

A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

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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

APRIL 2022



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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **YUVASHREE.K 40410208** who carried out the project entitled “**A Study on CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING**” under my supervision from January 2022 to March 2022.

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Dean – School of Management Studies

Submitted for Viva voce Examination held on _____

Internal Examiner

External Examiner

DECLARATION

I **YUVASHREE.K (40410211)** hereby declare that the Project Report entitled “**A Study on CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING**” done by me under the guidance of **DR.M.LAVANYA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree

DATE:

PLACE:

YUVASHREE.K

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, Dean - School of Management Studies** and **Dr. A. Palani, Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

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

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

YUVASHREE.K

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ABSTRACT

The study on the “Consumer behaviour towards online shopping” which is to find out why consumers prefer online shopping over offline shopping. Mainly in the retail industry online shopping has become popular, so that most of the big companies in the market depends both on the online and offline. But, this study throughs the light on the Variety of product, speed of delivery, internet speed, Pricing of the product and many other, and also how they affect the consumer decision making process.

The main objectives of the study are to product categories for which customers favour online shopping. This help's in understanding which product does consumers prefer to shop in online.

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CHAPTER 1 – INTRODUCTION

1.1. INTRODUCTION

- ❑ Online shopping is a form of e-commerce which permits consumers to directly purchase goods or services from a seller by using the internet. Other names are: e-shop, e-store, internet shop, web-store, virtual store and online store.
- ❑ An online shop arouses the physical similarity of buying products as well as services from internet shop and this process of shopping is called business-to-consumer online shopping.
- ❑ Online shopping is the practice in which consumers decide to buy the product through internet.
- ❑ Internet has developed into a new distributive channels for many products. Using the internet to shop online has become a primary reason to use the internet, combined with searching of products and finding information about them. Therefore internet have developed a highly competitive market, where the competition over consumers is fierce.

PROBLEM IDENTIFICATION

1. What main factors affect the online consumer when considering and making a purchase over the internet ?
2. Who are online shoppers in terms of demography ?
3. How do these factors influence the consumer when purchasing online ?

1.2. INDUSTRY PROFILE

Online shopping is the consumers shopping behavior to shop online. The people who find it easy to use, useful and enjoyable can accept online shopping. Online shopping has experienced a rapid growth during the recent years due to its unique advantages for both consumers and

retailers, such as shopping at round the clock facilities, decreasing dependence to store visits, saving travel costs, increasing market area and offering a wide range of products. Online shopping is the consumers shopping behavior to shop online. Not only in urban area but also in villages also people are loving to do shop online

AREA OF INDUSTRY

Sample size : 60 above
location : chennai
Target people : general public

Online shopping sites

1. Snapdeal.com

- Snapdeal is an e-commerce company based in india. It is a daily deals website that features discount offers across lifestyle segments such as dining, health & beauty, entertainment, and travel. It also offers discounts on products like electronics, perfumes, watches, bags, sunglasses, apparel, and mobile phones.
- Headquartered in delhi, snapdeal.com was launched in february 2010. The company was founded by kunal bahl a wharton graduate and rohit bansal, an alumnus of iit delhi who are friends since school. They had agreed that after finishing their studies and gaining the required work experience, they would start a project of their own.
- Snapdeal.com serves as an advertising platform for merchants and a discount platform for customers. For the merchants who partner wily snapdeal, it is a cost-effective channel for acquiring new customers. It also works as a risk-free alternate marketing channel. From the merchant's standpoint, they are passing on the customer acquisition cost in the form of a discount offer.

Product categories provided by snapdeal.com

- Mobiles & accessories o men's & women's apparel o watches, bags & accessories o electronics & cameras o computers & peripherals o perfumes, beauty & health o jewellery o books & movies o footwear o home, kitchen & appliances o infants, kids & toys o sports & hobbies o travel packages
- Adventure & entertainment

2. Amazon.com

- Amazon.com is an american multinational electronic commerce company with headquarters in seattle, washington, united states. It is the world's largest online retailer. The company also produces consumer electronics – notably the amazon kindle e-book reader – and is a major provider of cloud computing services.
- Amazon has separate retail websites for the following countries: united states, canada, united kingdom, germany, france, italy, spain, japan, and china, with international shipping to certain other countries for some of its products. It is also expected to launch its website in poland, netherlands, and sweden.
- Jeff bezos incorporated the company (as cadabra) in july 1994, and the site went online as amazon.com in 1995. Amazon.com started as an online bookstore, but soon diversified, selling dvds, cds, mp3 downloads, software, video games, electronics, apparel, furniture, food, toys, and jewelry.
- The company was founded in 1994, spurred by what bezos called his 'regret minimization framework', which he described as his effort to fend off regret for not staking a claim in the internet gold rush.
- The company began as an online bookstore. While the largest brick-and-mortar bookstores and mail-order catalogs might offer 200, .000 titles, an online bookstore could sell far more. Bezos wanted a name for his company that began with 'a' so that it would appear early in alphabetic order. He began looking through the dictionary and settled on 'amazon' because it was a place that was 'exotic and different and it was the river

he considered the biggest in the world, as he hoped his company would be. Since 2000, amazon's logotype is an arrow leading from a to z, representing customer satisfaction. A goal was to have every product in the alphabet.

Product categories provided by amazon.com

Books

Movies, music & games

Electronic & computers

Home, garden & tools

Pet products

Grocery, health & beauty

Kitchen & dining

Furniture & decor

Toy, kids & baby

Clothing, shoes & jewellery

Sports & outdoors, automotive & industrial

3.ebay.com

- Ebay is an american multinational internet consumer-to-consumer corporation that manages ebay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide. Founded in 1995, ebay is one of the notable success stories of the dot-com bubble; it is now a multi-billion-dollar business with operations localized in over 30 countries. Ebay expanded from its original "set-time" auction format to include "buy it now" standard shopping; by upc, isbn, or another kind of sku; online classified advertisements; online event ticket trading; online money transfers, and other services.

- The online auction website was founded as auction web in san jos, california, on september 5, 1995, by french-born iranian-american computer programmer pierre omidyar as part of a larger personal site that included, among other things, omidyar's own tongue-in-cheek tribute to the ebola virus. One of the first items sold on ebay was a broken laser pointer for \$14.83. Astonished, omidyar contacted the winning bidder to ask if he understood that the laser pointer was broken. In his responding email, the buyer explained: "i'm a collector of broken laser pointers". The frequently repeated story that ebay was founded to help omidyar's fiancée trade pez candy dispensers was fabricated by a public relations manager in 1997 to interest the media, which were not interested in the company's previous explanation about wanting to create a "perfect market". This was revealed in adam cohen's 2002 book, the perfect store, and confirmed by ebay.

PRODUCT CATEGORIES PROVIDED EBAY.COM

- Fashion
- Motors
- Electronics
- Collectibles & Art
- Home, Outdoors & Décor
- Entertainment
- Deals & Gifts
- Sporting Goods

4. Flipkart.com

Flipkart is an indian e-commerce company headquartered in bangalore, karnataka. It was started by two iit graduates, sachin bansal and binny bansal, in the year 2007. They were working on amazon.com previously. Earlier, flipkart mainly dealt with books buy now, it has expanded to electronic goods and a variety of other products.

Initially, they used word-of-mouth marketing to popularize their company. A few months later, the company sold its first book on flipkart.com- john wood's leaving microsoft to change the world. Today, as per alexa traffic rankings,

flipkart is among the top 30 indian websites and has been credited with being india's largest online bookseller with over 11 million titles on offer. Flipkart broke even in march 2010 and claims to have had at least 100% growth every quarter since its founding. The store started with selling books and in 2010 branched out to selling cds, dvds, mobile phones and accessories, cameras, computers, computer accessories, and peripherals, and in 2011 pens and stationery, other electronic items such as home appliances, kitchen appliances, personal care gadgets, health care products, etc. Further in 2012, flipkart added a.c, air coolers, school supplies, office supplies, art supplies & lifestyle products to its product portfolio. Today, flipkart employs over 4500 people.

PRODUCT CATEGORIES PROVIDED BY FLIPKART.COM

- Books
- Mobiles & accessories
- Computers
- Gaming
- Movies & tv shows
- Music, cds, dvds & vinyl
- Tv, video & mp3 players
- Personal & health care
- Home & kitchen
- Pens & stationary
- Fragrances

1.3. OBJECTIVES OF THE STUDY

- To study consumer behaviour towards online shopping.
- To know the factors which affect decision making process while purchasing the online shopping product.
- To examine whether customer prefer online shopping or offline shopping.
- To identify their preference towards different e-shopping websites and the features of websites in general.
- To know the problems they face during online shopping.

CHAPTER 2 – REVIEW OF LITERATURE

REVIEW OF LITERATURES

- **Solomon (1998)** studied the consumer behaviour and said that it is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires. In view for the internet to spread out as a retail channel, it is imperative to realize the consumer's mind-set, intention and conduct in light of the online buying practice.
- **Iepkowska -white, and rao (1999)** referred vendor characteristics, security of transactions, content for privacy and customer characteristics as factors influencing electronic exchange.
- **Donthu and garcia (1999)** proposed that risk aversion, innovativeness, brand consciousness, price consciousness, importance of convenience, variety-seeking propensity, impulsiveness, attitude toward advertizing, attitude toward shopping, and attitude toward direct marketing would influence online shopping behaviour.
- **Schiffman, Scherman, & Long (2003)** in his study researched that "yet individual attitudes do not, by themselves, influence one's intention and/or behavior. Instead that intention or behavior is a result of a variety of attitudes that the consumer has about a variety of issues relevant to the situation at hand, in this case online buying. Over time the Internet buyer, once considered the innovator or early adopter, has changed. While once young, professional males with higher educational levels, incomes, tolerance for risk, social status and a lower dependence on the mass media or the need to patronize established retail channels (Ernst & Young, 2001; Mahajan, Muller & Bass, 1990),
- **Sultan and Henrichs (2000)** in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness

- **Vijay, Sai. T. & Balaji, M. S. (May 2009)**, revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so.
- **The work of Kim and Park (2005)** using U.S. samples suggests that their positive attitudes as well as willingness to search for pre-purchase information leads to a strong likelihood that they will buy online. Online shoppers, are required to have computer skills in order to use the Internet for shopping. Hence, those who are not comfortable with using the computer, will likely do their shopping at the traditional store, modern shop, or discount store (Monzuwe , 2004) because it will be faster shopping there than in the Internet shop.
- **Dr.V Vijayalakshmi & Dr.R.Lakshmi (2018)** Mostly youngsters and youth generation (19-30 age group) are very much interested in online buying because they know about technology and e- shopping.
- **As per an ASSOCHAM-Resurgent joint study,(2018)** online shopping is expected to clock annualised growth of 115 percent this year, aided by fast-increasing data consumption and improvement in logistics, along with a number of offers presented by e- commerce platforms.
- **Jarvenpaa journal of Electronic Commerce Research, VOL.6, NO.2, (2015)** it is an early stage in internet development in terms of building an appropriate dedicated model of consumer buying behaviour.
- **Ahmed, (2012)** Concerns of price, quality, durability and other product-related aspects are the main drivers of buying decision in developed countries but the considerations could be vary from the developing countries.
- **Sylke et al, (2004)** the growth rate of electronic commerce in India, however, has yet been much below anticipation; its proportion of total retail business is still small due to its certain limitations.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1. NEED FOR THE STUDY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the customer satisfaction based on products. This time research methodology is framed for the purpose of finding the level of **CONSUMER SATISFACTION TOWARDS ONLINE SALES**

3.2. SCOPE OF THE STUDY

The increasing reach of the Internet and internet savvies among customers has resulted in more and more retailers providing online avenues for customers to make purchases at the click of the mouse. Customers not only use the internet to make purchases but also to search for information about the product or service being purchased. Internet has changed the way of conducting business. Many businesses have started building up their strategies around the internet. If E-Marketers analyse and understand the factors influencing Indian customers' online behaviour, they can further fine-tune their business strategies towards customer preferences. This study deals with the customers' perceptions towards the following aspects of online shopping and how the presence or lack of these aspects in an online shopping environment affects customer satisfaction.

- Product categories that customers purchase online
- Quality & availability of the product
- Mode and Speed of delivery of the product
- Product price / Offers provided for online shoppers
- Payment options available for the customers
- Shipping, Return and Exchange policies

3.3. RESEARCH DESIGN

3.3.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.4. SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 57 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.5. STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about customers and the second part contained the **respondent's opinions about customer's satisfaction**

3.6. SAMPLING SIZE

Here 110 respondents were filled the form during the period of data collection. Hence the researcher constitutes the sample size to 110

3.7.LIMITATIONS OF THE STUDY

- The study is confined to Chennai district only
- The study is based upon the consumer Satisfaction towards Big basket online services
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true
- Due to storage of time and other constraints, the study has been limited 105 respondents only.

CHAPTER-4 DATA ANALYSIS AND INTERPRETATION

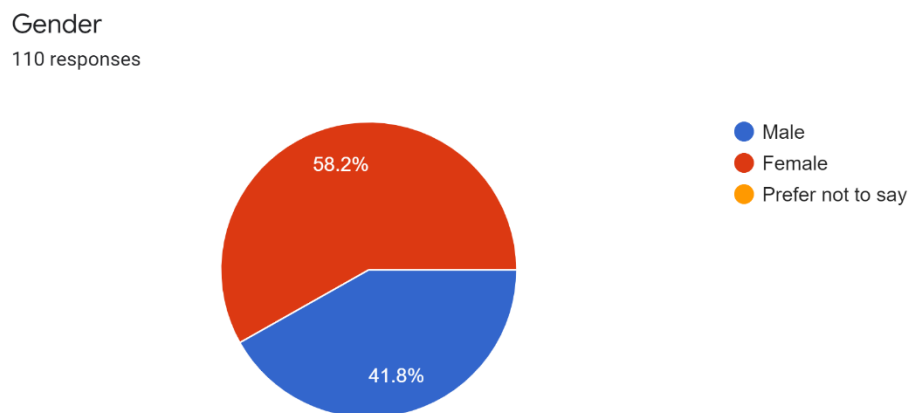
4.1.PERCENTAGE ANALYSIS

4.1.1. GENDER OF THE RESPONDENTS

Gender	No of respondent	Percentage
Male	46	41.8%
Female	64	58.2%
Total	110	100

SOURCE: PRIMARY DATA

CHART 4.1.1. GENDER OF THE RESPONDENTS



Interpretation

From the above table it is interpreted that the number of male respondent is 41.8% and female respondent is 58.2%.

Inference

Majority (58.2%) of the respondents are Female

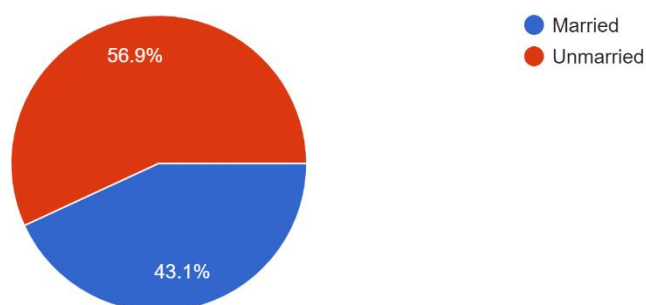
4.1.2. MARITAL STATUS OF RESPONDENT

MARITAL	No of respondent	Percentage
MARRIED	47	43.1%
UNMARRIED	62	56.9%
Total	110	100

SOURCE: PRIMARY DATA

CHART NO 4.1.2. MARITAL STATUS OF RESPONDENT

Marital status of Respondent
109 responses



INTERPRETATION

Majority of the respondents are belonging to unmarried category 56.9%

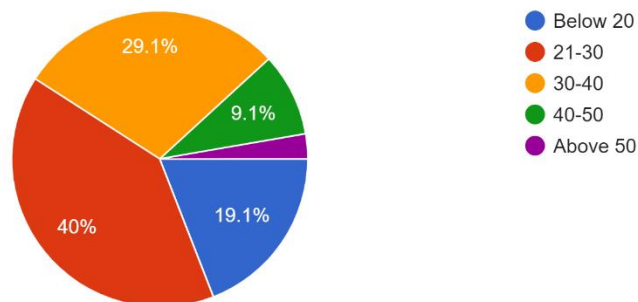
Table 4.1.3: Age of the respondents

S.NO	AGE	NO.OFRESPONDENTS	PERCENTAGE
1.	Below 20	21	19.1%
2.	21-30	44	40%
3.	30-40	32	29.1%
4.	40-50	10	9.1%
5.	Above 50	3	2.7%
TOTAL		110	100%

Source: Primary data.

Chart 4.1.3: Age of the respondents

Age wise classification of respondent
110 responses



Interpretation

From the above table it is interpreted that the number of respondents Below 20 age of respondents are 19.1%, between 21-30 age of respondents are 40%, between 30-40 age of respondents 29.1%, between 40-50 age of respondents are 9.1%, between above 50 age of respondents are 2.7%,

Inference

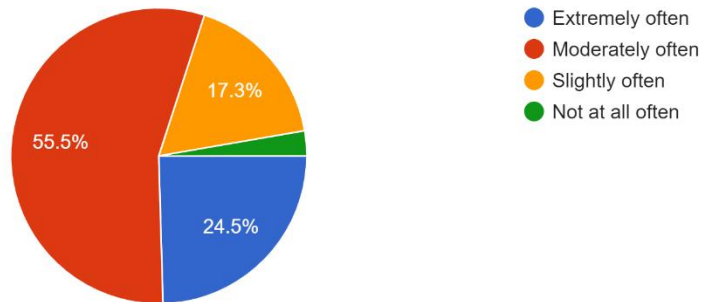
Majority (40 %) of the respondents are age between 21 to 30 years.

4.1.3. HOW OFTEN DO YOU BUY PRODUCTS ONLINE

Particular	No. of Respondent	Percentage of Respondent
Extremely often	27	24.5%
Moderately often	61	55.5%
Slightly often	19	17.3%
Not at all often	3	2.7%
TOTAL	110	100

CHART 3

How often do you buy products online
110 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents 24.5% extremely often, 55.5% moderately often, 17.3% slightly often, 2.7% not at all often that buying products online.

INFERENCE

Majority 55.5% moderately often buy products online

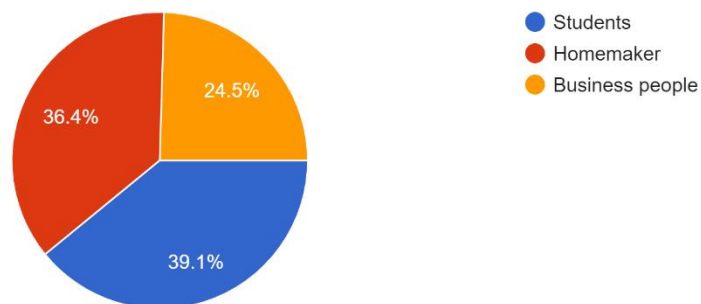
4.1.4. WHICH CATEGORY OF PEOPLE IS GOING FOR ONLINE SHOPPING

OPTION	No of respondent	Percentage
STUDENTS	43	39.1%
HOMEMAKER	40	36.4%
BUSINESS PEOPLE	27	24.5%
TOTAL	110	100

SOURCE: PRIMARY DATA

CHART NO:4.1.4. WHICH CATEGORY OF PEOPLE IS GOING FOR ONLINE SHOPPING

Which category of people is going for online shopping
110 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents 39.1% Students, 36.4% homemaker, 24.5% business people

INFERENCE

Majority 39.1% are students

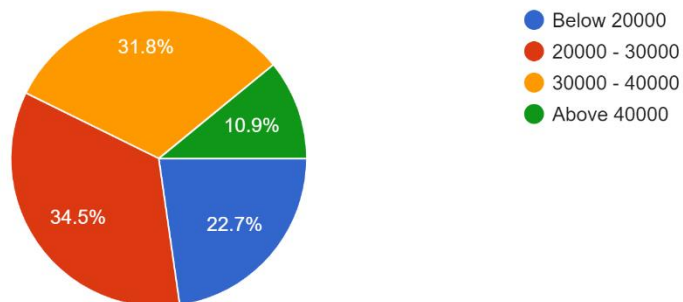
4.1.5. INCOME WISE CLASSIFICATION OF RESPONDENTS

INCOME	No of respondent	Percentage
BELOW 20000	25	22.7%
20000 - 30000	38	34.5%
30000 - 40000	35	31.8%
ABOVE 40000	12	10.9%
	110	100

SOURCE: PRIMARY DATA

CHART NO 4.1.5. INCOME WISE CLASSIFICATION OF RESPONDENTS

Income wise classification of Respondents
110 responses



INTERPRETATION:

From the above table it is interpreted that the number of respondents are 22.7% below 20,000, 34.5% 20000-30000, 31.8% 30000-40000, 10.9% above 40000

INFERENCE

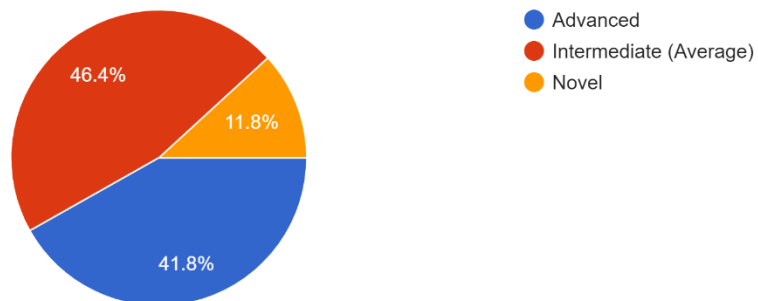
MAJORITY 34.5% ARE 20000-30000

4.1.6. PROFICIENCY OF THE RESPONDENTS ON THE INTERNET

OPTIONS	No of respondent	Percentage
ADVANCED	46	41.8%
INTERMEDIATE	51	46.4%
NOVEL	13	11.8%
TOTAL	110	100

CHART NO 4.1.6. PROFICIENCY OF THE RESPONDENTS ON THE INTERNET

PROFICIENCY OF RESPONDENTS ON THE INTERNET
110 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents were 41.8% are advanced, 46.4% are intermediate, 11.8% are novel

INFERENCE

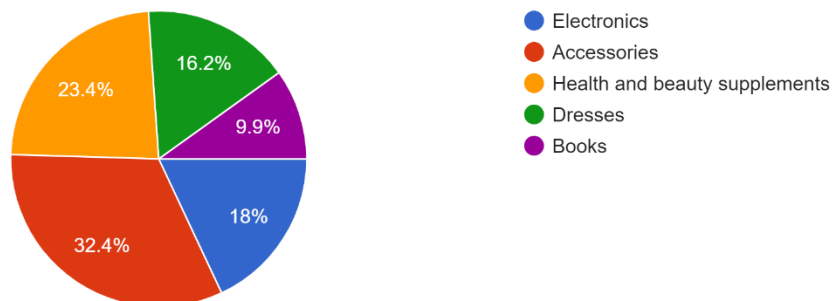
Majority 46.4% are intermediate

4.1.7. WHAT TYPES OF PRODUCTS DO YOU TYPICALLY BUY ON ONLINE

Particular	No. of Respondent	Percentage of Respondent
Electronics	20	18%
Accessories	36	32.4%
Health and Beauty Supplements	26	23.4%
Dresses	18	16.2%
Books	11	9.9%
TOTAL	110	100

CHART NO 4.1.7. WHAT TYPES OF PRODUCTS DO YOU TYPICALLY BUY ON ONLINE

WHAT TYPES OF PRODUCTS DO YOU TYPICALLY BUY ON ONLINE
110 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents buying products 16.2% dresses, 18% electronics, 32.4% accessories, 9.9 books, 23.4% health and beauty supplements.

INFERENCE

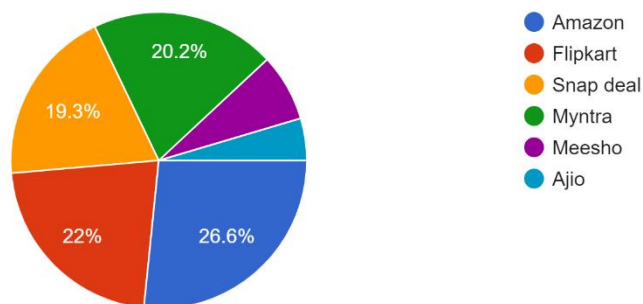
Majority (32.4%) of the respondents are buying accessories

4.1.8. WHICH ONLINE RETAILERS DO YOU TYPICALLY USE

Particular	No. of Respondent	Percentage of Respondent
Amazon	29	26.6%
Flipkart	24	22%
Snap deal	21	19.3%
Myntra	22	20.2%
Meesho	8	7.3%
Ajio	5	4.6%
TOTAL	110	100

CHART NO 4.1.8 WHICH ONLINE RETAILERS DO YOU TYPICALLY USE

Which online retailers do you typically use
109 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents 26.6% electronics,22% flipkart,19.3% snapdeal,8% ajio,20.2% myntra,7.3% meesho, were typically use.

INFERENCE

Majority 26.6% amazons were used by respondents typically.

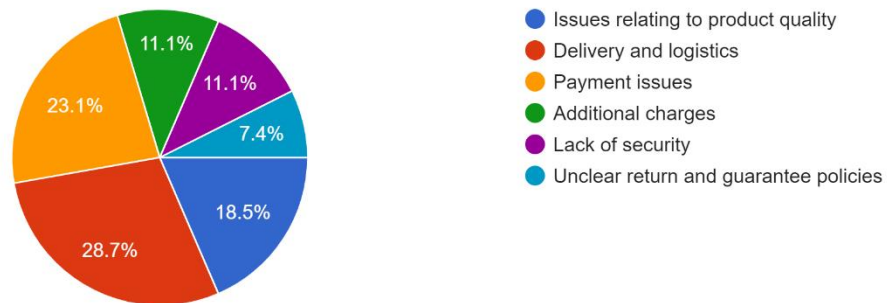
4.1.9. WHAT ARE YOUR BIGGEST CONCERNS ABOUT BUYING PRODUCTS ONLINE

Particular	No. of Respondent	Percentage of Respondent
Issues relating to product quality	20	18.5%
Delivery and Logistics	31	28.7%
Payment Issues	25	23.1%
Additional Charges	12	11.1%
Lack of Security	12	11.1%
Unclear return and Guarantee Policies	8	7.4%
TOTAL	110	100%

Chart 4.1.9. WHAT ARE YOUR BIGGEST CONCERNS ABOUT BUYING PRODUCTS ONLINE

WHAT ARE YOUR BIGGEST CONCERNS ABOUT BUYING PRODUCTS ONLINE

108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents 18.5% issues relating to product quality, 28.7% delivery and logistics, 23.1% payment issues, 11.1% additional charges, 11.1% lack of security, 7.4% unclear return and guarantee policies were having biggest concerns about buying products online.

INFERENCE

Majority 28.7% delivery and logistics having biggest concerns about buying products online

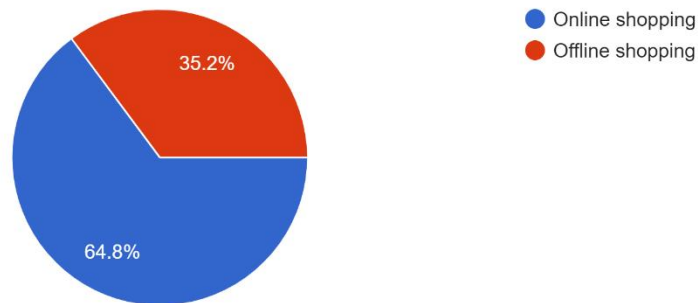
4.1.10. COMPARISON ABOUT ONLINE SHOPPING AND OFFLINE SHOPPING

COMPARISON	No of respondent	Percentage
ONLINE SHOPPING	70	64.8%
OFFLINE SHOPPING	38	35.2%
Total	110	100

CHART NO 4.1.10. COMPARISON ABOUT ONLINE SHOPPING AND OFFLINE SHOPPING

COMPARISON ABOUT ONLINE SHOPPING V/S OFFLINE SHOPPING

108 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents 64.8% Online shopping, 35.2% offline shopping.

INFERENCE

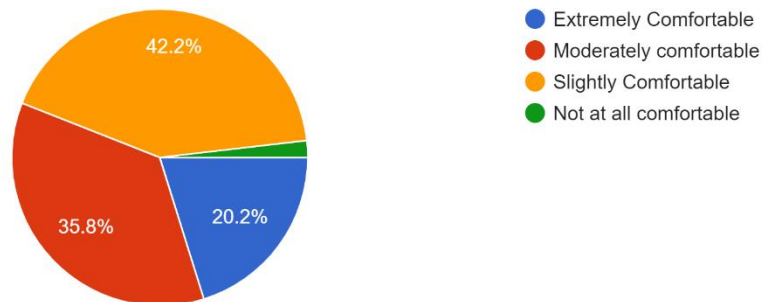
Majority 64.8% online shopping

4.1.11. HOW COMFORTABLE ARE YOU BUYING PRODUCTS ONLINE FROM A COMPANY YOU KNOW

Particular	No. of Respondent	Percentage of Respondent
Extremely Confident	22	20.2%
Moderately Confident	39	35.8%
Slightly Confident	46	42.2%
Not at all Confident	2	1.8%
TOTAL	110	100%

CHART NO 4.1.11. HOW COMFORTABLE ARE YOU BUYING PRODUCTS ONLINE FROM A COMPANY YOU KNOW

HOW COMFORTABLE ARE YOU BUYING PRODUCTS ONLINE FROM A COMPANY YOU KNOW
109 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents 35.8% Moderately confident, 42.2% slightly confident, 20.2% extremely confident, 1.8% not all confident were personal information kept confidential while buying products online.

INFERENCE

Majority 42.2 % are slightly confident were personal information kept confidential while buying products online

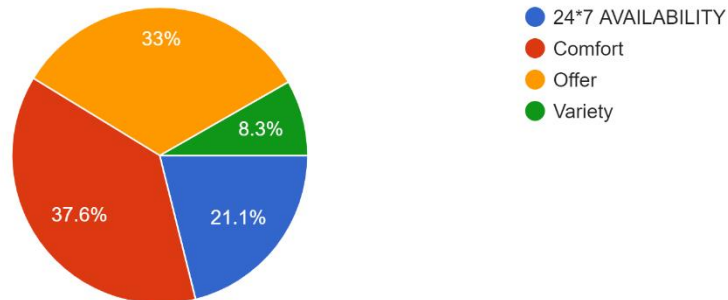
4.1.12. REASON FOR ONLINE PURCHASE

Particular	No. of Respondent	Percentage of Respondent
24*7 availability	23	21.1%
comfort	41	37.6%
offer	36	33%
variety	9	8.3%
TOTAL	110	100%

Chart no 4.1.12. REASON FOR ONLINE PURCHASE

REASON FOR ONLINE PURCHASE

109 responses



INFERENCE

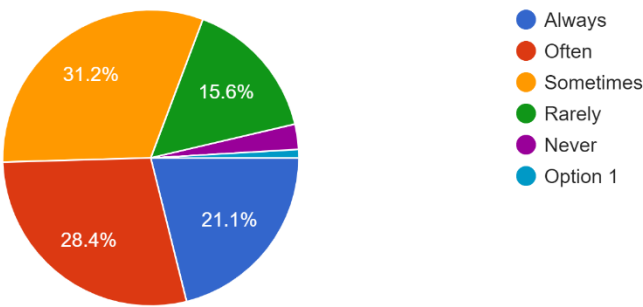
Majority 37.6% have comfort

4.1.13. HOW OFTEN DO PRIVACY CONCERNS PREVENT YOU FROM BUYING PRODUCTS ONLINE

Particular	No. of Respondent	Percentage of Respondent
Always	23	21.1%
Often	31	28.4%
sometimes	34	31.2%
rarely	17	15.6%
Never	2	15.6%
total	110	100

Chart no. 4.1.13. HOW OFTEN DO PRIVACY CONCERNS PREVENT YOU FROM BUYING PRODUCTS ONLINE

HOW OFTEN DO PRIVACY CONCERNS PREVENT YOU FROM BUYING PRODUCTS ONLINE
109 responses



INTERPRETATION

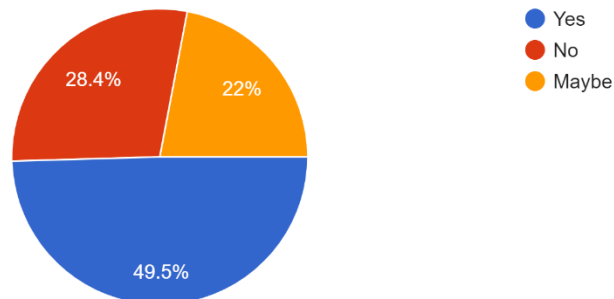
Majority 31.2% sometimes concerns privacy

4.1.14. Are you satisfied with online shopping?

Particulars	No of respondent	Percentage
Yes	54	49.5%
No	31	28.4%
Maybe	24	22%
Total	110	100

Chart no 4.1.14. Are you satisfied with online shopping?

Are you satisfied with online shopping?
109 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents 49.5% satisfied with online shopping, 28.4% said not satisfied, 22% said maybe

INFERENCE

Majority 49.5% satisfied online shopping

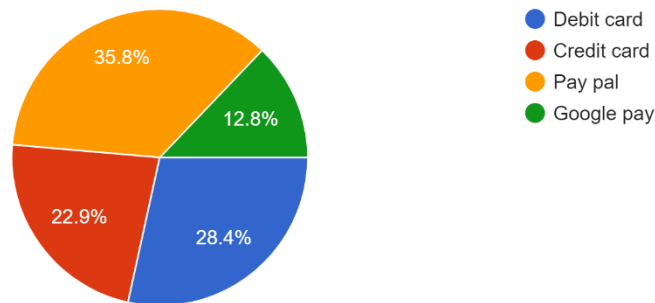
4.1.15 WHICH PAYMENT METHOD DO YOU USE MOST OFTEN WHEN BUYING PRODUCTS ONLINE

Particular	No. of Respondent	Percentage of Respondent
Debit Card	31	28.4%
Credit Card	25	22.9%
Pay Pal	39	35.8%
Google pay	14	12.8%
TOTAL	110	100%

Chart no 4.1.15 WHICH PAYMENT METHOD DO YOU USE MOST OFTEN WHEN BUYING PRODUCTS ONLINE

WHICH PAYMENT METHOD DO YOU USE MOST OFTEN WHEN BUYING PRODUCTS ONLINE

109 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents 12.8% google pay, 22.9% credit card, 35.8% pay pal, 28.4% debit card for buying products online

INFERENCE

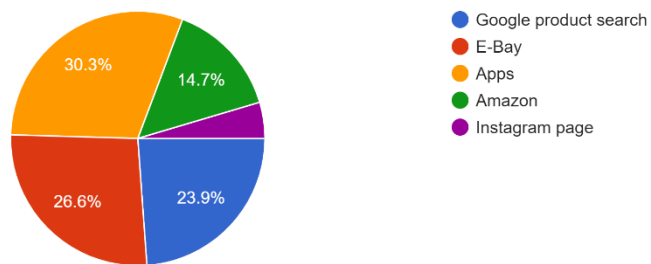
Majority 35.8% of the respondents are using cash on delivery to buy products online.

4.1.16. ON WHICH WEBSITE ARE YOU MOST COMFORTABLE BUYING FROM INDIVIDUAL YOU DON'T KNOW

Particular	No. of Respondent	Percentage of Respondent
Google Product Search	26	23.9%
E-Bay	29	26.6%
Apps	33	30,3%
Amazon	16	14.7%
Instagram Page	5	4.6%
TOTAL	110	100%

Chart no 4.1.16. ON WHICH WEBSITE ARE YOU MOST COMFORTABLE BUYING FROM INDIVIDUAL YOU DON'T KNOW

ON WHICH WEBSITE ARE YOU MOST COMFORTABLE BUYING FROM INDIVIDUAL YOU DON'T KNOW
109 responses



INTERPRETATION

From the above table it is interpreted that the number of respondents 23.9% google product search, 26.6% ebay, 30.3% apps, 14.7% amazon, 4.6% Instagram page where websites are most comfortable buying from an individual.

INFERENCE

Majority (30.3%) respondents are using apps

4.2. STATISTICAL ANALYSIS

ONE WAY ANOVA TEST

Hypothesis:1

H_0 (Nullhypothesis)=There is no significant association between age of the respondents

and their opinion on the source of funding for doing business

H_1 (Alternatethypothesis)=There is significant association between age of the respondents and how often do you buy products online

How
often do
you buy
products
online

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	21	2.00	.775	.169	1.65	2.35	1	4
2	44	1.91	.802	.121	1.67	2.15	1	4
3	31	2.06	.574	.103	1.85	2.27	1	3
4	10	2.00	.667	.211	1.52	2.48	1	3
5	3	1.67	1.155	.667	-1.20	4.54	1	3
Total	109	1.97	.726	.070	1.83	2.11	1	4

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.743	4	.186	.344	.848
Within Groups	56.174	104	.540		
Total	56.917	108			

Interpretation:

Since p value (0.848) is greater than 0.05. we accept the null hypothesis and reject the alternative hypothesis. Hence there is significant association between age of the respondents and how often do you buy products online.

4.2. CORRELATION

4.2.1. HYPOTHESIS

Null hypothesis (H0) : There is no significant difference between age classification of the respondents and gender

Alternative hypothesis (H1) : There is no significant difference between age classification of the respondents and gender

			Age wise classification	Gender
Age wise classification	Pearson Correlation		1	-.256**
	Sig. (2-tailed)			.007
	N		109	109
Gender	Pearson Correlation		-.256**	1
	Sig. (2-tailed)		.007	
	N		109	109

** . Correlation is significant at the 0.01 level (2-tailed).

ACCEPT ALTERNATIVE

CHAPTER 5 – FINDINGS, SUGGESTIONS AND CONCLUSION

5.1.FINDINGS

- Majority (58.2%) of the respondents are Female
- Majority (40 %) of the respondents are age between 21 to 30 years.
- Majority (58.2%) of the respondents are Female
- Majority 55.5% moderately often buy products online
- Majority 39.1% are students
- Majority 34.5% are 20000-30000
- Majority 46.4% are intermediate
- Majority (32.4%) of the respondents are buying accessories
- Majority 26.6% amazons were used by respondents typically
- Majority 28.7% delivery and logistics having biggest concerns about buying products online
- Majority 28.7% delivery and logistics having biggest concerns about buying products online
- Majority 42.2 % are slightly confident were personal information kept confidential while buying products online
- Majority 37.6% have comfort
- Majority 31.2% sometimes concerns privacy
- Majority 49.5% satisfied online shopping
- Majority 35.8% of the respondents are using cash on delivery to buy products online
- Majority (30.3%) respondents are using apps

SUGGESTIONS

- Providing more competitive price can attract customers
- Online shopping sites should increase the security for online payment.
- More attractive offers on products can attract more customers.
and they should gain customer confidence.
- Company's should design and develop varieties of products to attract and retain online shoppers and to provide complete satisfaction.

CONCLUSION

- Consumer prefer online store and offline store for the necessary products. It mainly depends on the delivery date, prices of the product and availability of the product
- quality assurance and affordable pricing influences the consumer to make purchase decision. The best in class quality and discounted prices encourages to shop in trusted online platforms
- Convenient time and available 24*7 throughout the years are a boom of online market. With customer service working round the clock to provide best service

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QUESTIONNAIRE

1. NAME
2. GENDER
 - Male
 - Female
3. Marital status of Respondent
 - Married
 - Unmarried
4. Age wise classification of respondent
 - Below 20
 - 21-30
 - 30-40
 - 40-50
 - Above 50
5. How often do you buy products online
 - Extremely often
 - Moderately often
 - Slightly often
 - Not at all often
6. Which category of people is going for online shopping
 - Students
 - Homemaker
 - Business people
7. Income wise classification of Respondents
 - Below 20000
 - 20000 - 30000
 - 30000 - 40000
 - Above 40000

8. PROFICIENCY OF RESPONDENTS ON THE INTERNET

- Advanced
- Intermediate (Average)
- Novel

9. WHAT TYPES OF PRODUCTS DO YOU TYPICALLY BUY ON ONLINE

- Electronics
- Accessories
- Health and beauty supplements
- Dresses
- Books

10. Which online retailers do you typically use

- Amazon
- Flipkart
- Snap deal
- Myntra
- Meesho
- Ajio

11. WHAT ARE YOUR BIGGEST CONCERNS ABOUT BUYING PRODUCTS ONLINE

- Issues relating to product quality
- Delivery and logistics
- Payment issues
- Additional charges
- Lack of security
- Unclear return and guarantee policies

12. COMPARISON ABOUT ONLINE SHOPPING V/S OFFLINE SHOPPING

- Online shopping
- Offline shopping

13. HOW COMFORTABLE ARE YOU BUYING PRODUCTS ONLINE FROM A COMPANY YOU KNOW

- Extremely Comfortable
- Moderately comfortable
- Slightly Comfortable
- Not at all comfortable

14. REASON FOR ONLINE PURCHASE

- 24*7 AVAILABILITY
- Comfort
- Offer
- Variety

15. HOW OFTEN DO PRIVACY CONCERNS PREVENT YOU FROM BUYING PRODUCTS ONLINE

- Always
- Often
- Sometimes
- Rarely
- Never

16. Are you satisfied with online shopping

- Yes
- No
- Maybe

17. WHICH PAYMENT METHOD DO YOU USE MOST OFTEN WHEN BUYING PRODUCTS ONLINE

- Debit card
- Credit card
- Pay pal
- Google pay

18.ON WHICH WEBSITE ARE YOU MOST COMFORTABLE BUYING FROM
INDIVIDUAL YOU DON'T KNOW

- Google product search
- E-Bay
- Apps
- Amazon
- Instagram page