

A STUDY ON MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING

Submitted in partial fulfilment of the requirement for the award of

BACHELOR OF COMMERCE

By

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39740056



BACHELOR OF COMMERCE

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of ANISHA LINI.L (39740056) who has done the Project Work entitled "**A STUDY ON MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING**" under my supervision from December 2021 to February 2022.

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DECLARATION

I **ANISHA LINI.L (39740056)**. Hereby declare that the project report entitled “**A STUDY ON MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING**” done by me under the guidance of Dr.J. RANI is submitted in partial fulfilment of the requirements for the award of Bachelor of commerce.

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ABSTRACT

The Online Shopping is a web based application intended for online retailers. The main objective of this application is to make it interactive and its ease of use. It would make searching, viewing and selection of a product easier. It contains a sophisticated search engine for user's to search for products specific to their needs. The search engine provides an easy and convenient way to search for products where a user can Search for a product interactively and the search engine would refine the products available based on the user's input. The user can then view the complete specification of each product. They can also view the product reviews and also write their own reviews. The application also provides a drag and drop feature so that a user can add a product to the shopping cart by dragging the item in to the shopping cart. The main emphasis lies in providing a user-friendly search engine for effectively showing the desired results and its drag and drop behavior.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.



1.2 WHY ONLINE SHOPPING IS GAINING POPULARITY:

Following are some of the main reasons for online shopping to become popular

- Total shopping convenience:

These shops are available 24 hours a day and 7 days a week which Means customers can shop day or night while relaxing at his/ her home.

- Browse the web instead of driving:

Travelling to various shops at various places is a costly thing and time consuming. With online shopping, customers can sit at their homes and visit any number of shops, even some located in other countries with ease.

- Price comparisons:

Online shops do not require buildings with lots of facilities and other customer attractions which amount for huge sums. Since, with online shopping those expenses do not exist, companies can sell their goods at a much lower price than normal shops.

➤ Unlimited selection:

Online shops usually provide much more selection of items than a normal shop. They could even sell some items which they do not have in stock.

➤ No hurry:

Unless the website is down there is no close time for online shops, and customers can take any amount of time to do their shopping.

➤ Information and reviews:

Some online shops provide facilities to rate or add comments about the goods they bought and this feature will be helpful to new customers to make decision about purchasing goods and services. This an experience which traditional shops never provide to their customers.

➤ Collectible and hard to find items:

Online shopping is helpful to find collectibles and hard to find items, due to the vast range of selection for goods online shops provides.

1.3 MEASURING CONSUMER PERCEPTION OF ONLINE SHOPPING CONVENIENCE:

- When compared to the conventional mode of shopping, Online shopping has proved to be bliss for the consumers.
- After all, it is more focused on consumer convenience than the seller.
- Thus, there are numerous reasons which state how online shopping is more effective than conventional shopping.
- Here we will be measuring consumer perceptions of online shopping convenience to know the concept better.

❖ Convenience:

Convenience is the biggest advantage, as online shopping allows people to shop from wherever and whenever they want. They don't have to stand in long queues waiting for their chance to enter the

shopping complex. Online shopping allows them to shop 24/7 that too with one click. They can replace the products conveniently without facing any hassle of going out.

❖ More Variety:

Online shopping makes it possible to get several products from different brands and sellers all in one place which was not possible earlier. Online shopping also allows consumers to buy the product from international brands too. It has increased the possibility of choices which allows the consumer to shop with more variety.

❖ Feedbacks:

Unlike Conventional modes of shopping, online shopping has paved the way to go through other consumers' feedback before buying any product or service. Feedbacks help them to differentiate between the two products and make a decision accordingly.

❖ Better Prices:

Online shopping allows you to buy the product directly from the manufacturer. There is no middle cost involved in it, which helps you in grabbing good products with cheap deals and better prices.

❖ No crowd:

Major disadvantage of the conventional mode of shopping is the large crowd to deal with. Online shopping allows the consumer to avoid the nuisance of being in-crowd and gives them a chance to buy the product from their peaceful quiet room.

❖ Price Comparison:

Researching the different products and comparing them is much easier in online shopping. E-commerce sites have the option to compare the products with one click which was not possible earlier.

❖ Easy Replacement:

Online shopping not only allows the consumer to place the orders easily but also gives them the advantage of replacing them too with a full money-back guarantee.

1.4 STATEMENT OF THE PROBLEM:

The up-gradation of technological development has changing the life style of people. Changing family structure and life style has redefined the shopping pattern of customers. Today they prefer online mode of purchase. Though it has reached vast majority of people, even now, some of the customers prefer traditional shopping because of lack of security, Lack of feel and touch, Wrong products deliver and so on. This study tries to identify the customer views and problems faced by them while using online shopping .

1.5. SCOPE OF THE STUDY:

This study on measuring the effectiveness of online shopping a case study of all issues related to online purchases of goods with a view of ascertaining the effectiveness and reliability of such services.

1.6. OBJECTIVES OF THE STUDY:

- To know the factors influencing to use online shopping.
- To know the security of shopping online.
- To know the necessary for an online shopping.
- To study the problems faced by the shoppers while shopping online.
- To examine the effectiveness of shopping online.
- To know the preference and quality of the various websites.

1.7. LIMITATIONS OF THE STUDY

- Time is one of the major constraint, which limits the effective data collection.
- Possibility of errors in data collection due to the bias of the respondents.
- The number of respondents is limited to 107.
- Getting information from the respondents was very difficult.
- Reliability and accuracy of the analysis depends on the respondent's openness and trueness towards each question in the questionnaire

CHAPTER-2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE ON ONLINE SHOPPING:

SIMRANJIT SINGH, SONIA BAJWA (2017):

Had carried out a research study on “buying behaviour of consumer towards counterfeit products. The main objective of the research was to put emphasis on the reasons for counterfeit purchase and the norms they follow while forming this behaviour. The other objectives were to find out the dominant factors affecting on the consumer while purchasing counterfeit goods, to know the relationship of these factors with the purchase behaviour and application of TPB model for knowing the factors creating inclination towards counterfeit. The sample size was for research was 100 respondents. A structures questionnaire was used by following the convenience sampling method. The data were described with the help of pivot table and pie charts with percentages. After the analysis the researcher had found that behaviour of the respondents that leads them to go for committing a crime of purchasing such knock offs and pirated items. Cost and status seeking have known to be the two reasons for committing an illegal practice. If the money income of the consumer is increased then this could work as a measure of curbing this practice.

PRIYANKA SHARMA (2017):

Performed a research study on “Consumer Behaviour towards Online Shopping- An Empirical Study With Reference To Bhiwani City, Haryana”. The main objective of the research was to identify the relationship of demographic factors that influence online shopping, to study the preferences of the consumers toward online shopping and the satisfaction level of the consumers while they shop online. To achieve the objective, null hypothesis „Online shopping is not reliable and trustworthy to the consumers” was tested. The sample size of the research was 100 respondents from Bhiwani City in Haryana state. The author had used Excel and Statistical Package for the Social Sciences (SPSS) software for data analysis purpose. After the data analysis and interpretation, the author concludes that the internet has given rise to great potential for businesses through connecting globally. The people having an annual income below Rs 2, 50,000 prefer cash on delivery and above Rs 2, 50,000 prefers Internet banking payments. Cash on delivery is found the

most popular payment method for online shopping among consumers. The most of the people having annual income below Rs 4, 50,000 spends between 1500- 3000 per month for online shopping. People having annual income above Rs 4, 50,000 spends above 3000 per month for online shopping. The price of the products has the most influencing factor on online purchase and online shopping is getting popular in the younger generation. The Majority of the respondents buys from flipkart.com which is thus one of the leading online shopping websites in India. The main barrier is the safety of payment and privacy issue in the process of online shopping. This increases low levels of trust on online stores therefore; sellers have to make proper strategies to increase the consumer's level of trust with them.

M. DHANALAKSHMI, M. SAKTHIVEL, M. NANDHINI (2017):

Performed a research study on “A Study on Customer Perception towards Online Shopping, Salem”. The main objective of the research was to study the customer perception towards online shopping at Salem district. The sample size of the research was 150 respondents. The researchers had adopted random convenience sampling technique to gather the data. The data were analyzed using the simple percentage analysis and ANOVA (analysis of variances) methods. As a result of data analysis and interpretation, the researchers conclude that the consumer's perception of online shopping varies from person to another and the perception is limited to a certain extent by the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristic usage based on their needs and demand. The study reveals that most the students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. Finally, the researchers suggested that the online transaction should be flexible for the customers who perceived in shopping.

PAWAN KUMAR, KANCHAN (2017):

Performed a research study on “Online Shopping Behaviour among Students with Special Reference to Ludhiana, Punjab, India”. The main objective of

the research was to understand the online purchase pattern of youth in India and to study the factors those contribute to online shopping. The sample size of the research was 400 respondents from Ludhiana city. As a result of data analysis, the researchers conclude that students are those who mostly go for online shopping. There are several factors such as quality of products, delivery time, products checking on the spot, return policy etc. which customer look before online shopping. So the online websites must look after those factors to be successful and retain the customers. Online shopping among students of Ludhiana was grown in a positive manner and decision on demonetization certainly helped the online shoppers to attract more and more customers.

SNEHAL CHINCHOLKAR (2016):

Performed a research work on “Consumer Behaviour towards Online Grocery Retail Store “Localbanya.com” in Mumbai Region”. The main objective of the research was to identify consumer behaviour towards online grocery retailing specifically towards Localbaniya.com. The sample size of the research was 163 respondents from Mumbai and its suburbs. From the collected data it had been observed that, Out of 163 respondents only 57 were aware about local baniya.com and done shopping from the website at least one time. While doing online purchasing cash on delivery and debit cards are most preferred mode of payment. As a result of data analysis, the researcher concludes that slowly our traditional way of grocery shopping may see a drastic change. The companies have to work hard for developing their marketing and distribution strategies to overcome the hurdles of grocery e-retailing. Grocery e-retailing in its nascent stage, first it needs to capture Tier-I cities, then Tier-II and Tier-III cities of Indian can be penetrated.

SABAN KUMAR K.C, ARUN KUMAR TIMALSINA (2016):

Carried out a research work on “Online Grocery Shopping Attitudes among the Consumer in Kathmandu Valley”. The major focus of the research was to assess attitudes of customers towards online shopping within Kathmandu. The sample size of the research was 100 respondents from Kathmandu, Lalitpur and Bhaktapur. The researchers had used the Statistical Package for Social Sciences (SPSS) for data

analysis purpose. As a result of data analysis, the researchers conclude that majority respondents i.e. 86% were found to be aware about online shopping. Similarly, 89% of the respondents were positive about the online shopping of grocery items whereas the rest were negative. The Result also depicts that 52% respondents were aware about existing online portals. The freshness and delivery timing were given more importance than payment system and pricing while shopping vegetables and fruit items online.

**A.T. JAGANATHAN, J. SURESH KUMAR, M. SAKTHIVEL, M. MOHANRAJ
(2016):**

Performed a research work on “A Study on Customer Perception towards Online Shopping, Namakkal”. The main objective of the research was to study the customer perception towards online shopping at Namakkal district. Customer perception is typically affected in the way of broadly such as advertising, reviews, public relations, social media and personal experiences etc. The sample size of research was 150 respondents. The researcher had used simple percentage analysis and ANOVA (analysis of variances) methods for data analysis purpose. After the data analysis and interpretation, the researcher conclude that the consumer’s perception on online shopping varies from person to another and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The students are attached to the online shopping and hence the elder people don’t use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. The online transaction should be flexible for the customers who perceived in shopping.

MANISHA KINKER, N.K. SHUKLA (2016):

Performed a research study on “An Analysis of Consumer Behaviours towards Online Shopping of Electronic Goods With special reference to Bhopal and Jabalpur city”. The main objective of the research was to clarify and get insight into consumer Behaviour towards online shopping of electronic goods, to study

consumers" expectations of online stores, to find out factors that influences the consumers towards online shopping and to analyze the consumer's wants and needs especially in Bhopal and Jabalpur city of Madhya Pradesh. The sample size of the research was 40 respondents of Bhopal and Jabalpur city. The findings of the proposed research work are as follows as Customer-Oriented Factors "Time Saving", "Product Quality", "Product Price", "Convenience", "Accessibility", "Shop Anywhere and Anytime" are the main specific factors influence customers attitudes toward electronic product online shopping. The minor factors that influences customer's attitudes toward electronic product online shopping are technological factors, assured quality, cash on delivery and various promotions and discounts. The attitude towards online shopping is different in Bhopal and Jabalpur city. After the data analysis, the researcher concludes that the electronic product online market takes a high percent of individuals shopping on it.

PRITAM .P, KOTHARI, SHIVGANGA, S. MAINDARGI (2016):

performed a research study on A Study on Customers Attitude towards Online Shopping in India and its Impact: With Special Reference to Solapur City. The main objective of the research was to highlight the factors which online Indian customers keep in mind while shopping. The sample size of research was 100 respondents from Solapur city. The researcher had used sampling method and Krejcie and Morgan formula to calculate the sample size. After the data analysis and interpretation, the researcher found that occupation of consumers is independent of Purchase habit of consumers in online shopping. Finally the researcher concluded that the future of online shopping in India looks very bright. Online shopping gives customers best alternatives to save money and time. Companies Offers detail product information, easy mode of payment, facility of comparison of price and very important completely hassle free shopping experience. The Success of online shopping depends on its popularity, its brand image and its unique promotional policies.

LAKSHMI. S. (2016):

Performed a research study on “Consumer Buying Behaviour towards Online Shopping”. The main objective of the research was to explain online shopping important and consumer buying Behaviour in online shopping. The author explained how online shopping and consumer Behaviour is important and closely bonded with each other. Also author had explained the factors that affecting consumer Behaviours, consumer characteristics in the online medium, which are personal characteristics, psychological characteristics, social characteristics and cultural characteristics. There are many factors that influence of online shopping decision that are Motivations, Convenience, Price visibility, Brand browser segment, New design, Saves travel time, Website security, Easy payment, Cash on delivery and Free home delivery. Finally the author concludes that the convenience and trust were the most essential variables for consumers when they decide to shop online. Web design and delivery time were not the important variables for consumers while doing online shopping purchases. Young generation prefers buying goods from the original source, so they prefer online shopping. Buying online can be of great benefit to the consumer in terms of convenience, saving time and money.

ASWINI.N, MANJIULA. R (2016):

Performed a research study on “An Empirical Study on Consumers Perception towards Online Shopping”. The main objective of the research was to understand the key motivators for consumers to search and shop online. It also investigates how different types of online buyers perceive a website differently. The sample size of the research was 40 respondents. The findings of the proposed research work are as follows as that online consumer concerns about lack of opportunity to examine the products prior to purchase are regarded as specific factor affecting the online buying decision. Also Customer goes online very often to compare the prices and features of the various branded products and services. Then Most of the respondents say online shopping helps them quick accessibility of a wide variety of products. Cash on delivery and easy replacement are one of the advantages of online shopping. Finally, the researcher concludes that Online shopping enables the customers to buy from any part of the world at any time providing better opportunity and also benefits like cash on delivery, easy

replacement, convenience, fast refund, time saving and secured Delivery of the product, confidentiality, etc. The site enables them to browse before they shop, and to research the product so they have more confidence in what they are buying.

K.S. SILPA, P.U. RAJASREE, P. BALASUBRAMANIAN (2016):

Performed a research study on “A Study on Peoples” Perceptions towards Online Shopping”. The main objective of the research was to study people’s perception towards online shopping within a selected group of respondents and study of the merits and demerits of online shopping. The sample size of the research was 50 respondents (total 100) each for e-shoppers and non e-shoppers. The researcher had used convenience random sampling method for data collection. The researcher also explained the advantages and disadvantages of online shopping. As a result of data analysis, the researcher concludes that the majority of people favors to do online shopping, even if they felt some difficulties. People who are non-shoppers are ready to do online shopping in the future if they get proper awareness and knowledge. The Majority of the people agree that in the near future online shopping will be more on demand than offline shopping. More people prefer cash on delivery than net banking. Most of people do not shop online due to fear of the quality of goods, afraid to give out their credit card details and also they find conventional methods more enjoyable. Online shopping will take over as the prime marketing and selling channel in India in near future.

SONAL KALA (2015):

Performed a research study on “Behaviour of Customers” Towards Online Shopping in India”. The main objective of the research was to investigate the relationship between various characteristics of online shopping and customer purchase Behaviour. The sample size of the research was 100 respondents (50 Male Students and 50 Female Students) from Jaipur national university. The author had used Independent sample test tool for data analysis purpose. After the data analysis, the author concludes that Consumers have been seen to reveal different buying Behaviour’s when shopping online than, when they are shopping in a physical

retail store. There is no significant difference between the response of male and female management students of Jaipur National University. The respondents have perceived online shopping in a positive manner.

G.R. SHALINI, K.S. HEMAMALINI (2015):

Conducted a research work on Characteristics of Online Shopping and their Consumer Intention towards the Purchase of Online Products in the Chennai city. The sample size of the research was 320 respondents from Chennai city. The researcher had used Stratified sampling and simple random sampling methods. The nature of the study was exploratory and descriptive because both primary and secondary data have been used. From the data Analysis, the author conclude that people select flip cart for online shopping and also online shopping had become a trend in this generation. The study reveals that there is positive relationship between the website characteristics and attitude, trust and intention towards online purchasing.

S. ARUNA, A. JOHN WILLIAM (2015):

Performed a research study on “A Study of Consumer Behaviour towards Online Shopping in Coimbatore District”. The main objective of the research was to analyze the shopping Behaviour of online shoppers and to identify the successful online shopping. The sample size of the research was 384 respondents. From the data analysis result, the researcher concludes that people mostly prefer online shopping to traditional shopping because of the technological advancements. It has become popular and is extremely convenient. Though it is convenient there are various factors such as price, quality of the product and delivery time which customers look before online shopping. So the online websites must of aware of these factors to be successful and retain the customers. The final result from the study is that online shopping is growing rapidly in a positive manner. By removing little flaws it can be much profitable.

R. SHANTHI, DESTI KANNAIAH (2015):

Performed a research study on “Consumer’s Perception on Online Shopping”. The main objective of the research was to know the type of products purchased by consumers through online shopping and to identify the factors influencing consumer buying online. The sample size of the research was 100 respondents from Madras University and Madras Christian College. The researcher had explained the factors influence Consumer to buy online, which are as follows that are Product information, online payment, Convenience, Consumer Attitude, Easy Accessibility, Flexibility. From the data analysis result, the researcher concludes that youngsters are attached to the online shopping and hence the elder people don’t use online shopping much as compared to the younger ones. It is also found that the majority of the people who shop online buys books online followed by tickets (railway, movie, concerts). The study also reveals that the price of the products has the most influencing factor on online purchase. The security of the products is the second most influencing factor, Guarantees online purchase is the third most influencing factor and Warrantees followed by delivery time and the next most influencing factor is the privacy of the information, the reputation of the company, and nice description of goods. Overall the research outcome reveals that the majority of the respondents preferred to buy products from Flipkart through the online mode of shopping.

ASHISH BHATT (2014):

Performed a research work on “Consumer Attitude towards Online Shopping in Selected Regions of Gujarat”. The objective of the research mainly focused on the various factors online buyers would keep in mind while shopping through online mode. The researcher had adapted a Descriptive Research and collected data samples accordingly. After the analysis, some of the findings was 49.5% users of both Regions agreed that the data of product shown on online is sufficient, 32% users strongly felt that online transaction is safe, 46.5% users of both Regions do payment by cash on delivery, 29.5% users both Regions purchased computer accessories, 40.5% users of both Regions are purchasing the products through online more than Rs.2500 and The mean value of computer accessories is

2.83 which mean the data is highly significance. Finally the researcher concluded that online shopping is gaining more popularity among people, especially among the younger generation and become equally popular among all age groups.

KALPANA MATHUR, ARTI SHARMA (2014):

Performed a research study on “A Study of online Shopping Habits of Consumers in India”. The main objective of the research was to examine the online shopping habits of consumers in India, to identify factors which determine the online shopping trends and to examine the growth of online shopping in India. The sample size of the research was 100 respondents of different status businessmen, professionals, students and employees. The researcher had used tools like tables, percentage, chi square test and ranking method for analyzing primary and secondary data. MS Excel and Statistical Package for the Social Sciences (SPSS) used for analysis purpose. From the data analysis result, the researcher concludes that visiting shops, malls or retail outlets are more time consuming. Hence, many people preferred to shop online. The online shopping habits are gaining quick market and are growing every year because of the increasing Internet usage of people and availability of Internet connections on mobile at cheaper rates. There is no significant relation between use of discount coupons and occupation. This implies that discount coupons are emerging as an attractive feature calling for more consumers to shop online. The study found that the preferred mode of payment for e-shopping is cash on delivery i.e. COD irrespective of respondents income group.

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 as a "systematized effort to gain new knowledge.

3.2 SOURCES OF THE DATA

The present study was based on primary data as well as secondary data. The data were collected from every possible source.

3.2.1 PRIMARY SOURCE:

A well structured Questionnaire was prepared and distributed to the customers who are using online shopping.

3.2.3 SECONDARY SOURCE:

The various secondary information sources used for the present research include the journals and magazines and websites.

3.3 TOOLS USED FOR ANALYSIS

The collected data were analysed with the help of following tools:

- Questionnaire is used to collect the data from the selected samples.
- Percentage analysis were done with the collected data.
- The data collected will be tabulated in the form of charts and graphs will be used to present data. The resulting tables, charts and graphs will be analyzed, and inference will draw.

3.3.1QUESTIONNAIRE

A questionnaire is a form prepared and distributed to secure responses to certain questions. It is a tool for obtaining response to questions by using a form which the respondent fills by himself.

3.3.2 STRUCTURE OF THE 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.

Types of questions asked: Multiple choice questions-Many choices are given to the respondents give their response, respondents choose one answer it is easy for respondents to quick response.

3.3.3 PERCENTAGE ANALYSIS

A percentage frequency distribution is a display of data that specifies the percentage of observations that exist for each data point or grouping of data points.it is a particularly useful method of expressing the relative frequency of survey response and other data.

Formula for percentage analysis:

$$(\text{Value}/\text{Total value}) * 100$$

3.4 PERIOD OF THE STUDY:

The study was conducted during February 2022 to May 2022.

3.5 SAMPLING DESIGN:

The study covers only the selected customers who are using online shopping. In this study convenient random sampling technique has been used and 107 customers were selected on random basis.

CHAPTER-4

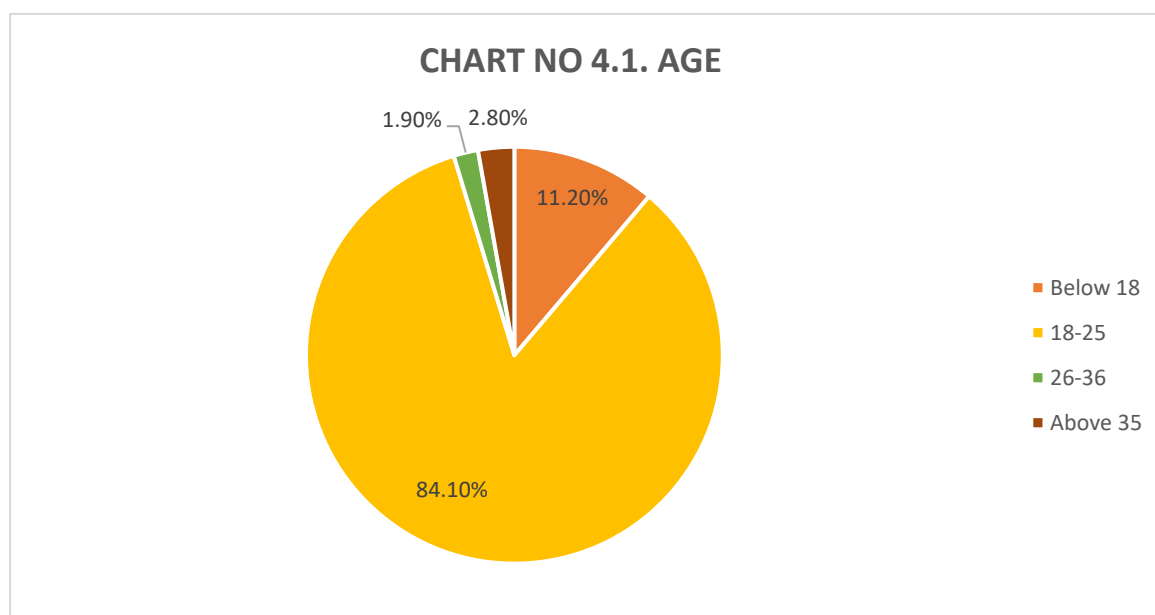
DATA ANALYSIS AND INTEPRETATION

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

TABLE NO:4.1 AGE WISE CLASSIFICATION

AGE	NO.OF. RESPONSES	PERCENTAGE %
Below 18	12	11.2
18-25	90	84.1
26-35	2	1.9
Above 35	3	2.8
Total	107	100



INTEERPERTATION

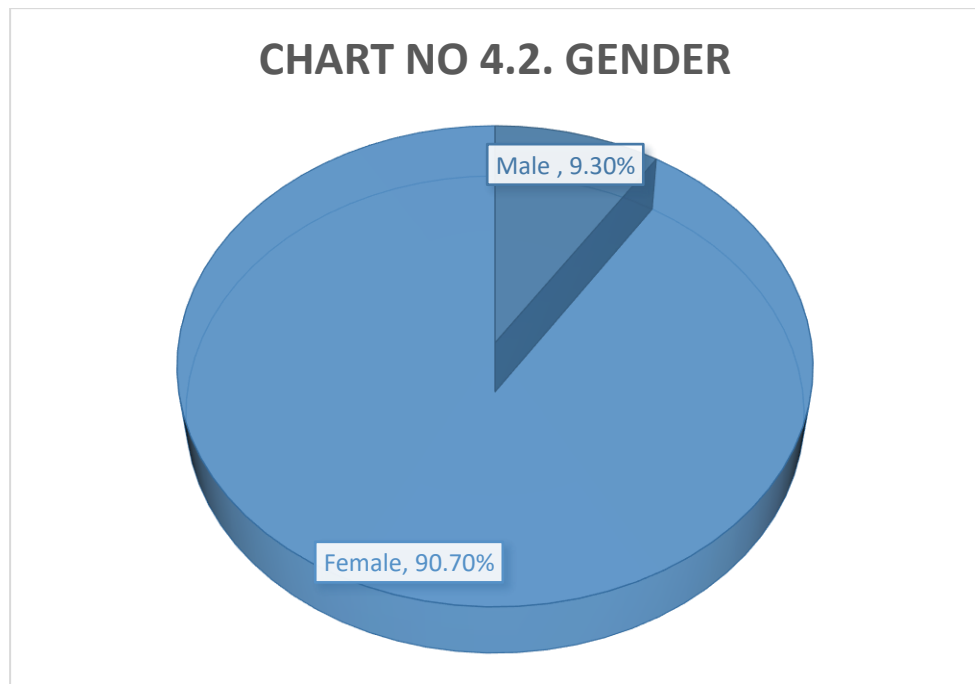
The above table shows that out of 107 respondents taken for the study, 84.1% of the respondents belong to the age group 18-25 years, 11.2% of the respondents belong to the age group below 18 years, 2.8% of the respondents belong to the age group between above 35 years, 1.9% of the respondents belong to the age group of 26-35.

INFERENCE

Hence majority of the respondents are belong to the age group of 18-25.

TABLE NO:4.2 GENDER WISE CLASSIFICATION

GENDER	NO. OF. RESPONSES	PERCENTAGE %
Male	10	9.3
Female	97	90.7
Total	107	100



INTERPRETATION

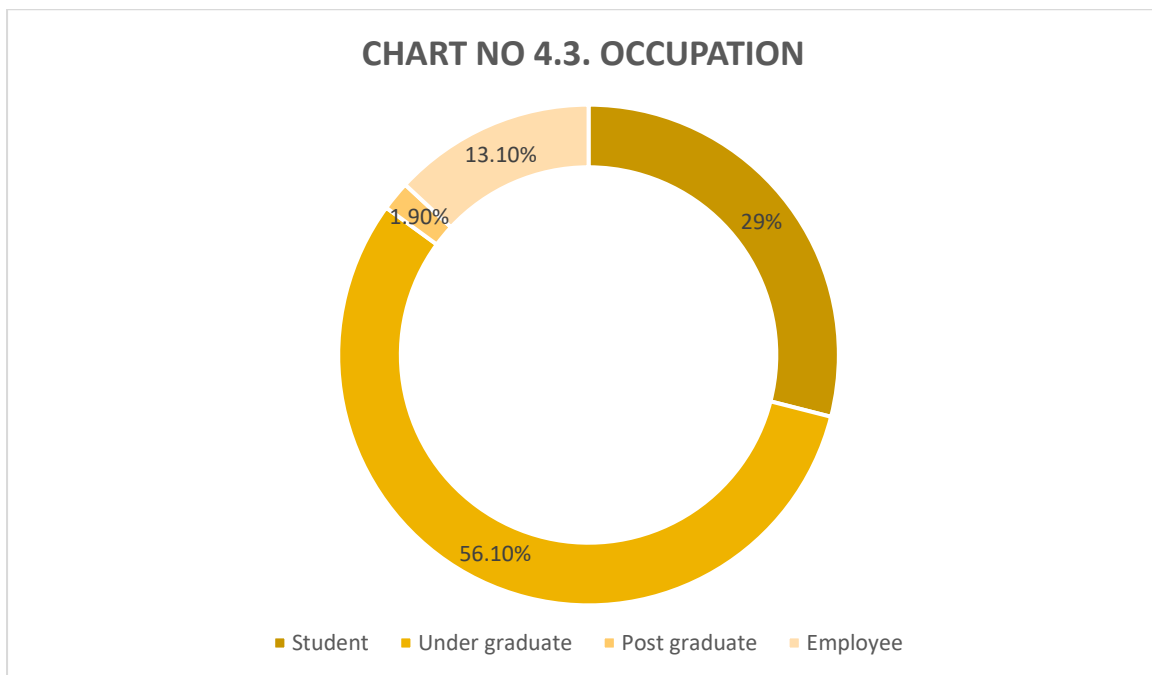
The above table shows that out of 107 respondents taken from the study, 90.7% respondents are the gender female, 9.3 respondents are the gender male.

INFERENCE

Hence majority of the respondents are female.

TABLE NO:4.3 OCCUPATION WISE CLASSIFICATION

OCCUPATION	NO.OF. RESPONSES	PERCENTAGE %
Student	31	29
Under graduate	60	56.1
Post graduate	2	1.9
Employee	14	13.1
Total	107	100



INTERPRITATION

The above table shows that out of 107 respondents taken from the study, 56.1% of the respondents are students, 29% of the respondents are under graduate, 13.1% of the respondents are employee, 1.9% of the respondents are post graduate.

INFERENCE

Hence majority of the respondents are under graduate.

TABLE NO:4.4 WEBSITES DO YOU PREFER FOR ONLINE SHOPPING

SHOPPING APPS	NO.OF. RESPONSES	PERCENTAGE %
Flipkart	25	23.4
Amazon	64	59.8
Ajio	6	5.6
Snapdeal	2	1.9
Other	10	9.3
Total	107	100



INTERPERATION

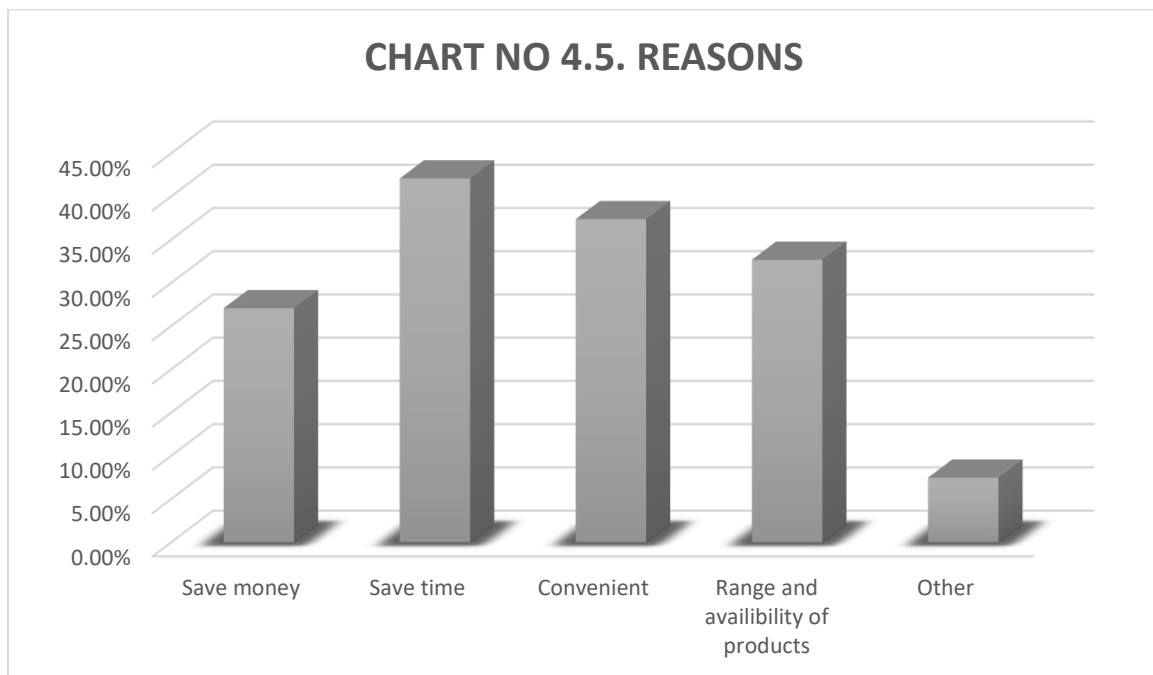
The above table shows that out of 107 respondents taken from the study, 59.8% of the respondents are shopping through amazon, 23.4% of the respondents are shopping through flipkart, 9.3% respondents are shopping through other app, 5.6% of the respondents are shopping through ajio, 1.9% of the respondents are shopping through snapdeal.

INFERENCE

Hence majority of the respondents are shopping in amazon.

TABLE NO:4.5 THE REASONS FOR ONLINE SHOPPING

REASONS	NO.OF.RESPONSES	PERCENTAGE %
Save money	29	27.1
Save time	45	44.1
Convenient	40	37.4
Range and availability of products	35	32.7
Other	8	7.5



INTERPRETATION

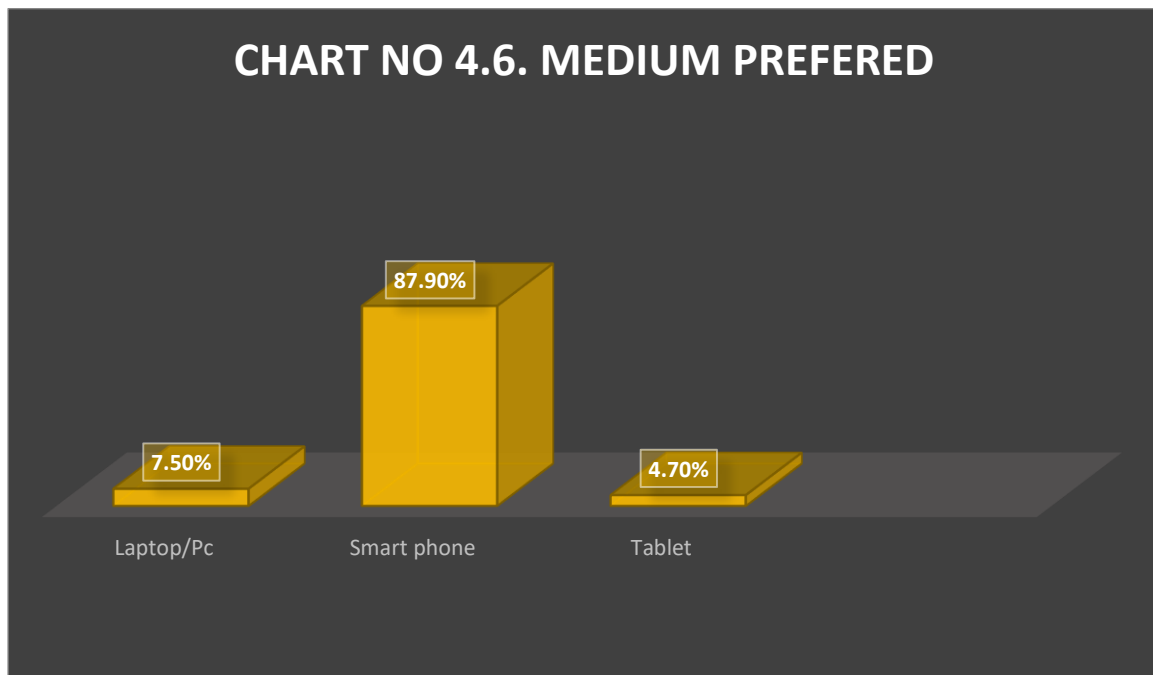
The above table shows that out of 107 respondents taken from the study, 44.1% of the respondents are said reason for shopping online is save timing , 37.4% of the respondents said reason for shopping online is convenient , 32.7% of the respondents said reason for shopping online is range and availability of products, 27.1% of the respondents said reason for shopping online is save money ,7.5% of the respondents said that reason for shopping online is other.

INFERENCE

Hence majority of the respondents are chosen save timing.

TABLE NO:4.6 MEDIUM PREFERED FOR ONLINE SHOPPING

PREFERED MEDIUM	NO.OF. RESPONSES	PERCENTAGE %
Laptop/pc	8	7.5
Smart phone	94	87.9
Tablet	5	4.7
Total	107	100



INTERPRETATION

The above table shows that out of 107 respondents taken for the study, 87.9% of the respondents preferred medium for shopping online is smart phone, 7.50% of the respondents preferred medium for shopping online is laptop/PC, 4.70% of the respondents preferred medium for shopping online is tablet.

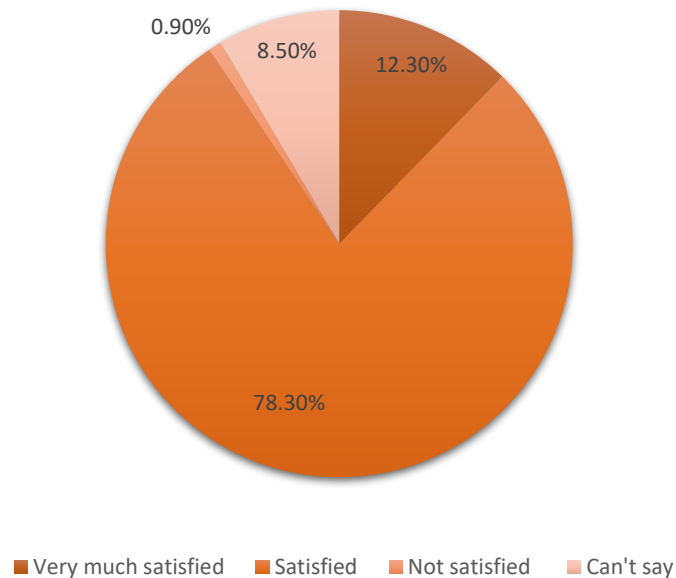
INFERENCE

Hence majority of the respondents preferred medium for shopping online is smart phone.

TABLE NO:4.7 RATE OF EXPERIENCE IN ONLINE SHOPPING

OPTIONS	NO.OF.RESPONSES	PERCENTAGE %
Very much satisfied	13	12.3
Satisfied	83	78.3
Not satisfied	2	0.9
Can't say	9	8.5
Total	107	100

CHART NO 4.7. EXPERIENCE OF SHOPPING ONLINE



INTERPRETATION

The above table shows that out of 170 respondents taken for the study, 78.30% of the respondents experience of shopping online is satisfied, 12.30% of the respondents experience of shopping online is very much satisfied, 8.50% of the respondents experience of shopping online is can't say, 0.90% of the respondents experience of shopping online is not satisfied.

INFERENCE

Hence majority of the respondents experience of shopping online is satisfied.

TABLE NO:4.8 DO YOU FEEL SECURE WHEN SHOPPING ONLINE

OPTIONS	NO.OF.RESPONSES	PERCENTAGE %
Yes	82	76.6
No	25	23.4
Total	107	100



INTERPRETATION

The above table shows that out of 170 respondents taken for the study, 77% of the respondents feels secure when shopping online, 23% of the respondents are not feeling secure when shopping online.

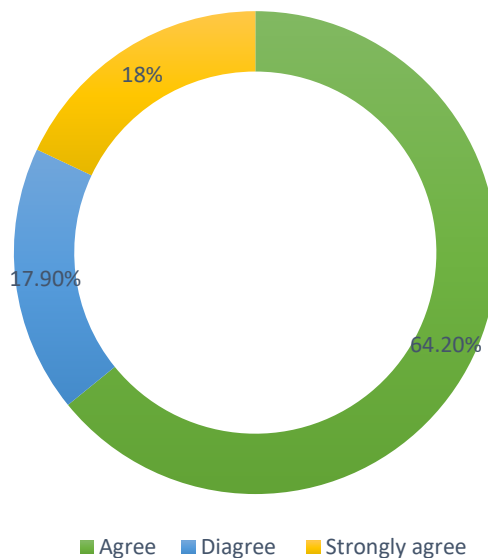
INFERENCE

Hence majority of the respondents feels secure when shopping online.

TABLE NO:4.9 CASH ON DELIVERY OPTION INFLUNCES YOU TO GO FOR ONLINE SHOPPING

OPTIONS	NO.OF.RESPONSES	PERCENTAGE %
Agree	68	64.2
Disagree	19	17.9
Strongly agree	20	18
Total	107	100

CHART NO 4.9. DOES CASH ON DELIVERY OPTION INFLUNCES YOU TO SHOP ONLINE



INTERPRETATION

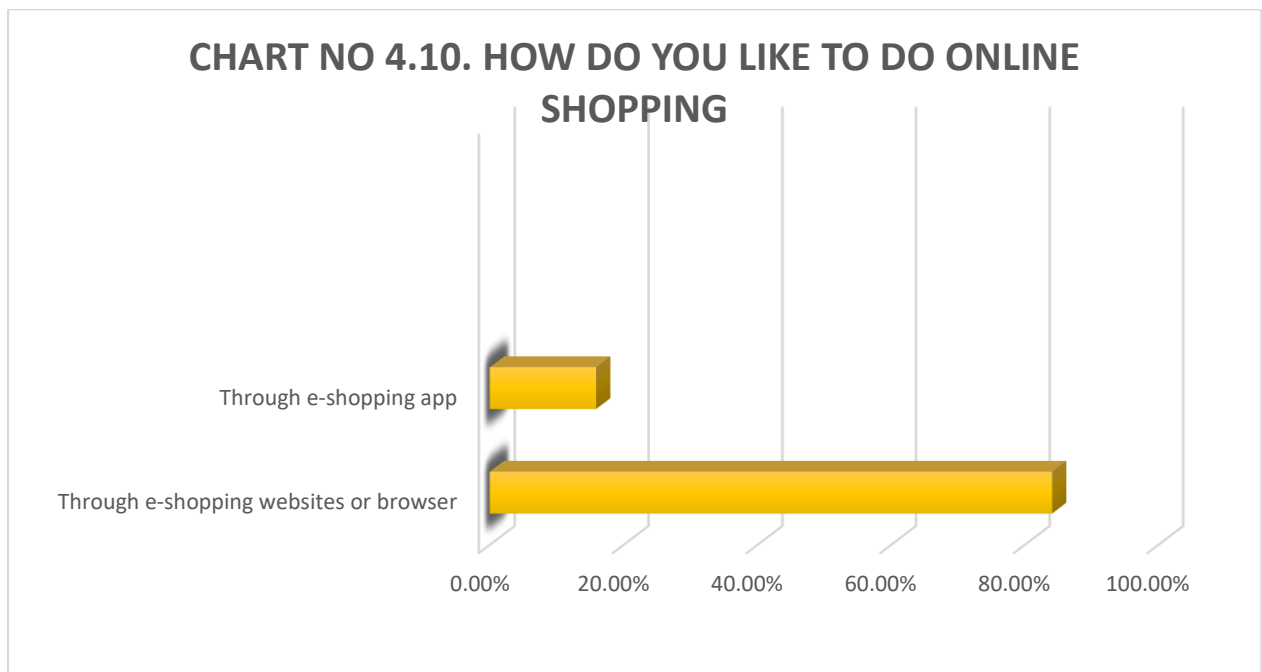
The above table shows that out of 170 respondents taken for the study, 64.20% of the respondents said cash on delivery option influences to shop online is agree, 17.90% of the respondents said cash on delivery option influences to shop online is disagree, 18% of the respondents said cash on delivery option influences to shop online is strongly agree.

INFERENCE

Hence the majority of the respondents said cash on delivery option influences to shop online is agree.

TABLE NO:4.10 HOW DO YOU LIKE TO DO ONLINE SHOPPING

OPTIONS	NO.OF. RESPONSES	PERCENTAGE %
Trough e-shopping websites or browser	17	15.9
Through e-shopping app	90	84.1
Total	107	100



INTERPRETATION

The above table shows that out of 170 respondents taken for the study, 84.1% of the respondents like to do online shopping is through e-shopping app, 15.9% of the respondents like to do online shopping is through e-shopping websites or browser.

INFERENCE

Hence the majority of the respondents like to do online shopping is through e-shopping app.

TABLE NO:4.11 FEATURES YOU THINK ARE NECESSARY FOR AN ONLINE SHOPPING WEBSITES TO HAVE

OPTIONS	NO.OF. RESPONSES	PERCENTAGE %
Social networking integration	30	28
Multiple payment gateways	32	29.9
Customer friendly	57	53.3
Other	21	19.6



INTERPRETATION

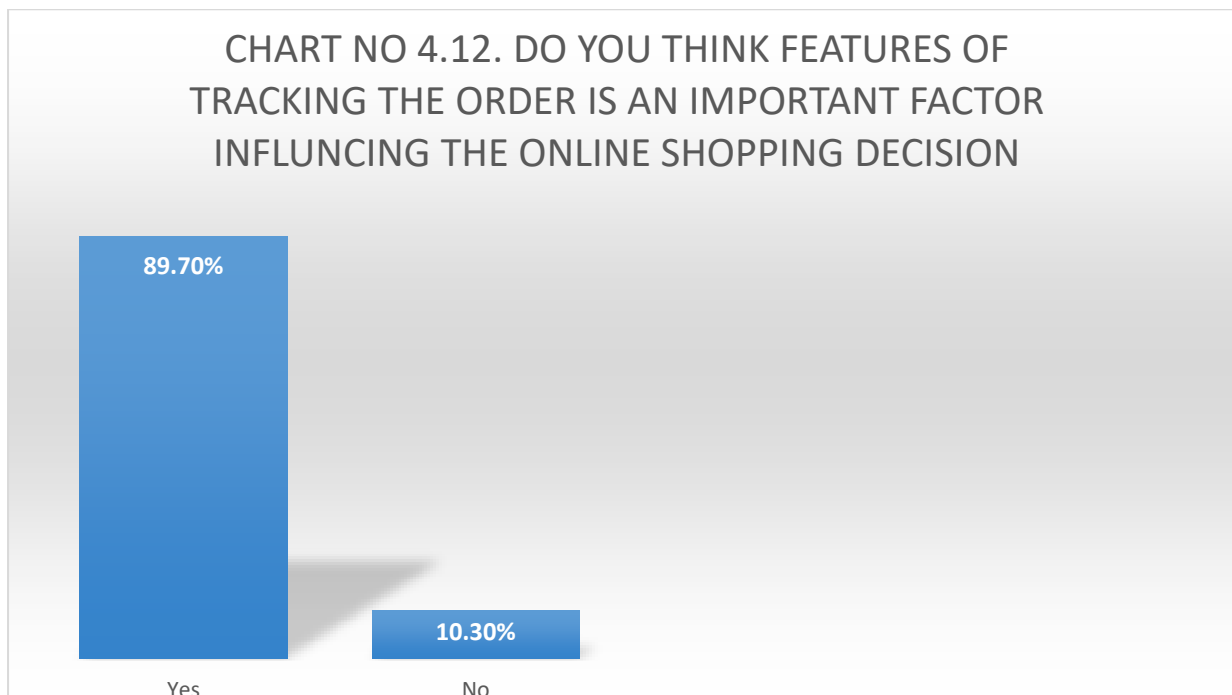
The above table shows that out of 170 respondents taken for study, 53.9% of the respondents think features that are necessary for an online shopping website is customer friendly, 29% of the respondents think features that are necessary for an online shopping websites is multiple payment gateways, 28% of the respondents think features that are necessary for an online shopping websites is social networking integration, 53.3% of the respondents think features that are necessary for an online shopping websites is other.

INFERENCE

Hence majority of the respondents think features that are necessary for online shopping websites is customer friendly.

TABLE NO:4.12 DO YOU THINK FEATURE OF TRACKING THE ORDER IS AN IMPORTANT FACTOR INFLUNCING THE ONLINE SHOPPING DECISION

OPTIONS	NO.OF.RESPONSES	PERCENTAGE %
Yes	96	89.7
No	11	10.3
Total	107	100



INTERPRETATION

The above table shows that out of 107 respondents taken for the study, 89.7% of the respondents think feature of tracking the order is an important factor influencing the online shopping is yes, 10.3% of the respondents think feature of tracking the order is an important factor influencing the online shopping is no.

INFERENCE

Hence majority of the respondents think feature of tracking the order is an important factor influencing the online shopping is yes.

TABLE NO:4.13 DOES FREE SHIPPING OPTION MOTIVATES YOU TO SHOP ONLINE

OPTIONS	NO.OF. RESPONSES	PERCENTAGE %
Agree	63	59.4
Strongly agree	30	28.3
Disagree	11	10.4
Strongly disagree	3	2
Total	107	100



INTERPRETATION

The above table shows that out of 107 respondents taken for the study, 59.4% of the respondents said free shipping option motivates to shop online is agree, 28.3% of the respondents said free shipping option motivates to shop online is strongly agree, 10.4% of the respondents said free shipping option motivates to

shop online is disagree, 2% of the respondents said free shipping option motivates to shop online is strongly disagree.

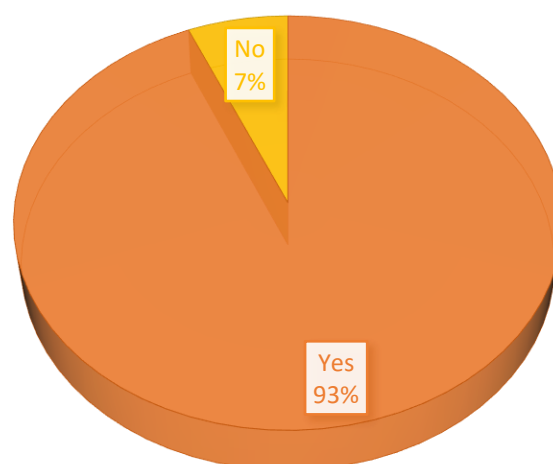
INFERENCE

Hence majority of the respondents said free shipping option motivates to shop online is agree.

TABLE NO:4.14 DO YOU SEARCH FOR COMPLETE INFORMATION ABOUT THE PRODUCT ON THE INTERNET BEFORE MAKING ONLINE PURCHASE

OPTIONS	NO.OF.RESPONSES	PERCENTAGE %
Yes	100	93.5
No	7	6.5
Total	107	100

CHART NO 4.14. DO YOU SEARCH FOR COMPLETE INFORMATION ABOUT THE PRODUCT ON THE INTERNET BEFORE MAKING ONLINE PURCHASE



INTERPRETATION

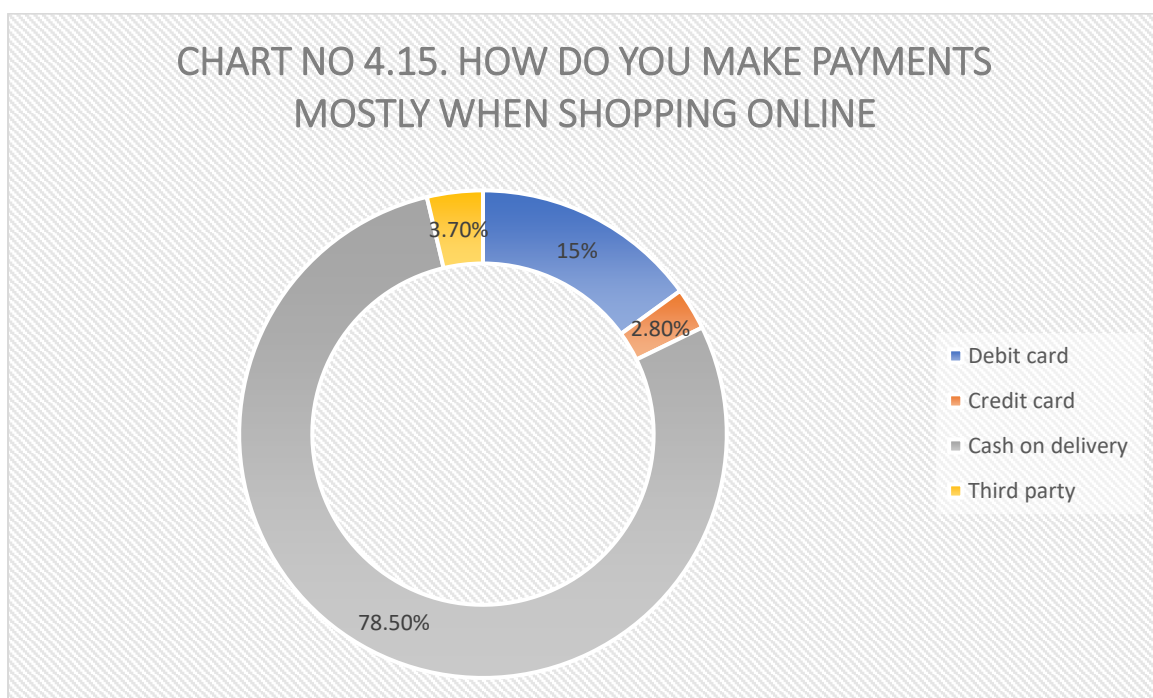
The above table shows that out of 107 respondents taken for the study, 93.5% of the respondents said that they search for complete information about the product on the internet before making online purchase, 6.5% of the respondents will not search for complete information about the product on the internet before making online purchase.

INFERENCE

Hence majority of the respondents said yes they search for complete information about the product on the internet before making online purchase.

TABLE NO:4.15 HOW DO YOU MAKE PAYMENTS MOSTLY WHEN SHOPPING ONLINE

OPTIONS	NO.OF. RESPONSES	PERCENTAGE %
Debit card	16	15
Credit card	3	2.8
Cash on delivery	84	78.5
Third party	4	3.7
Total	107	100



INTERPRETATION

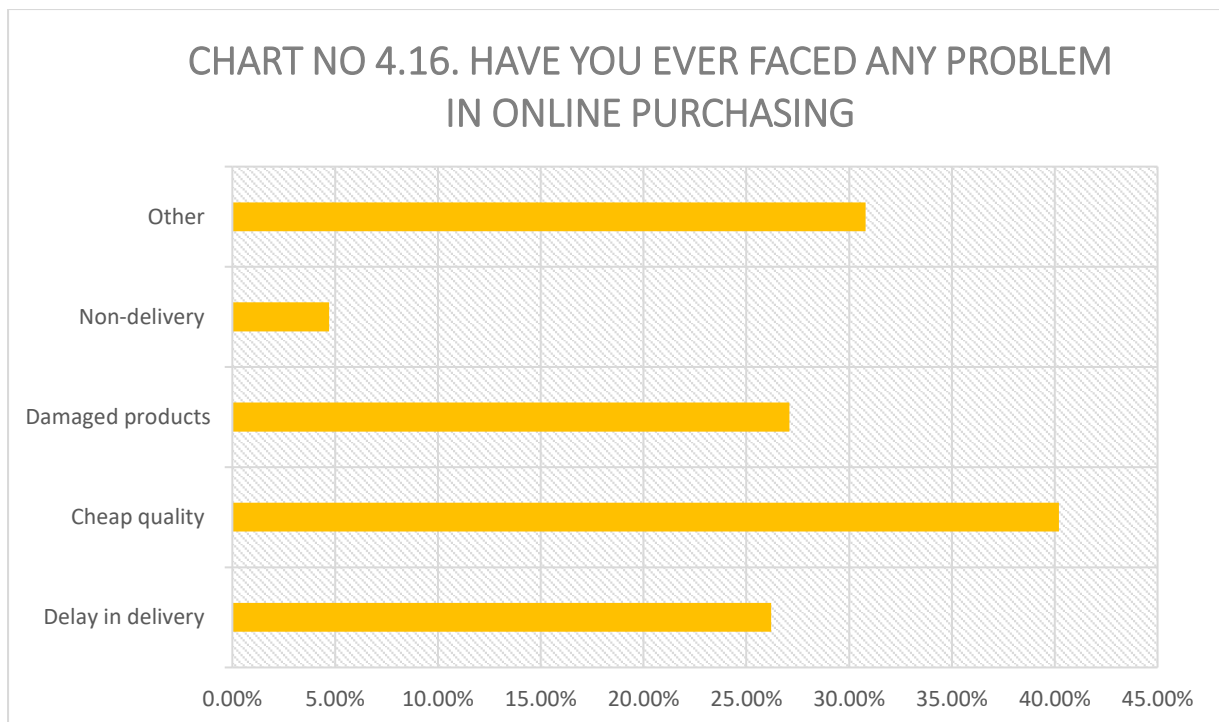
The above table shows that out of 107 respondents taken for the study, 78.5% of the respondents make their payment mostly when shopping online is cash on delivery, 15% of the respondents make their payment mostly when shopping online is debit card, 3.7% of the respondents make their payment mostly when shopping online is third party, 2.8% of the respondents make their payment mostly when shopping online is credit card.

INFERENCE

Hence majority of the respondents make their payment mostly when shopping online is cash on delivery.

TABLE NO:4.16 HAVE YOU EVER FACED ANY PROBLEM IN ONLINE PURCHASING

OPTIONS	NO.OF.RESPONSES	PERCENTAGE %
Delay in delivery	28	26.2
Cheap quality	43	40.2
Damaged products	29	27.1
Non-delivery	5	4.7
Other	33	30.8



INTERPRETATION

The above table shows that out of 107 respondents taken for the study, 40.2% of the respondents faced problem in online purchasing is cheap quality. 30.8% of the respondents faced problem in online purchasing is other, 27.2% of the respondents faced problem in damaged products, 26.2% of the respondents said ever faced any problem in delay in delivery, 4.7% of the respondents said ever faced any problem in non-delivery.

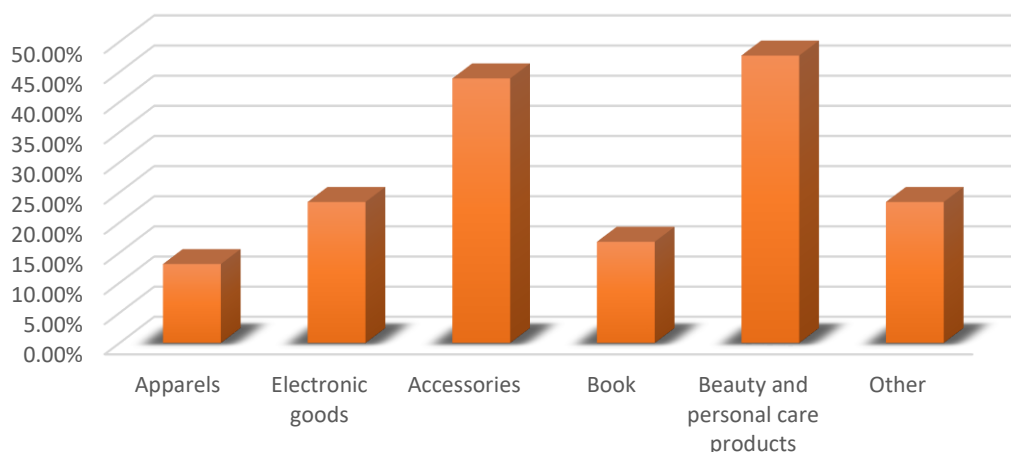
INFERENCE

Hence majority of the respondents faced any problem in online purchasing is cheap quality.

TABLE NO:4.17 RANK YOUR PURCHASES WHEN YOU GO FOR AN ONLINE SHOPPING

OPTIONS	NO.OF.RESPONSES	PERCENTAGE %
Apparels	14	13.1
Electronic goods	25	23.4
Accessories	47	43.9
Book	18	16.8
Beauty and personal care products	51	47.7
Other	25	23.4

CHART NO 4.17. RANK YOUR PURCHASES WHEN YOU GO FOR AN ONLINE SHOPPING



INTERPERATION

The above table shows that out of 107 respondents taken for the study, 47.7% of the respondents said that things purchased from online shopping is beauty and personal care products, 43.9% of the respondents said that things purchased from online shopping is accessories, 23.4% of the respondents said that things purchased from online shopping is electronic goods, 23.4% of the respondents said that things purchased from online shopping is other, 16.8% of the respondents said that things purchased from online shopping is book, 13.1% of the respondents said that things purchased from online shopping is apparels.

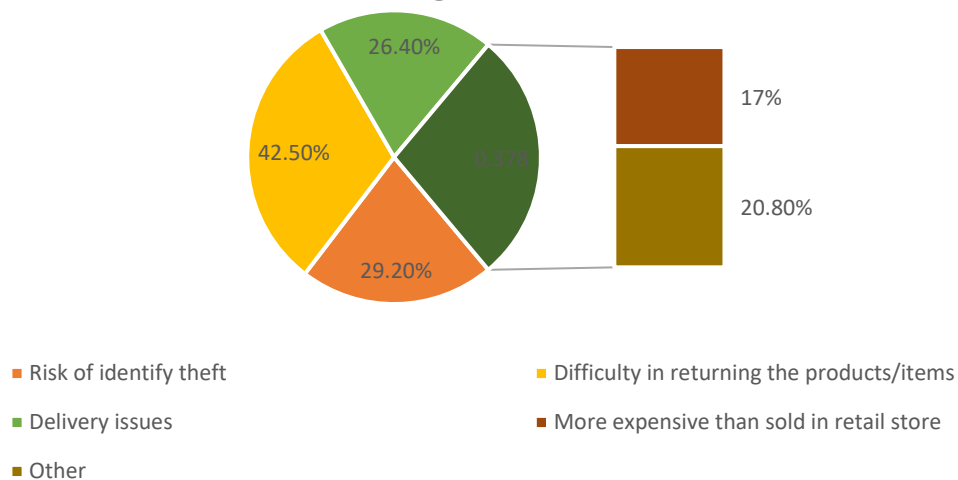
INFERENCE

Hence majority of the respondents said that things purchased from online shopping is beauty and personal care products.

TABLE NO:4.18 RANK THE FACTORS WHICH YOU CONSIDER IMPORTANT IN REFRAINING/STOPPING YOU FROM SHOPPING ONLINE

OPTIONS	NO.OF. RESPONSES	PERCENTAGE %
Risk of identify theft	31	29.2
Difficulty in returning the products/items	45	42.5
Delivery issues	28	26.4
More expensive than sold in retail store	18	17
Other	22	20.8

CHART NO 4.18. RANK THE FACTORS WHICH YOU CONSIDER IMPORTANT IN REFRAINING/STOPPING YOU FROM SHOPPING ONLINE



INTERPRETATION

The above table shows that out of 107 respondents taken for the study, 42.5% of the respondents said that factors which consider important in refraining them from shopping online is difficulty in returning the products/items, 29.2% of the respondents said that factors which consider important in refraining them from shopping online is risk if identify theft, 26.2% of the respondents said that factors which consider important in refraining them from shopping online is delivery issues, 20.8% of the respondents said that factors which consider important in refraining them from shopping online is other, 17% of the respondents said that factors which consider important in refraining them from shopping online is more expensive than sold in retail shops.

INFERENCE

Hence majority of the respondents said that factors which consider important in refraining them from shopping online is difficulty in returning the products/items.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION OF THE STUDY

5.1 FINDINGS

From the questionnaire, the following points are founded and noted.

- ✦ Majority 84.1% of the respondents are 18-25 age group
- ✦ Majority 90.7% of the respondents are female
- ✦ Majority 56.1% of the respondents are under graduate
- ✦ Majority 59.8% of the respondents preferred websites is amazon
- ✦ Majority 42.1% of the respondents reason for shopping online is save time.
- ✦ Majority 87.9% of the respondents preferred medium for shopping online is smart phone.
- ✦ Majority 78.3% of the respondents rated experience is satisfied.
- ✦ Majority 76.6% of the respondents feel secure when shopping online
- ✦ Majority 64.2% of the respondents said cash on delivery option influences you to go for online shopping is agree.
- ✦ Majority 84.1% of the respondents like to do online shopping through e-shopping app.
- ✦ Majority 53.3% of the respondents think features that are necessary for online shopping websites is customer friendly.
- ✦ Majority 89.7% of the respondents think feature of tracking the order is an important factor influencing the online shopping is yes.
- ✦ Majority 59.4% of the respondents said free shipping option motivates to shop online is agree.
- ✦ Majority 93.5% of the respondents said yes they search for complete information about the product on the internet before making online purchase.
- ✦ Majority 78.5% of the respondents make their payment mostly when shopping online is cash on delivery.

- ✦ Majority 40.2% of the respondents faced any problem in online purchasing is cheap quality.
- ✦ Majority 47.7% of the respondents said that things purchased from online shopping is beauty and personal care products.
- ✦ Majority 42.5% of the respondents said that factors which consider important in refraining them from shopping online is difficulty in returning the products/items.

5.2 SUGGESTIONS

- ❖ Display all the available categories for shopping on the home page.
- ❖ Display all the subcategories on the home page, that are associated with any particular item.
- ❖ Admin has the authority to add new particulars to the items list whenever needed.
- ❖ Permission to the administrator to remove items, anytime.
- ❖ Allows the admin to modify the price of each item, whenever required or felt like.
- ❖ Admin has the authority to update the description of each item.
- ❖ Permission to the admin to view information about each customer who checkouts the items list.
- ❖ Admin should give assurity for each and every products quality.
- ❖ Firstly understanding the customer's needs and wants is very essential for building a relation with the customer keeping companies promises gives a customer a reason to come back and meeting the expectations gives them a reason to stay.

5.3 CONCLUSION

A successful webstore is not just a good looking website with the dynamic technical features but is also emphasis on the building the relationship with the customers with making money. It shows the company value towards its customers over the website communication. Customers needs and expectation are not the same age, gender, experience, culture are all the important factors. Users with more online influence focus on the variables that directly influence the task. To increase the online purchases business must use the significant time and money, define, design, development, implement, test and maintaining the webstore. To remine in the online business a webstore should responding the customers emails, notifying the customers problems and always being honest towards the customer.

Technology has made significant progress over the years to provide consumers a better online shopping experience and will continue to do so for years to come. With the rapid growth of products and brands, people have speculated that online shopping will overtake in-store shopping. While this has been the case in some areas, there is still demand for brick and mortar stores in market areas where the consumer feels more comfortable seeing and touching the product being bought. However, the availability of online shopping has produced a more educated consumer that can shop around with relative ease without having to spend a large amount of time. In exchange, online shopping has opened up doors to many small retailers that would never be in business if they had to incur the high cost of owning a brick and mortar store. At the end, it has been a win-win situation for both consumer and sellers

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LINKS:

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- <https://www.slideshare.net/>
- <https://www.myadove.in/blog>
- <https://cdnpos.com>

APPENDIX

A STUDY ON MEASURING THE EFFECTIVENESS OF ONLINE SHOPPING

QUESTIONNAIRE:

1.Name of the respondents_____

2.Age of the respondents.

- a) Below 18
- b) 18-25
- c) 26-35
- d) Above 35

3.Gender of the respondents.

- a) Male
- b) Female

4.Occupation of the respondents.

- a) Students
- b) Under graduate
- c) Post graduate
- d) Employee
- e) Home maker

5.Which of the following websites do you prefer for online shopping?

- a) Flipkart
- b) Amazon
- c) Ajio
- d) Snapdeal
- e) Other

6.What are the reasons for e-shopping?

- a) Save money
- b) Save time
- c) Convenient
- d) Range and availability of a products
- e) Other

7.Which medium do you prefer for online shopping?

- a) Laptop/pc
- b) Smart phone
- c) Tablet

8.How do you rate your experience of online purchase?

- a) Very much satisfied
- b) Satisfied
- c) Not satisfied
- d) Can't say

9.Do you feel secure when shopping online?

- a) Yes
- b) No

10.Does cash on delivery option influences you to go for online shopping?

- a) Agree
- b) Disagree
- c) Strongly agree
- d) Strongly disagree

11.How do you like to do online shopping?

- a) Through e-shopping websites or browser
- b) Through e-shopping app

12.Features you think are necessary for an online shopping websites to have?

- a) Social networking integration
- b) Multiple payment gateways
- c) Customer friendly
- d) Other

13.Do you think feature of tracking the order is an important factor influencing the online shopping decision?

- a) Yes
- b) No

14.Does free shipping option motivates you to shop online?

- a) Agree
- b) Strongly agree
- c) Disagree
- d) Strongly disagree

15.Do you search for complete information about the product on the internet before making online purchase?

- a) Yes
- b) No

16.How do you make payments mostly when shopping online?

- a) Debit card
- b) Credit card
- c) Cash on delivery
- d) Third party

17.Have you ever faced any problem in online purchasing?

- a) Delay in delivery
- b) Cheap quality
- c) Damaged products
- d) Non-delivery
- e) Other

18. Rank your purchases when you go for an online shopping?

- a) Apparels
- b) Electronic goods
- c) Accessories
- d) Book
- e) Beauty and personal care products
- f) Other

19. Rank the factors which you consider important in refraining/stopping you from shopping online?

- a) Risk of identify theft
- b) Difficulty in returning the products/items
- c) Delivery issues
- d) More expensive than sold in retail store
- e) other