

A STUDY ON CONSUMER TRUST ON ONLINE SHOPPING

Submitted in partial fulfillment of the requirement for the reward of

Bachelor Of Commerce

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**DEPARTMENT OF BUSINESS ADMINISTRATION
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
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **BODDU HARSHA VARDHAN RAO (39740074)** who has done the Project work entitled **A STUDY ON CONSUMER TRUST ON ONLINE SHOPPING** under my supervision from December 2021 to February 2022.

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Submitted for Viva-voce Examination held on _____

Internal Examiner

External Examine

DECLARATION

I **BODDU HARSHA VARDHAN RAO (39740074)**. Hereby declare that the Project Report entitled “**A STUDY ON CONSUMER TRUST ON ONLINE SHOPPING**” was done by me under the guidance of Dr.K. SESIREKHA, School of Management Studies is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

DATE:

PLACE: CHENNAI

HARSHA

SIGNATURE OF THE CANDIDATE

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ABSTRACT

Online shopping is the new trends in the marketing system. In India, it used to refer the computer/ mobile based shopping. Over the past few years, online shopping has increased the percentage of online buyer's in India. The discussion of this study mainly focuses on Customer Trust towards Online shopping. In this study based on some objectives; the customers Trust towards Online shopping, the benefits available on online buying through Online shopping in addition to analyze the problem faced by the customers.

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CHAPTER-1

1. INTRODUCTION

1.1 INTRODUCTION TO ONLINE SHOPPING

Today the demand of the Indian online shopping is increasing very significantly. Propensity of online shopping among the Indians has also increased with the increase of smartphone and desktop usage in India. For that, the competition to capture the Indian e-commerce market among the world's leading e-commerce company is clearly noticeable. But, the main noticeable factor in the Indian ecommerce market is the behavior of the Indian online shoppers. The demands of the Indian shoppers are quite different from other countries of the world. In India, a person is always looking for a cheaper rate and that is why almost one third of the total sale is made during the sales season in India. The discount offered by the vendors affects not only offline market it also affects the e - commerce sector.

1.2 CONSUMER TRUST ON ONLINE SHOPPING

Web based shopping is the way toward looking into and obtaining items or administrations over the web. The most punctual online stores started a new business in 1992, and web based retailing assumed control over a noteworthy portion of the retail advertise during the main decade of the twenty first century, as responsibility for PCs expanded and set up retailers started to offer their items over the Internet. Electronic trade is utilized for both business to-business (B2B) and business-to-customer (B2C) exchanges. Online stores depict items available to be purchased with content, photographs, and sight and sound records. Normally the client chooses things to be recorded on a request from known as a "shopping basket," and pays with a Mastercard or some type of electronic instalment.

1.3 INDUSTRY PROFILE

The Indian e-commerce sector is ranked 9th in the world, according to 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 organized retail sector.

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.

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.

1.4 COMPANY PROFILE

Amazon is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming and artificial intelligence. It has been referred to as one of the most influential economic and cultural forces in world.

Amazon was founded by Jeff Bezos from, Washington, on July 5, 1994. Initially an online marketplace for books, it has expanded into a multitude of product categories: a strategy that has earned it the moniker The Everything Store.

Amazon has earned a reputation as a disruptor of well-established industries through technological innovation and mass scale. Amazon also distributes a variety of downloadable and streaming content through its Amazon Prime Video, Amazon Music, Twitch, and Audible units. It publishes books through its publishing arm, Amazon Publishing, film and television content through Amazon Studios, and is the owner of film and television studio.

➤ WHY

Trust is an essential tool for transaction to take place, both in an online and Offline environment. In e-commerce, the internet vendors as well as their websites can be trust building source in themselves. So, it is important for companies to learn how to manage consumer's trust in e-commerce.

• WHERE

In gopalapuram, (Chennai) location.

• WHEN

The problem arises during today's scenario.

- **WHO**

My target is both men and women in the age group of 18-60.

- **HOW**

I found this problem during the current scenario.

- **HOW MUCH**

I will take a minimum of 60 samples and a maximum of 100 samples.

- **AREA OF INDUSTRY:**

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

- **SAMPLE SIZE:**

It comprises 70-100 respondents from overall Chennai, spread across various socio-demographic profiles.

- **SAMPLING 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.

1.4 NEED OF STUDY

- You can send gifts more easily. Sending gift to relatives and friend is easy no

matter what they are.

- Convenience. The convenience is the biggest perk.
- Price comparisons.
- No crowds.
- No need to travel.

1.5 SCOPE OF STUDY

- The study also covered the quality of the service and how they input on the customer complacency and for instant it come across with what factor that are accommodate and enhance the satisfaction feeling of the customer on Amazon.
- This research work will cover Amazon and also deals with the customer which are regulars used to shopping online.

1.7 OBJECTIVE OF THE STUDY

Primary Objective:

- To study on consumer trust on online shopping.

Secondary Objectives:

- To assess the factors that influencing online shopping.
- To explore the satisfaction level of customers towards the online shopping.
- To analysis the different payment and delivery systems preferred by the customers.
- To identify the problems faced by the customers in the online shopping.

CHAPTER-2

2. REVIEW OF LITERATURE

(Shanthi and Destikannaiah 2015), This study establish the internet marketing is conceptely different from other marketing channels. Today business internet marketing is the fastest growing segment of online commerce the objectives of the study is to know the type of product purchased by consumers through online shopping. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study also reveals that majority of the respondent buys clothes from Flipkart.com which is thus one of the leading online shopping websites in India.

(Aminul Islam 2011), Consumer satisfaction on online shopping in Malaysia justified that, the factors that are affecting consumers intention and satisfaction to stop online. To stop on internet becomes an alternative for consumers since it is more comfortable than conventional shopping which usually attributed with anxious, crowded, traffic jam, limited time, parking space and etc.

(Muruganantham, et al. 2017), Examined the satisfaction towards online shopping. Online shopping is the process whereby consumers directly buy goods, services etc., from a seller interactively in real time without an intermediary service over the internet. The main objective of the study is to identify the problem in the online shopping. The customer face major problems on theft of credit card information and lack of security on online payments. Implementing precautionary step to solve these problems shall create consumers confidently on online shopping. They can conclude a study consumer are looking for trust, security and

wider choice throughout online shopping.

(Davis 1993) Consumers' attitudes regarding Internet shopping are depending on the direct effects of relevant online shopping features. Online shopping features can be classified into consumer's perceptions of functional and utilitarian dimensions such as "ease of use" and "usefulness", or into their perceptions of emotional and hedonic dimensions like "enjoyment"

(Holbrook 1994) Internet shoppers can be described as 'problem solvers', others can be regarded as seeking 'fun, fantasy, arousal, sensory stimulation, and enjoyment'. The Problem solvers merely shop online in order to acquire a specific product or service, in Which case shopping is considered to be 'a task' or 'work'.

(Zinkhan 1998) Claimed that the Internet shifted the balance of power in favor of consumers as it became very easy for them to make shopping comparisons and evaluate alternatives without being pressured by salespeople. Online stores reduce transaction costs and have advantage for both consumers and vendors. For Internet buyers, gender, marital status, residential location, age, education, and household income were frequently found to be important predictors of Internet purchasing.

(Vijayasathya & Jones 2000) Found that perceived risk influenced both attitudes toward online shopping and intention to shop online in line with other studies. However, perceived risk is said to decrease with internet experience.

(Kotler et al. 2008) Marketing is all around us. Even when people share their shopping experiences, they indirectly market the product or service. For the most part, marketing deals with customers which are an important element in the system; the customers decide what they want or need. Through marketing, companies aim to attract new customers by promising superior value and to maintain current ones and further develop one's clientele by delivering customer satisfaction.

(Scarborough & Lindquist 2006) They have conducted an empirical study on E-shopping in a multiple channel environment, in which a segmentation schema is suggested based on patterns of e-purchasing and e-browsing, including browsing on the internet with planned purchasing in an offline channel. They examine self-reports of browsing and purchasing using five specific non-store channels i.e. Internet, television infomercials, advertising that accompanies regular television programming, television shopping channels, and print catalogs. Finding shows that buyer who browse or purchase online, different in their use of multichannel options related to their perceptions of ease. Some buyers want to purchase in store setting and do not want multiple forms of non-store shopping. Other like to browse different non-store media, they extended their browsing to the internet, however, keep their loyalty to purchase in store.

(Delleart and Ruyter 2004) There are five external factors to understand consumer's intention to purchase in the internet which is the consumer personality, situational factors, product characteristics, previous online shopping experiences and the trust in online shopping. Consumer's trait includes their demographic factors such as age, income, gender and educational level will lead them to have the intention to shop online. For age factor, consumers that are aged under 25 has more potential to shop in online because of their interest in using new technologies to search for product information and compare and evaluate alternatives.

CHAPTER-3

RESEARCH METHODOLOGY

3.1 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 the 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’.

3.3 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.

3.4 SAMPLING TECHNIQUE:

Sample design is the theoretical basis and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the

method by which the sample is chosen. 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. 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.

3.5 SOURCES OF DATA:

Sources of Data begin 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 together the data from the chosen sample. The two types of sources of data are Primary data: The Primary data for this study was collected through a questionnaire. Secondary data: Secondary data was collected from external sources like Websites, Journals, etc.

3.6 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 questions and the answer options present in the questionnaire are predetermined and are constructed by myself based on general questions regarding the main topic.

3.7 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 survey questionnaire was 100. A total of 100 responses helped the project to analyze more responses and it helped to derive a conclusion recording people's perception towards a study of technology in human resource management and how they consider it.

3.8 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. The period of study for the project of about 60 days project is based on the responses collected from the participants in the 25 days.

3.9 PROFILE AREA OF THE STUDY:

- My survey location is Chennai.
- My survey targeted people is both Men and Women at the age group of [18-60]

3.10 HYPOTHESIS:

- **H₀₁**: There is no relationship between online shopping and satisfaction level.
- **H₁₁**: There is a relationship between online shopping and satisfaction level.
- **H₀₂**: There is no relationship between online shopping and payment and delivery system.
- **H₁₂**: There is a relationship between online shopping and payment and delivery system.
- **H₀₃**: There is no relationship between online shopping and problem faced by customers.
- **H₁₃**: There is a relationship between online shopping and problem faced by customer.

3.12 STATISTICAL TOOLS:

- **PERCENTAGE ANALYSIS:**

It refers to a special kind of rate; percentage is used in making a comparison between two or more series of data. A percentage is used to determine the relationship between the series.

$$\text{Percentage} = \text{No. of Respondents} \times 100$$

- **ANOVA TEST:**

Analysis of variance (ANOVA) is a statistical technique that is used to check if the means of two or more groups are significantly different from each other. ANOVA checks the impact of one or more factors by comparing the means of different samples.

- **CORRELATION TEST:**

Correlation is a statistical measure that expresses the extent to which two variables are linearly related (meaning they change together at a constant rate). It's a common tool for describing simple relationships without making a statement about cause and effect.

CHAPTER- 4

DATA ANALYSIS INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire:

4.1 PERCENTAGE ANALYSIS

Table no: 4.1

Gender wise classification of the respondents.

S.no	Particulars	Number of respondents	Percentage
1	Male	61	61%
2	Female	39	39%
	Total	100	100%

Interpretation:

From the above table, it is interpreted that 61% of respondents are male category and 39% of them belongs to Female category.

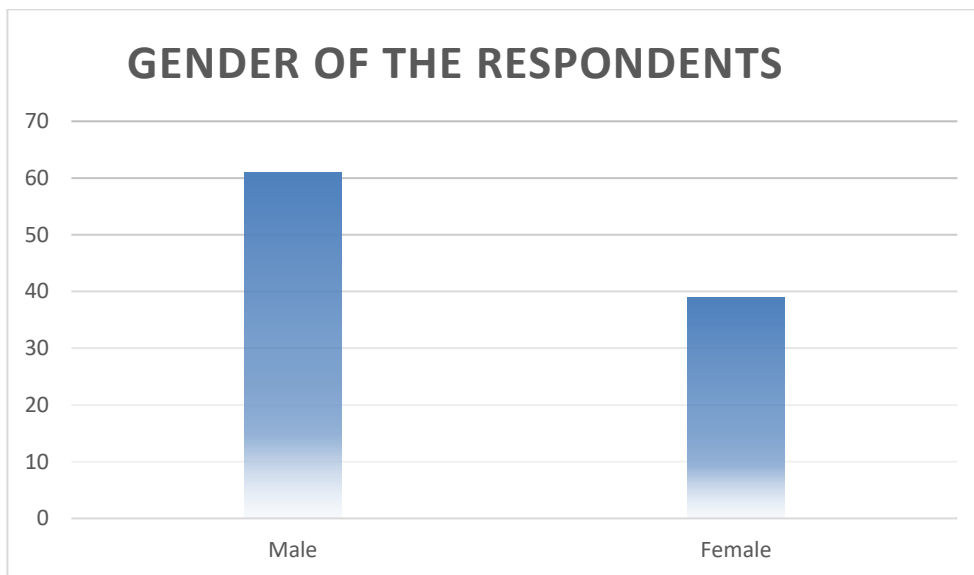


Fig no: 4.1

Inference:

A majority of (61%) of the respondents are Male.

Table no: 4.2

Age wise classification of the respondents.

S. no	Particulars	Number of respondents	Percentage
1	18-28	37	37%
2	29-38	24	24%
3	39-48	33	33%
4	49 and above	5	5%
	Total	100	100%

Interpretation:

From the above table, interpreted that 37% of respondents are age group between 18-28, 24% of age group belongs to 29-38, 33% of age group belongs to 39-48 and 5% of age group belongs to 49 and above.

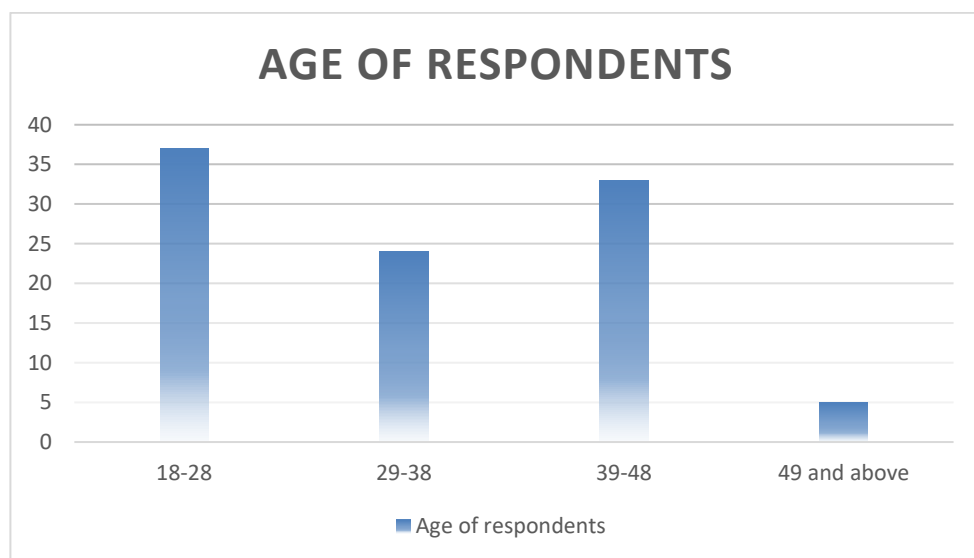


Fig: no 4.2

Inference:

A majority of (37%) of the respondents belong to the age group between 18-28.

Table no: 4.3

Educational qualification of the respondents.

S.no	Particulars	Number of respondents	Percentage
1	Graduate	70	70%
2	Post-Graduate	23	23%
3	Doctorate	7	7%
	Total	100	100%

Interpretation:

From the above table, interpreted that 70% of the respondents are graduate passed out, 23% of the respondents are post-graduate and 7% of the respondents are doctrated.

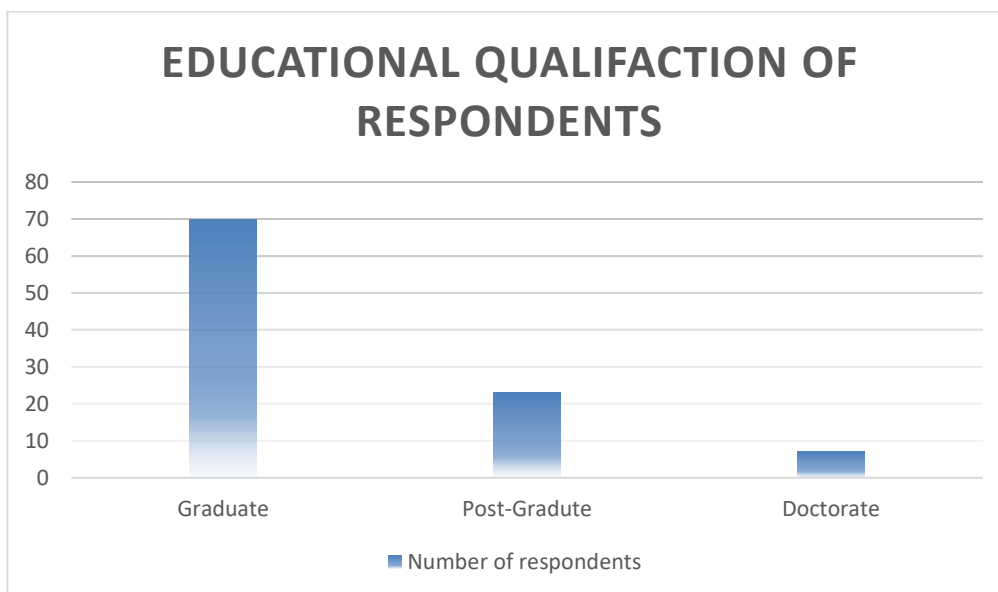


Fig no: 4.3

Inference:

A majority of (70%) of the respondents are graduated.

Table no: 4.4

Occupation of the respondents.

S.no	Particulars	Number of respondents	Percentage
1	Private	70	70%
2	Public	23	23%
3	Self-employed	7	7%
	Total	100	100%

Interpretation:

From the above table, interpreted that 70% of respondents are private employee, 23% of the respondents are public employee and 7% of the respondents are self-employed.

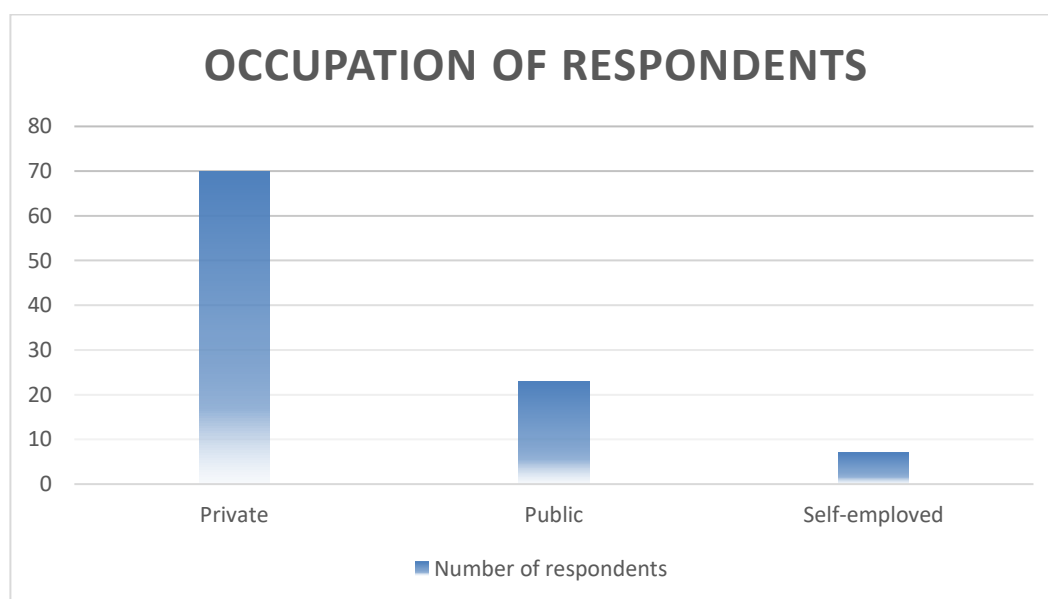


Fig no: 4.4

Inference:

A majority of (70%) of the respondents is private employee.

Table no: 4.5

Monthly income of the respondents.

S.no	Particulars	Number of respondents	Percentage
1	20000-30000	27	27%
2	30000-40000	63	63%
3	40000-50000	10	10%
4	Above 50000	1	1%
	Total	100	100%

Interpretation:

From the above table, interpreted that 27% of the respondents monthly income is 20000-30000, 63% of the respondents monthly income is 30000-40000, 10% of the respondents are 40000-50000 and 1% of the respondent monthly income is above 50000.

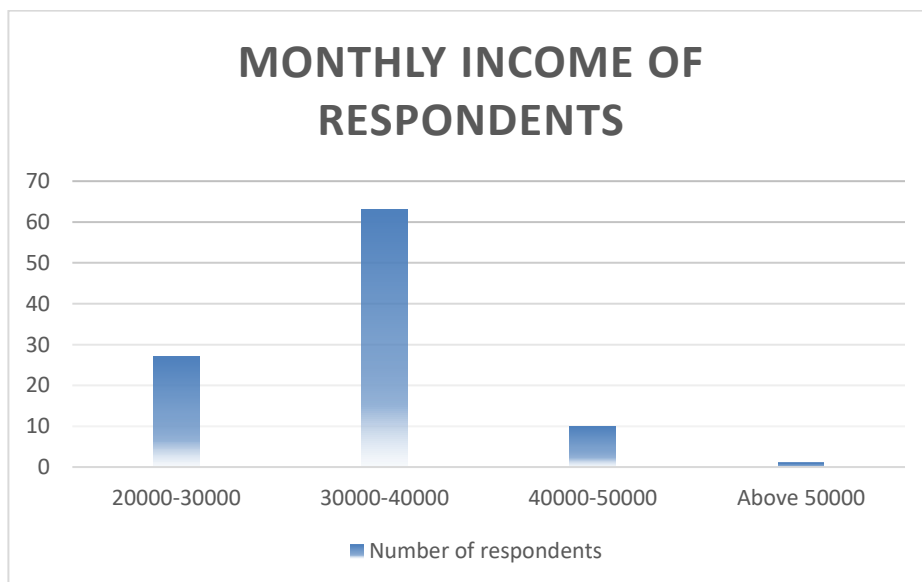


Fig no: 4.5

Inference:

A majority of (63%) of the respondents monthly income is 30000-40000.

Table no: 4.6

Have you purchase online ever:

S.no	Particulars	Number of respondents	percentage
1	Yes	99	99%
2	No	1	1%
	Total	100	100%

Interpretation:

From the above table, interpreted that 99% of the respondents had done online shopping and 1% of the respondent have note done the online shopping.



Fig no: 4.6

Inference:

A majority of (99%) of the respondents had purchased in online shopping.

Table No: 4.7

Which type of products would you buy?

S.no	Particulars	No of respondents	Percentage
1	Home accessories	45	45%
2	Plane, movie, train tickets	35	35%
3	Phone accessories	15	15%
4	Toys	5	5%
	Total	100	100%

Interpretation:

From the above table, interpreted that 45% of the respondents buy home accessories, 35% of respondents buy plane movie train tickets, 15% of the respondents buy phone accessories and 5% of respondents buy toys.

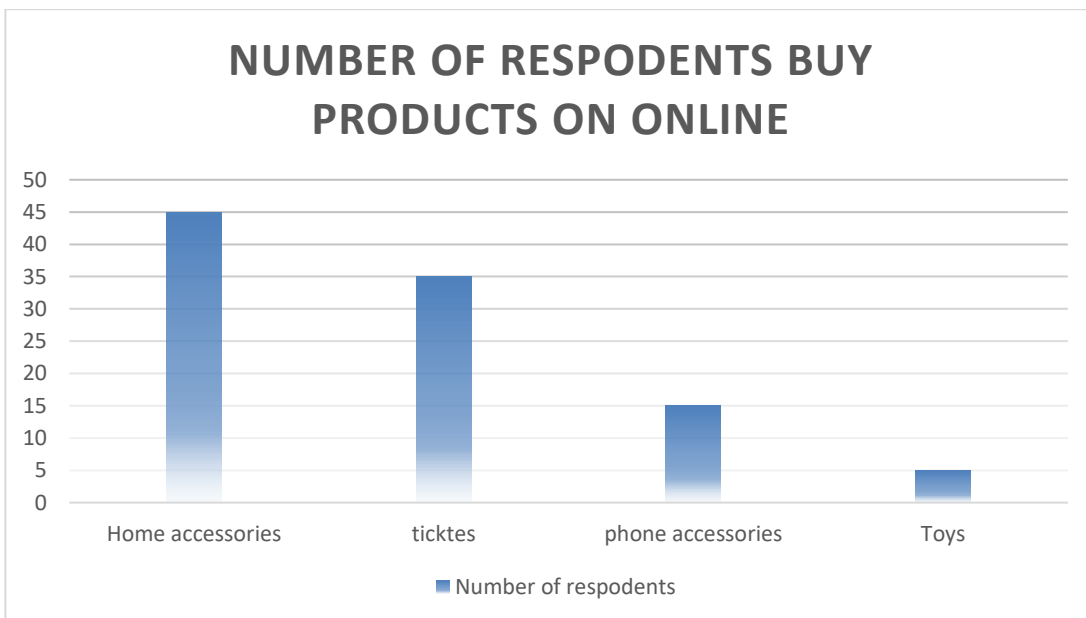


Fig no: 4.7

Inference: A majority of (45%) of the respondents had buy home accessories on online.

Table no: 4.8

How frequently did u shop online in a month?

S.no	Particulars	Number of respondents	Percentage
1	Only one time	75	75%
2	2-5 times	15	15%
3	More than 6 times	8	8%
4	Never	2	2%
	Total	100	100%

Interpretation:

From the above table, interpreted that 75% of the respondents buy only one time in a month, 15% of respondents buy 2-5 time in a month, 8% of respondents buy more than 6 time in a month, and 2% of respondent never buy on online.

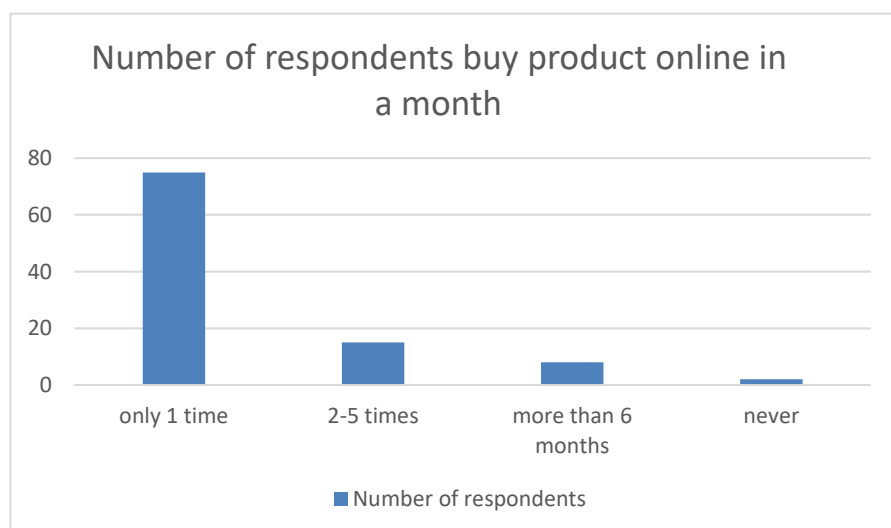


Fig no: 4.8

Inference: A majority of (75%) of the respondents buy only 1 time in a month.

Table no: 4.9

I am highly satisfied with my decision to shop online ?

S.no	Particulars	Number of respondents	Percentage
1	Strongly Agree	80	80%
2	Agree	5	5%
3	Neutral	5	5%
4	Disagree	8	8%
5	Strongly disagree	2	2%
	Total	100	100%

Interpretation:

From the above table, interpreted that 80% of the respondent strongly agree, 5% of the respondent agree, 5% of the respondent neutral, 8% of the respondent Disagree and 2% of the respondent strongly disagree.

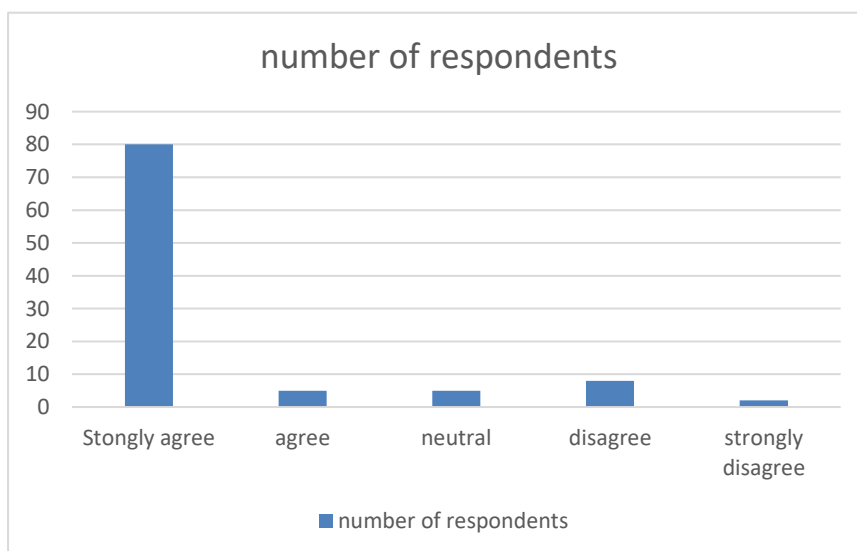


Fig no: 4.9

Inference:

A majority of (80%) of the respondents have strongly agree.

Table no: 4.10

I would prefer to shop online rather than visiting stores?

S.no	Particulars	Number of respondents	Percentage
1	Strongly Agree	60	60%
2	Agree	20	20%
3	Neutral	10	10%
4	Disagree	5	5%
5	Strongly disagree	5	5%
	Total	100	100%

Interpretation:

From the above table, interpreted that 60% of the respondent strongly agree, 20% of the respondent agree, 10% of the respondent neutral, 5% of the respondent Disagree and 5% of the respondent strongly disagree.

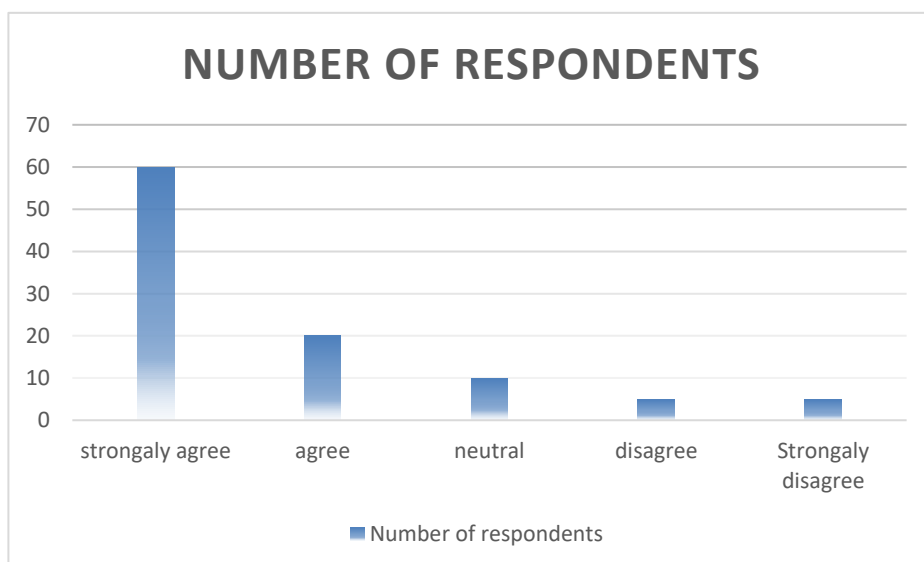


Fig no: 4.10

Inference:

A majority of (60%) of the respondents have strongly agree.

Table no: 4.11

The service provided by the online shopping business is very satisfying ?

S.no	Particulars	Number of respondents	Percentage
1	Strongly Agree	50	50%
2	Agree	20	20%
3	Neutral	10	10%
4	Disagree	15	15%
5	Strongly disagree	5	5%
	Total	100	100%

Interpretation:

From the above table, interpreted that 50% of the respondent strongly agree, 20% of the respondent agree, 10% of the respondent neutral, 15% of the respondent Disagree and 5% of the respondent strongly disagree.

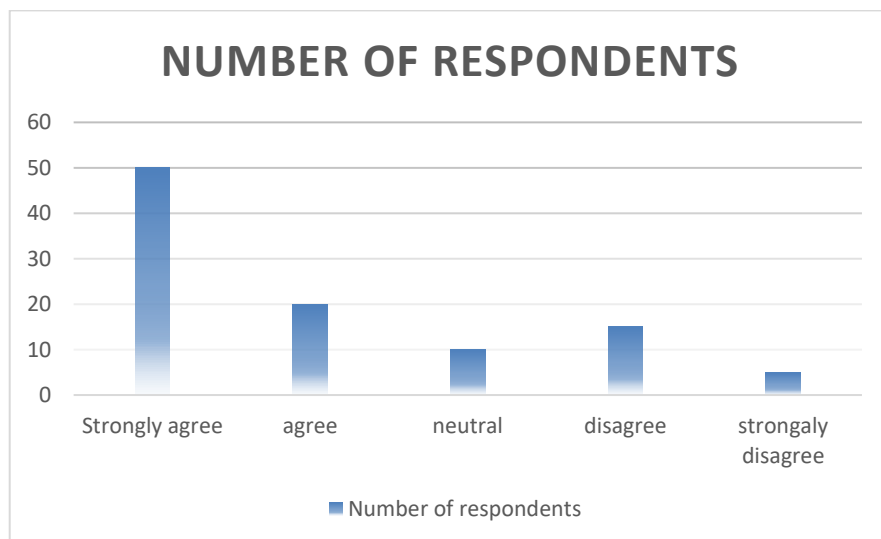


Fig no 4.11

Inference: A majority of (50%) of the respondents have strongly agree.

Table no: 4.12

I can buy the products any time 24 hours a day while shopping online?

S.no	Particulars	Number of respondents	Percentage
1	Strongly Agree	40	40%
2	Agree	20	20%
3	Neutral	20	20%
4	Disagree	15	15%
5	Strongly disagree	5	5%
	Total	100	100%

Interpretation:

From the above table, interpreted that 40% of the respondent strongly agree, 20% of the respondent agree, 20% of the respondent neutral, 15% of the respondent Disagree and 5% of the respondent strongly disagree.

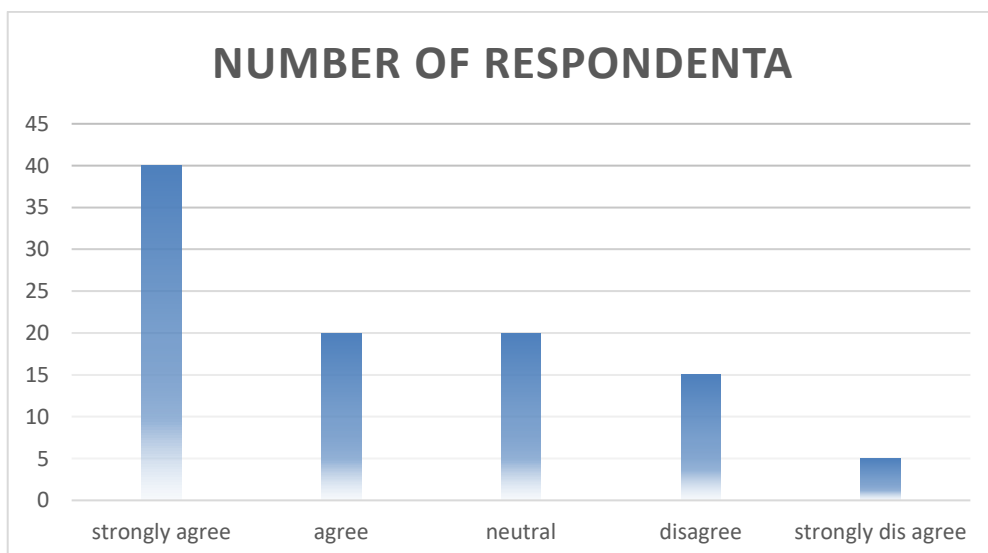


Fig no: 4.12

Inference: A majority of (40%) of the respondents have strongly agree.

Table no: 4.13

It is easy to choose and make comparison with other products while shopping online?

S.no	Particulars	Number of respondents	Percentage
1	Strongly Agree	75	75%
2	Agree	5	5%
3	Neutral	10	10%
4	Disagree	5	5%
5	Strongly disagree	5	5%
	Total	100	100%

Interpretation:

From the above table, interpreted that 75% of the respondent strongly agree, 5% of the respondent agree, 10% of the respondent neutral, 5% of the respondent Disagree and 5% of the respondent strongly disagree.

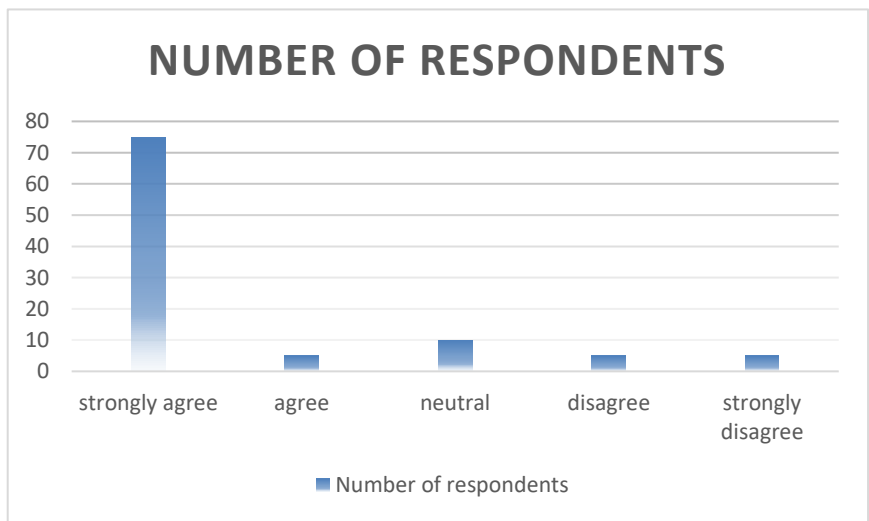


Fig no: 4.13

Inference: A majority of (75%) of the respondents have strongly agree.

Table no: 4.14

I get on-time delivery by shopping online?

S.no	Particulars	Number of respondents	Percentage
1	Strongly Agree	90	90%
2	Agree	3	3%
3	Neutral	3	3%
4	Disagree	3	3%
5	Strongly disagree	1	1%
	Total	100	100%

Interpretation:

From the above table, interpreted that 90% of the respondent strongly agree, 3% of the respondent agree, 3% of the respondent neutral, 3% of the respondent Disagree and 1% of the respondent strongly disagree.

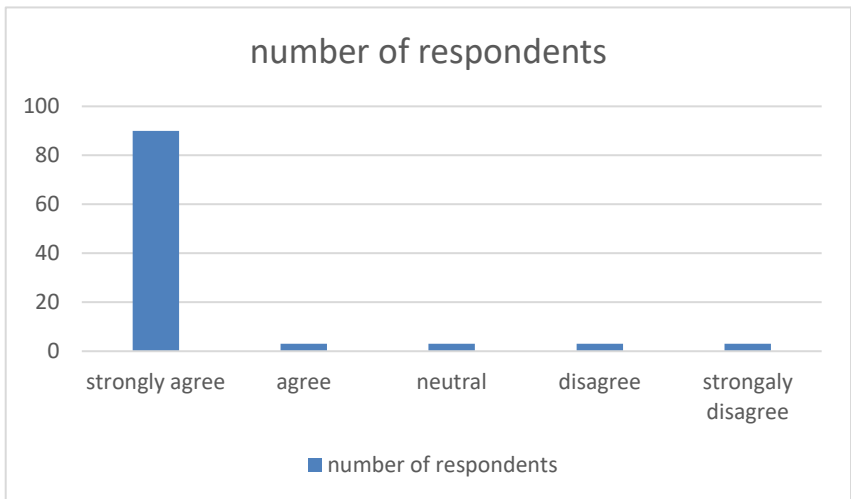


Fig no: 4.14

Inference: A majority of (90%) of the respondents have strongly agree.

Table no: 4.15

Online shopping does not waste time ?

S.no	Particulars	Number of respondents	Percentage
1	Strongly Agree	85	85%
2	Agree	4	4%
3	Neutral	6	6%
4	Disagree	2	2%
5	Strongly disagree	3	3%
	Total	100	100%

Interpretation:

From the above table, interpreted that 85% of the respondent strongly agree, 4% of the respondent agree, 6% of the respondent neutral, 2% of the respondent Disagree and 3% of the respondent strongly disagree.

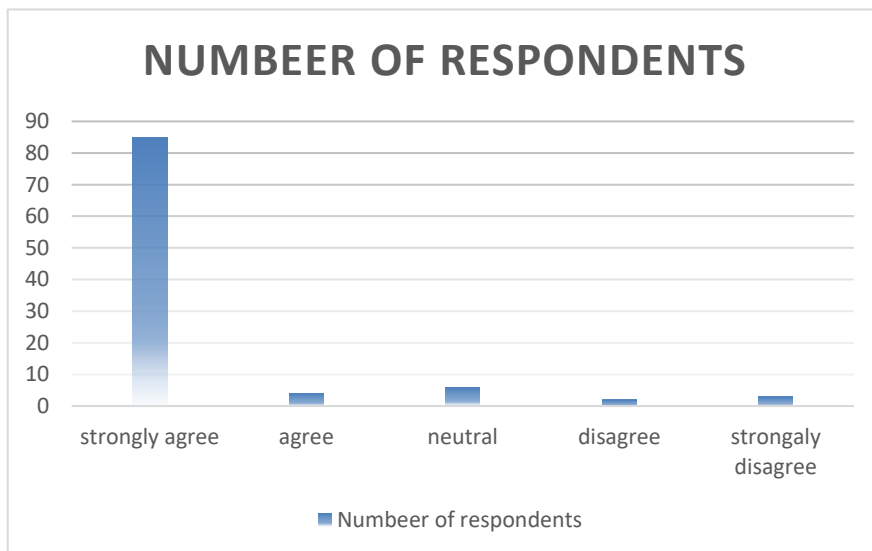


Fig no: 4.15

Inference: A majority of (85%) of the respondents have strongly agree.

Table no: 4.16

Online shopping take less time to purchase ?

S.no	Particulars	Number of respondents	Percentage
1	Strongly Agree	30	30%
2	Agree	60	60%
3	Neutral	3	3%
4	Disagree	5	5%
5	Strongly disagree	2	2%
	Total	100	100%

Interpretation:

From the above table, interpreted that 30% of the respondent strongly agree, 60% of the respondent agree, 3% of the respondent neutral, 5% of the respondent Disagree and 2% of the respondent strongly disagree.

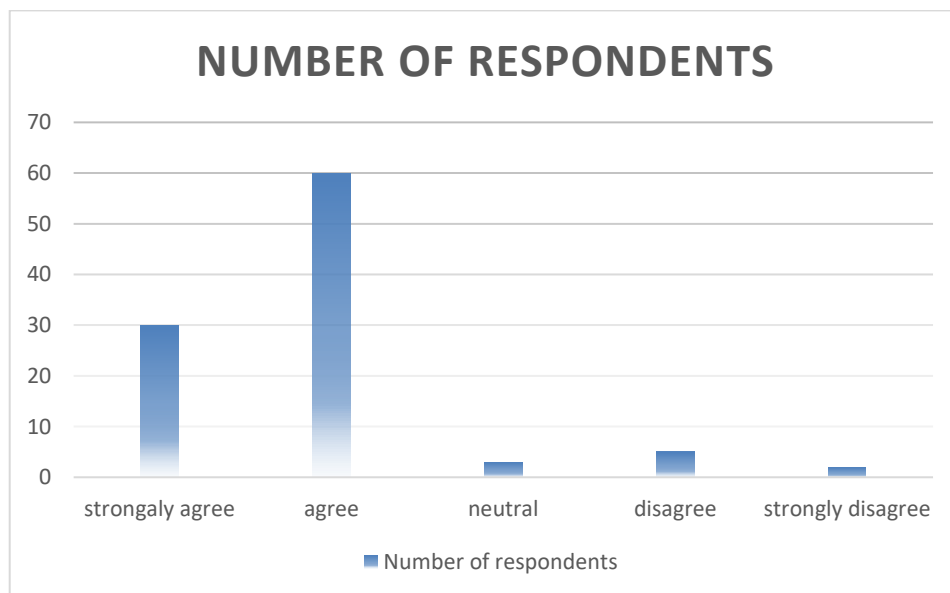


Fig no: 4.16

Inference: A majority of (60%) of the respondents have agree.

Table no: 4.17

It takes less time in selecting a product while shopping online?

S.no	Particulars	Number of respondents	Percentage
1	Strongly Agree	50	50%
2	Agree	10	10%
3	Neutral	20	20%
4	Disagree	10	10%
5	Strongly disagree	10	10%
	Total	100	100%

Interpretation:

From the above table, interpreted that 50% of the respondent strongly agree, 10% of the respondent agree, 20% of the respondent neutral, 10% of the respondent Disagree and 10% of the respondent strongly disagree.

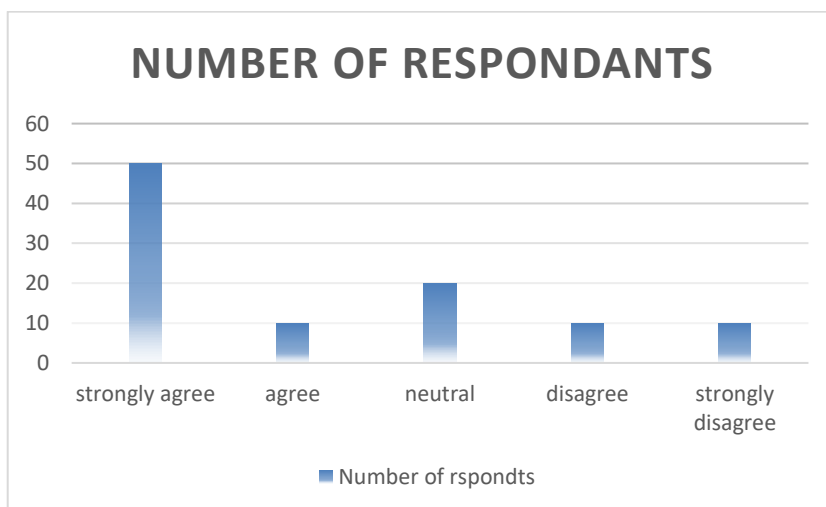


Fig no: 4.17

Inference: A majority of (50%) of the respondents have strongly agree.

4.2. STATISTICAL ANALYSIS:

4.2.1 ANOVA TEST:

ONLINE SHOPPING vs. SATIFICATION LEVEL, PAYMENT & DELIVERY SYSTEM, PROBLEM FACED BY CUSTOMER

ONLINE SHOPPING		Sum of Squares	Df	Mean Square	F	Sig.
Satification level	Between Groups	1.783	10	.594	5.312	.001
	Within Groups	55.505	90	.112		
	Total	57.288	100			
Payment and Delivery system	Between Groups	1.739	10	.580	5.108	.002
	Within Groups	56.283	90	.113		
	Total	58.022	100			
Problem faced by customers	Between Groups	1.703	9	.568	4.935	.002
	Within Groups	57.049	91	.115		
	Total	58.752	100			

Table 4.2.1 ANOVA TEST

From the above table, it was interpreted that, f-value is greater than significant value Performance $5.312 > 0.001$. So, the null hypothesis is rejected and alternate hypothesis is accepted. There is a relationship between the online shopping vs. satifacation level, payment and delivery system, organizational problem faced by customer.

4.2.2 CORRELATION TEST:

ONLINE SHOPPING AND SATISFACTION LEVEL

H₀1: There is no relationship between online shopping and satisfaction level.

H₁1: There is a relationship between online shopping and satisfaction level.

Correlation				
			Performance	Eco Design
Spearman's rho	Online shopping	Correlation Coefficient	1.000	.702**
		Sig. (2-tailed)	.	.000
		N	100	100
	Satisfaction level	Correlation Coefficient	.602**	1.000
		Sig. (2-tailed)	.000	.
		N	500	500
**. Correlation is significant at the 0.00 level (2-tailed).				

table 4.2.2 CORRELATION TEST

From the table, It is interpreted that the significance value is 0.00 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected and alternative hypothesis got accepted. Thus, there is a relationship between online shopping and satisfaction level.

ONLINE SHOPPING AND PAYMENT&DELIVERY SYSTEM

H₀₂: There is no relationship between online shopping and payment & delivery system.

H₁₂: There is a relationship between online shopping and payment & delivery system.

Correlation				
			Performance	Employee Competency
Spearman's rho	Online shopping	Correlation Coefficient	1.000	.402**
		Sig. (2-tailed)	.	.001
		N	100	100
	Payment & Delivery system	Correlation Coefficient	.402**	1.000
		Sig. (2-tailed)	.001	.
		N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 4.2.3 CORRELATION TEST

From the table, It is interpreted that the significance value is 0.01 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected and alternative hypothesis got accepted. Thus, there is a relationship between online shopping and payment & delivery system.

ONLINE SHOPPING AND PROBLEM FACED BY CUSTOMER

H₀₃: There is no relationship between online shopping and problem faced by customer.

H₁₃: There is a relationship between online shopping and problem faced by customer.

Correlation				
			Performance	Packaging
Spearman's rho	Online shopping	Correlation Coefficient	1.000	.402**
		Sig. (2-tailed)	.	.001
		N	100	100
	Problem faced by customer	Correlation Coefficient	.402**	1.000
		Sig. (2-tailed)	.001	.
		N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).				

Table 4.2.4 CORRELATION TEST

From the table, It is interpreted that the significance value is 0.01 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected and alternative hypothesis got accepted. Thus, there is a relationship between online shopping and problem faced by customer.

CHAPTER-5

FINDINGS, SUGGESTIONS, AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter. Finding, Suggestions, and Limitation of study of the study in a logical manner.

5.1 FINDINGS

From the questionnaire, the following points are found and noted:

- A majority of (61%) of the respondents are Male.
- A majority of (37%) of the respondents belong to the age group between 18-28.
- A majority of (70%) of the respondents are graduated.
- A majority of (70%) of the respondents is private employee.
- A majority of (63%) of the respondents monthly income is 30000-40000
- A majority of (99%) of the respondents had purchased in online shopping
- A majority of (45%) of the respondents had buy home accessories on online.
- A majority of (75%) of the respondents buy only 1 time in a month.
- A majority of (80%) of the respondents have strongly agree.
- A majority of (60%) of the respondents have strongly agree.
- A majority of (50%) of the respondents have strongly agree.
- A majority of (40%) of the respondents have strongly agree.
- A majority of (75%) of the respondents have strongly agree.
- A majority of (90%) of the respondents have strongly agree.
- A majority of (85%) of the respondents have strongly agree.

- A majority of (60%) of the respondents have agree.
- A majority of (50%) of the respondents have strongly agree.

5.2 SUGGESTIONS

- The findings from the study depict that online shopping and satification level.
- In ones ever day of life online shopping plays a major roal.
- As per the findings of the study majority of coustmers are satisfied with online shopping.

5.3 LIMITATION OF THE STUDY:

- Due to the time constraint the sample size was restricted to 100 respondents only.
- Since the study is based on the primary data collected through questionnaire the result ofthe study are subject to all the limitations of the primary data.
- The analysis based on some statistical tools which as it is own limitation.
- The finding and suggestions are based on the information given by the respondents.

5.4 CONCLUSION

Although this study is not yet completed, a number of comments can be made regarding the expected outcomes. Firstly, it is anticipated that the study findings will provide evidence as to whether, and to what degree, Irish and American consumers' trust in online shopping is influenced by the perceived characteristics of the online vendor, specifically perceptions of vendor competence and vendor integrity. The findings will also indicate whether security and privacy controls on vendor websites exert a positive influence on the generation of consumer trust beliefs. Similarly, the effectiveness of third party seals of approval and legal mechanisms in influencing the generation of trust beliefs will be shown. The influence of the propensity to trust characteristic on consumer trust in online shopping and the influence of perceived risk on the online consumers' trust response will also be indicated. Moreover, as results obtained from both business and technical samples will be compared, the findings will indicate whether the factors that influence the generation of trust beliefs in an online context differ according to the consumer's level of technical skill.

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- Davis, A Study on Consumer behavior towards online shopping-an empirical study with reference. International journal of advanced research in management 2018
- Holbrook (1994) "Web based Shopping: Consumers' in New Zealand",Journal of Electronic Commerce Research,Vol. 6,No. 2, ,pp. 80
- Guo Jun,Noor Ismawati Jaafar, "A study on consumers satisfaction towards Online Shopping in China",International Journal Of Business and Social Science,Vol. 2 No. 22,Dec 2011,pp. 122-123

6.3 WEBSITES

<https://www.jstor.org/stable/25074817>

<https://www.scitepress.org/Papers/2007/12622/12622.pdf>

[https://www.researchgate.net/publication/277609963 Consumer Trust Impact on Online Shopping Intent](https://www.researchgate.net/publication/277609963_Consumer_Trust_Impact_on_Online_Shopping_Intent)

<http://www.diva-portal.org/smash/get/diva2:230780/FULLTEXT01.pdf>

APPENDIX-1

The study on consumer trust on online shopping

1. Name:

2. Gender:

- ☐ Male
- ☐ Female

3. Age:

- ☐ 18- 28
- ☐ 29-38
- ☐ 39-48
- ☐ 49 above

4. Educational Qualification:

- ☐ Graduate
- ☐ Post-graduate
- ☐ Doctrate

5. Occupation business:

- ☐ Self-employed
- ☐ Private
- ☐ public

6. Monthly income:

- ☐ 20000-30000
- ☐ 30000-40000
- ☐ 40000-50000
- ☐ Above 50000

7. Have you purchased online ever?

- ☐ Yes
- ☐ No

8. If yes which type of products would you buy?

- ☐ Home Accessories
- ☐ Plane, Train, Movie tickets
- ☐ Phone accessories
- ☐ Toys

9. How frequently did you shop online in a month?

- ☐ Only 1 time
- ☐ 2-5 times
- ☐ More than 6 times
- ☐ Never

Satisfaction

10. I am highly satisfied with my decision to shop online ?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

11. I would prefer to shop online rather than visiting stores?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

12. The service provided by the online shopping business is very satisfying?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

13. I can buy the products any time 24 hours a day while shopping online?

- ☐ Strongly agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly disagree

14. It is easy to choose and make a comprassion with other products while shopping online?
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree
15. I get on time delivery by shopping online?
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree
16. Online shopping does not waste time?
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree
17. Online shopping takes less time to purchase?
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree
18. It takes less time in selecting product while shopping online?
- ☐ Strongly agree
 - ☐ Agree
 - ☐ Neutral
 - ☐ Disagree
 - ☐ Strongly disagree

