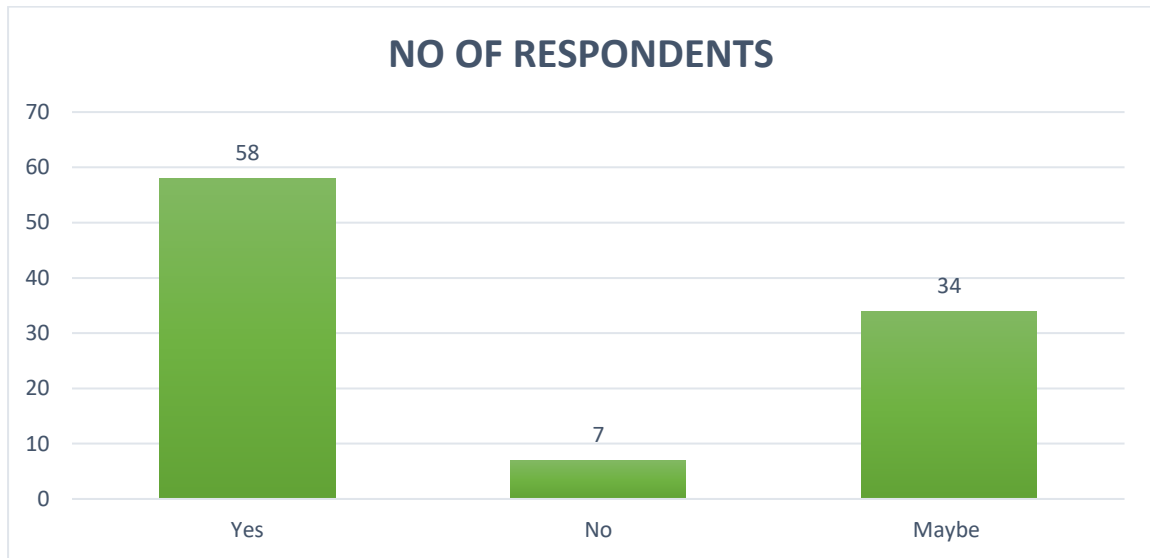


Fig : 4.12 Chart Depicting Comfortness of Respondents.

4.13 : Favourite Online Shopping Site

Online Shopping Sites	No of Respondents	Percentage
Amazon	51	51.5%
Flipkart	29	29.3%
Snapdeal	1	1%
Others	18	18.2%
TOTAL	99	100%

Table 4.13 Favourite Site of Respondents

Interpretation:

Majority (51.5%) Respondents said Amazon are the Favourite online Shopping site, 29.3% of Respondents prefer Flipkart as Favourite Website and 18.2% of Respondents said that they have other favourite sites for Online Shopping.

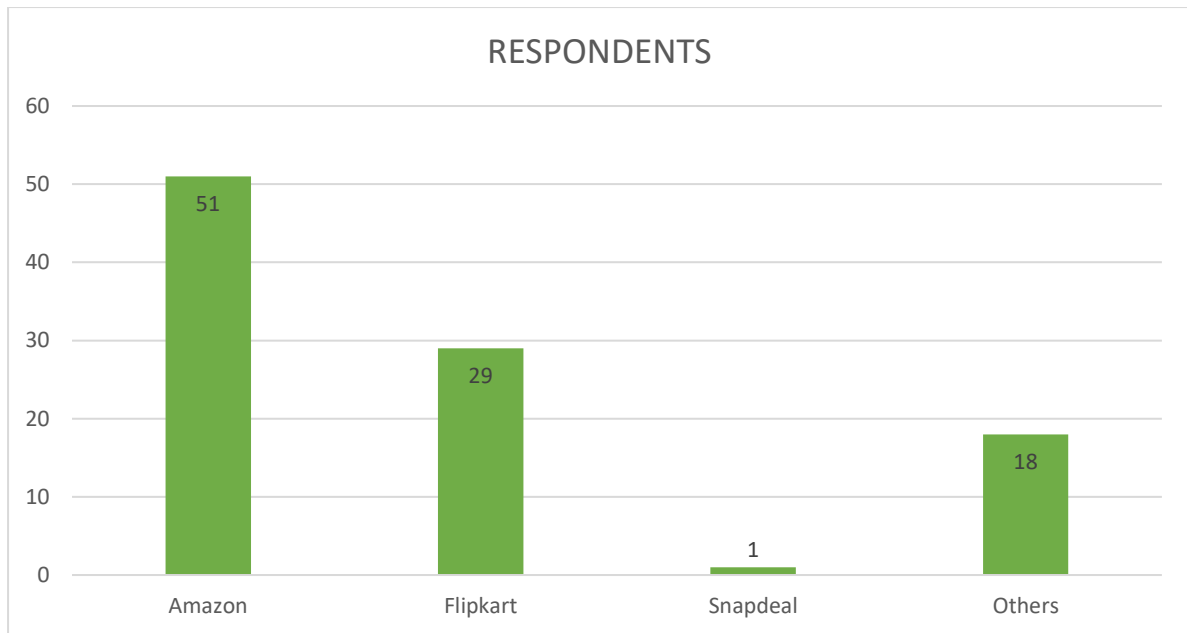


Fig: 4.13 Chart Depicting Favourite Site of Respondents.

4.14 : Is That Online Shopping Is Risky :

Choice	No of Respondents	Percentage
Strongly Disagree	7	7.2%
Disagree	11	11.3%
Neutral	61	62.9%
Agree	12	12.4%
Strongly Agree	6	6.2%
TOTAL	97	100%

Table 4.14 Riskness Level of Respondent

Interpretation:

From the above Table 4.15 that 62.9% of Respondents are Neutral about the riskiness, 12.4% of Respondents are Agreed that Online Shopping is Risky, 11.3% of Respondents are disagree that Online Shopping is not Risky, 7.2% of Respondents are strongly disagree in this and 6.2% of Respondents are Strongly agreed Online Shopping Is Risky.

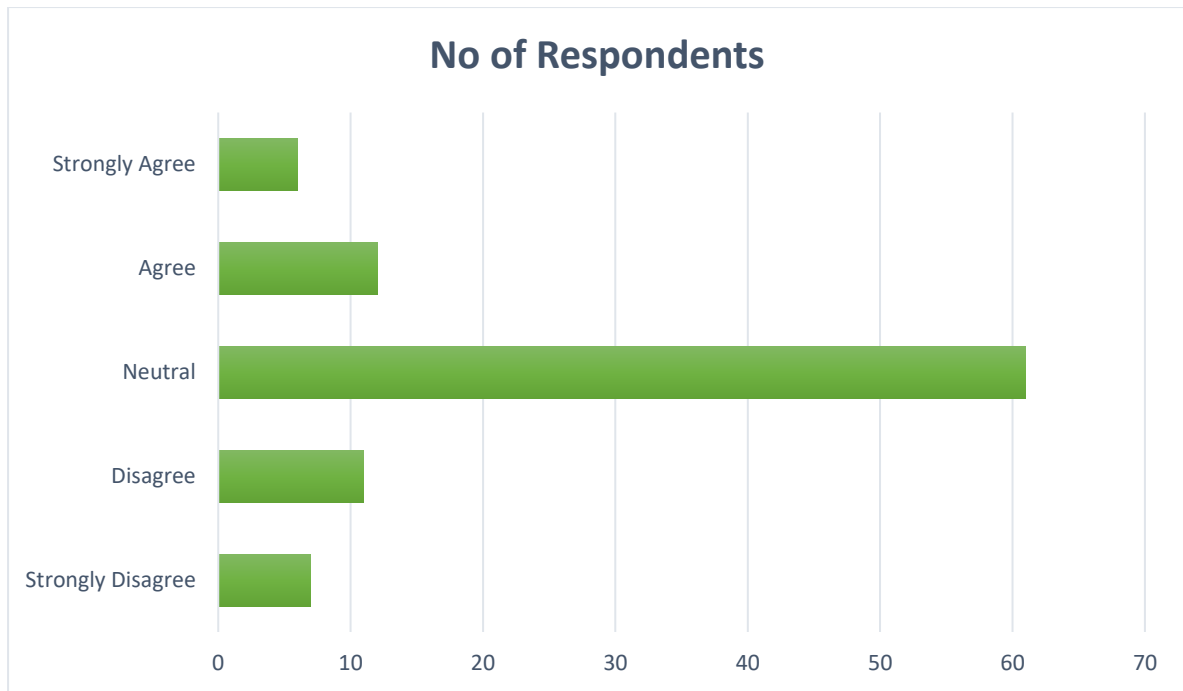


Fig : 4.14 Chart Depicting Risky of Respondents.

4.15 Satisfication Level on Online Shopping Sites :

Choice	No of Respondents	Percentage
Highly Satisfied	1	1.4
Satisfied	23	32.9
Neutral	11	15.7
Dissatisfied	15	21.4
Highly Dissatisfied	20	28.6%
Total	70	100%

Table 4.15 Satisfaction Level of Respondent

Interpretation:

32.9% of Respondents are Satisfied in Online Shopping, 28.6% of Respondents are Highly Dissatisfied in Online Shopping, 21.4% of Respondents said that they are dissatisfied in Online Shopping. 15.7% of Respondents feels that they neutral for satisfaction and 1.4% of Respondents said that they were Highly Dissatisfied.

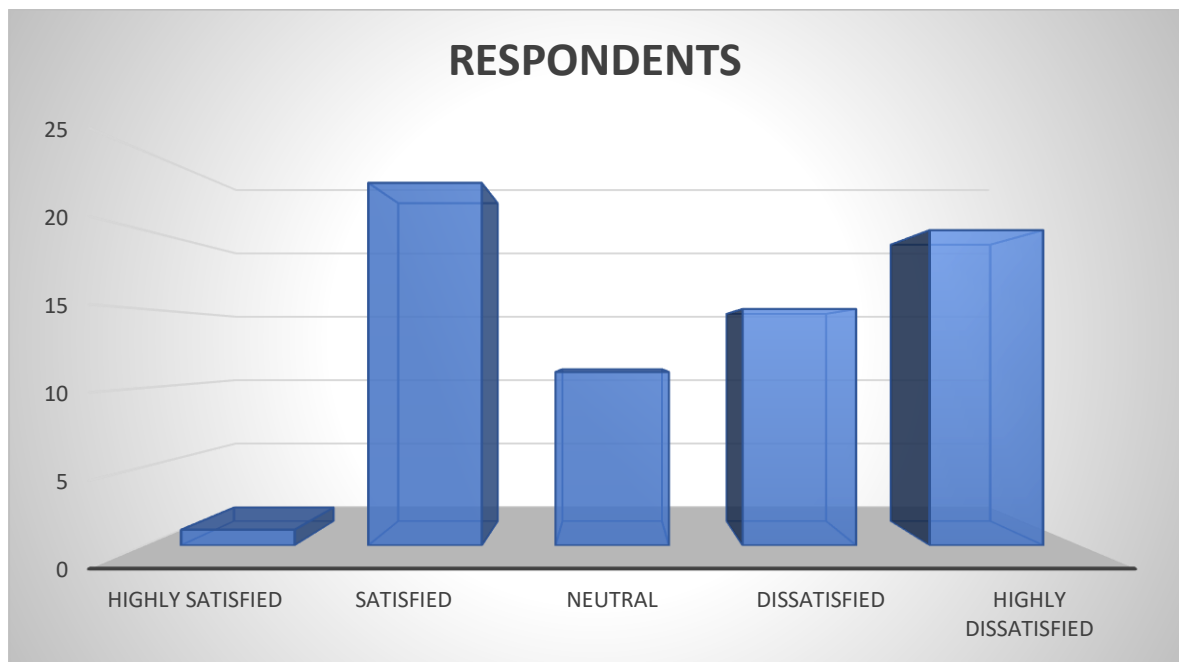


Fig :4.15 Chart Depicting Satisfaction of Respondents

4.2 CHI – SQUARE :

Association between Educational and Level of Satisfaction of the Respondent

An attempt was made to study Association between Educational qualification and Satisfaction Level of the Respondents. For this purpose, the respondents classified on the basis of CHI-SQUARE Test between Educational Qualification and Satisfaction Level of the Respondents .The data are tabulated and presented in the table.

Null Hypothesis (H0) :There is no association between educational qualification and Satisfaction level of the Respondents.

Alternative Hypothesis(H1) : There is an association between Educational Qualification and satisfaction level of the Respondents.

Educational Qualification	Reliable of the Respondents					Total
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied	
School Level	0	11	0	3	11	25
UG	1	11	11	0	0	23
PG	0	1	0	12	9	22
Total	1	23	11	15	20	70

Educational Qualification and Satisfaction Level of Respondents

	Value	Df	Asymp.Sig.(2-sided)
Person chi-square	100.538a	12	.000
Likelihood Ratio	102.660	12	.000
Linear – by – Linear Association	4.137	1	.042
N OF Valid Cases	70		

Inference :

It is evident from the table that the calculated value is more than the table value , Therefore, the Null hypothesis is rejected .It is inferred that there is an association between Educational Qualification and Satisfaction Level of the Respondents.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS:

- 1.**93% of respondents are belonging to the age group of 15 – 30
- 2.**Majority of respondents { 82 %} are under graduates.
- 3.**51% of Respondents are Male.
- 4.**Majority of 84% of respondents have an experience in online shopping.
- 5.**Only 43% of respondents are frequently purchasing products in online shopping.
- 6.**Majority of 38% of respondents has faced problem in cheap quality of product in online shopping.
- 7.**Appropriate amount spent on single purchase of respondents are less than 1000.
- 8.**The most preferred payment mode of respondents are cash on delivery.
- 9.**The most Favourite [52%] online shopping site is Amazon.
- 10.**Major reason for online shopping are offers and comfortness.
- 11.**Majority of respondents are purchasing electronics and accessories in online shopping.

SUGGESTIONS:

- 1.**Providing more competitive price can attract customers.
- 2.**Online shopping sites should increase the security for an online payment.
- 3.**Measures to be taken in order to avoid delivery of cheap quality of products.
- 4.**The return policy of the company should be flexible in order to motive the customers to try the product.
- 5.**Measures to be taken to reduce the delivery of damaged products.
- 6.**They should offer free shipping for high end products.

CONCLUSION :

This research shows that online shopping is having a very bright future in India. The consumer behaviour towards online shopping is getting better. With the use of internet , consumers can shop anywhere , anytime and anything with easy and safe payment options. Online shopping sites should remove the online frauds that would create a high pace in the mind of customers. The online retailers has to enhance and improve the information supporting system by providing detailed information about the products. All the factors influence or prevent the people from using online shopping need to be carefully taken care.

REFERENCES :

- 1.Bhatt, A. (2014). Consumer attitude towards online shopping in selected regions of Gujarat. Bhatt, A.(2014). Consumer Attitude Towards Online Shopping in Selected Regions of Gujarat. Journal of Marketing Management, 2(2), 29-56.
- 2.Sahney, S., Shrivastava, A., & Bhimalingam, R. (2008). Consumer Attitude Towards Online Retail Shopping in the Indian Context. ICFAI Journal of Consumer Behaviour, 3(4).
- 3.Jusoh, Z. M., & Ling, G. H. (2012). Factors influencing consumers' attitude towards e-commerce purchases through online shopping. International Journal of Humanities and Social Science, 2(4), 223-230.
- 4.Raman, P. (2014). FACTORS INFLUENCING WOMEN CONSUMERS'BUYING BEHAVIOR TOWARDS ONLINE SHOPPING IN INDIA. Journal of Contemporary Management Research, 8(2), 23.
- 5.Al-Debei, M. M., Arkush, M. N., & Ashour, M. I. (2015). Consumer attitudes towards online shopping. Internet Research.
- 6.Makhitha, K. M. (2014). Factors influencing generations Y students' attitude towards online shopping. Mediterranean Journal of Social Sciences, 5(21), 39-39.

WEBSITES

- https://en.m.wikipedia.org/wiki/Online_shopping
- <https://purple.ai/blogs/the-history-of-online-shopping/>
- <https://www.goodworklabs.com/top-five-e-commerce-websites-in-india/>
- https://www.ecommerce-land.com/history_ecommerce.html

APPENDIX:

1. E-Mail ID _____
2. Age _____
3. Gender
 - A. Male
 - B. Female
4. Educational Qualification _____
 - A. School Level
 - B. UG
 - C. PG
5. Monthly Income of the Respondent _____
 - A. 5000
 - B. 10000-15000
 - C. 15000-30000
 - D. More Than 30000
6. Do you Purchase Frequent Products in Online Shopping _____?
 - A. Yes
 - B. No
 - C. Maybe
7. What kind of Problem Faced in Online Shopping _____?
 - A. Delay In Delivery
 - B. Cheap Quality of Product
 - C. Damage
 - D. Others

8. Your Biggest Concern Towards Online Shopping _____

- A. Poor Internet Connection.
- B. Breach Of Personal Information.
- C. Breach Of Payment Detail.
- D. None.

9. What Is the Reason for Online Shopping _____?

- A. 24/7 Availability
- B. Comfortless
- C. Offer
- D. Variety

10. Your Most Preferred Category for Online Shopping _____

- A. Groceries
- B. Electronics
- C. Dress
- D. Sports Items
- E. Others

11. Appropriate Amount Spent on Single Purchase _____

- A. Less than 1000
- B. 2000- 5000
- C. 5000- 10000
- D. More than 10000

12. Your Most Preferred Payment Mode _____

- A. Card
- B. Cash On Delivery
- C. Internet Banking

13. Are you Comfort in Online Shopping _____?

- A. Yes
- B. No
- C. Maybe

14. Your Most Favourite Shopping Site _____

- A. Amazon
- B. Flipkart
- C. eBay
- D. Snapdeal
- E. Others

15. Is That Online Shopping is Risky _____

- A. Strongly Disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly Agree

16. Did you have Satisfaction on Online Shopping _____

- A. Strongly Disagree
- B. Disagree
- C. Neutral
- D. Agree
- E. Strongly Agree.