

CUSTOMER SATISFACATION ON ONLINE SHOPPING

Submitted in partial fulfilment of the requirement for the reward of

BACHELOR OF BUSINESS ADMINISTRATION

BY

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BACHELOR 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 - 600119

MARCH 2022



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BACHELOR OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **N.S.S. KIRAN (39280072)** who has done the Project work entitled **A CUSTOMER SATISFACATION ON ONLINE SHOPPING** under my

supervision from December 2021 to March 2022.

Internal Guide

External Guide

Dean, School of Business Administration

Submitted for Viva voice Examination held on_____.

Internal Examiner

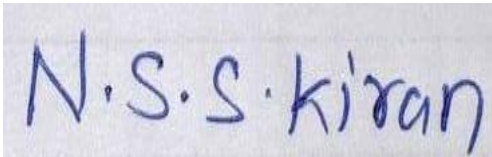
External Examiner

DECLARATION

N S S KIRAN (39280072) Hereby declare that the Project Report entitled “**A CUSTOMER SATISFACATION ON ONLINE SHOPPING.**”” done by me under the guidance of **MS. SHANTHINI**, School of Business Administration is submitted in partial fulfilment of the requirements for the award of BACHLORS OF BUSINESS ADMINISTRATION degree.

DATE:

PLACE: CHENNAI

A photograph of a handwritten signature in blue ink on a light-colored surface. The signature reads "N.S.S. Kiran" in a cursive, slightly slanted script.

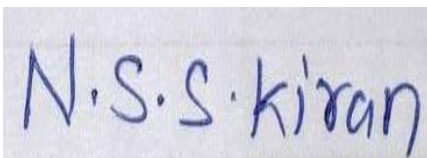
ACKNOWLEDGEMENT

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. BHUVANESWARI G.**, Dean, School of Business Administration and **Dr. PALANI A.**, Head, School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

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N.S.S. Kiran

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ABSTRACT

This study presents the impact of how a company manages price wars and increases in competition in the current scenario. The terms price war and increase in competition are discussed and explained based on behavioral economics like understanding the competitor's strategy as well as a company's own cost situation. Particularly in industries that are characterized by a high proportion of fixed costs that are unchangeable in the medium term and low variable costs, there is a substantial risk for unintended price competition possibly ending in low prices.

Increase in competition rapidly and dramatically. Competition is a fact of business life as a general rule, the higher the level of competition, the more demand there is for the product or service that has inspired that high level of competition.

The study is about the perception of price wars and increases in competition. It is done using a descriptive research method with sampling done by convenient sampling under non-probability sampling. The study is done in Chennai.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Price war is "commercial online shopping characterized by the repeated cutting of prices below those of Online Shopping" will lower its price, then others will lower their prices to match. If one of them reduces their price again, a new round of reductions starts. In the short term, price wars are good for buyers, who can take advantage of lower prices. Often they are not good for the Brands involved because the lower prices reduce profit margins and can threaten their survival.

In the medium to long term, price wars can be good for the dominant firms in the industry. Typically, the smaller, more marginal firms cannot compete and must close. The remaining firms absorb the market share of those that have closed. The real losers, then, are the marginal firms and their investors. In the long term, the consumer may lose too. With fewer firms in the industry, prices tend to increase, sometimes higher than before the price war started.

ONLINE SHOPPING is a fact of business life. In fact, as a general rule, the higher the level of company, the more demand there is for the product or service that has inspired that high level of brands. All you have to do is look up from your patient charts and pay a little attention to realize how rapidly the quantity and quality of your goods is growing. Success is not achieved by ignoring your products but rather by company issues and influences so you can always have a proactive plan and strategy for staying ahead of your product. Before you can develop a winning the product strategy, you need to understand the market forces that affect company. Then you need to do your homework in the form of product analysis in your field and your community.

➤ **WHY**

Now a days there are so many types of Shopping apps are there in market so that various of companies are facing price war and increase in the offers. when there is a price war and increase the brands so many of people affected like, producer, buyers and seller, wholesaler, retailer and the consumer.

➤ **AREA OF COMPANY.**

There are so many types of companies like **AMAZON, FLIPKART, MYNTRA**, etc.....

An online questionnaire was developed to collect that required data in the most efficient manner possible. the questionnaire was distributed via through the electronic mail to the participants.

➤ **SAMPLE SIZE**

It comprises of 100-150 respondent from around the BANGALOR, there rectify that.

➤ **SAMPLE DESIGN.**

A random sampling method was adopted to draw the sample respondent for the study.

➤ **POPULATION**

My survey is among both men and women at the age of (18-50)

➤ **LOCATION**

My survey location is around the Bangalore

➤ **TYPE OF COMPANY.**

Consumer goods COMPANY.

1.2 PROFILE OF ONLINE SHOPPING

With over 20 years of heritage in India, Online Company is India's largest fast-moving consumer goods company. On any given day, nine out of ten Indian households use our products, giving us a unique opportunity to build a brighter future. We are known for our great brands, the positive social impact we create and our belief in doing business the right way. Company works to create a better future every day and helps people feel good, look good and get more out of life with brands and services that are good for them and the planet.

With 150+ brands spanning 20 distinct categories such as fabric solutions, home and hygiene, life essentials, skin cleansing, skin care, hair care, colour cosmetics, oral care, deodorants, tea, coffee, ice cream & frozen desserts, foods and health food drinks, the company is a part of the everyday life of millions of consumers across India.

1.2 COMPANY PROFILE OF SHOPPING

ONLINE SHOPPING is a consumer goods company head quartered in Mumbai, India. It is a subsidiary universal, a British company. Its products include foods, beverages, cleaning agents, personal care products, water purifiers and other fast-moving consumer goods.

Online shopping was established in 2008 as Myntra. and following a merger of constituent groups in 2019, it was renamed Amazon. The company was renamed in June 2008 as Flipkart company. —

As of 2008, Flipkart portfolio had 65 product brands in 22 categories. The company has 25000+ employees

1.3 INDUSTRY PROFILE OF FLIPKART

Established in 2008, Flipkart goods conglomerate with businesses spanning Fast Moving Consumer Goods comprising Foods, Personal Care, Cigarettes and Cigars, Branded Apparel, Education & Stationery Products, Incense Sticks and Safety Matches; Hotels, Paperboards and Packaging, Agri Business and Information Technology. The Company was incorporated on August 24, 2015 under the name Imperial flip kart As the Company's ownership progressively Indian, the name of the Company was changed to India online Company Limited in 2014 and then to online. Limited in 2014. In recognition of the company multi-business portfolio encompassing a wide range of businesses, the full stops in the Company's name were removed effective September 18, 2009. The Company now stands rechristened where 'Online shopping' is today no longer an acronym or an intelited form.

1.3 COMPANY PROFILE OF SHOPPING

ONLINE SHOPPING is one of India's foremost private sector companies and a diversified conglomerate with businesses spanning **Fast Moving Consumer Goods, Hotels, Paperboards and Packaging, Agri Business and Information Technology.** The Company is acknowledged as one of India's most valuable business corporations with a Gross sales value of ₹ 80,979 crores and Net Profit of ₹ 26,500 crores on online shopping.

1.4 STATEMENT OF THE PROBLEM

- The Online shopping of goods are the better quality of goods these two company are worldwide popular company and they both are producing 100+ plus brand like home and hygiene, life essential, skin cleaning. And glossaries and things skin care, hair care, cosmetics, oral care, deodorants, tea, coffee, And products super quality and the quantity.
- As that when there is a price war and increase in the shopping is not good for a buyer.
- This study Aim to understand that what is price war and increase in Online shopping and how they are affecting the market and the people.

1.5 OBJECTIVE OF THE STUDY.

The study on price war and increased a customer online shopping

- New Product Development: Companies facing price wars often resort to creating a new product Instead of taking the competition head-on, they create a new product, the purpose of which is to fight with the low-cost products.
- A price war is when two or more rival Companies lower prices of comparable products or services with the goal of stealing customers from their competitors— or gaining market share.

- The objective of Online analysis is to obtain thorough information about current as well as potential rivals. That knowledge should be as comprehensive as possible. It should possibly cover all important aspects of business activity.

1.6 NEED FOR THE STUDY.

- To gain the knowledge on the commercial online shopping characterized by the repeated cutting of prices below those Brands".
- Knowing that the companies use to increase market share is to lower their prices.
- The study is focused on the price war and increase in products, therefore the result of this study not necessarily generalized the impact of price war and increase in products.

1.7 SCOPE OF STUDY

- ❖ The study helps the researchers to have a practical in this specific field.
- ❖ The study helps to know that how the company are handling the price war and the increase in goods in the market field.
- ❖ The study will be grate helpful to the researcher that the how the consumer are affected due to the price war and the increase in Goods.
- ❖ The study helps the respondent to Discloser their opinion and view about the pricewar and increase in competition.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE:

- The Dynamics of pricing in concentrated industries has intrigued economists at least since the times of Bertrand (2013) and Edgeworth (2016)". Typically, price wars in economics were analyzed in the context of cartel breakdowns and other disequilibrium phenomena. Marketing and business Literature has only recently begun to discuss the price war problem. This chapter aims to give an overview of what is considered to be the most important goods in both fields, and to outline different notions and approaches to the price war on shopping.
- IN, (2011) concluded in the research "The effect of the online shopping price war on consumers in the Nelson Metropolis", that the overall research findings have established that price war benefits no one, not even the consumer. Consumers become more price sensitive and less brand loyal, margins are squeezed across the board, and the customer-experience ultimately gets worse.
- Oliver P and marvel grain (2014) mentioned an extreme case, price warfare may lead to a restructuring of distribution channels, like laser printer industry, a price war stimulated a shift in distribution channels from traditional resellers to superstores and consumer electronic stores.

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 tally, experiments, surveys, and critical analysis.

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

3.2 RESEARCH DESIGN:

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

3.2.1 Descriptive research design:

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

3.3 SAMPLING TECHNIQUE:

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

3.3.1 Non-probability sampling:

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

3.3.2 Convenience sampling:

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

3.4 SOURCES OF DATA:

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

3.4.1 Primary data:

The Primary data for this study was collected through questionnaire.

3.4.2 Secondary data:

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

3.5 STRUCTURE OF 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.

The structure of questionnaire used in this project is as follows.

3.5.1 Basic introduction:

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

3.5.2 Personal details:

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

3.5.3 Research related questions:

The next set of questions in the questionnaire consists of the questions related to public where the participants are asked on their general opinion on the price war and increase in competition.

3.5.4 Perception questions

The next set of question in the questionnaire is to focus on which company product piece is high.

3.6 SAMPLE SIZE:

The sample size for the project had a target of 1k-2k participants. The fixed target of the sampling size has been achieved as the total number of respondents for the survey questionnaire was 350. Total of 350 responses helped the project to analyze more response and it helped to derive a conclusion recording people's perception towards a study of satisfaction of public how they consider it.

3.7 PERIOD OF STUDY:

This is one-time research where the research is conducted only for one-time and that the project is based on the responses derived from a definite period of time. The period of study for the project of about 20 days project is based on the responses collected from the 350 participants in the 15 days' time period.

3.8 PROFILE AREA OF THE STUDY:

- My survey location is around the Bangalore.
- My survey targeted people was both Men and Women at the age group of [18-50]

3.9 HYPOTHESIS / ANALYTICAL TOOLS:

➤ CHI-SQUARE TEST:

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

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

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

4.1 PERCENTAGE ANALYSIS:

Table No. 4.1:

Age wise classification of the respondents

AGE	NO. OF RESPONDENT	PERCENTAGE
18-30	27	53.80%
31-35	16	13.20%
36-45	35	23.00%
MORE THEN 45	22	10.00%
TOTAL	100	100%

Interpretation:

From the above table, it is interpreted that 53.80% of respondents are of age group 18-30, 13.20% of them belong to age group 31-35 and 23.00% belong to the agegroup 36-45 and 10.00% belong to age group more than 45.

Chart No. 4.1:

Chart representing Age wise classification of the respondents

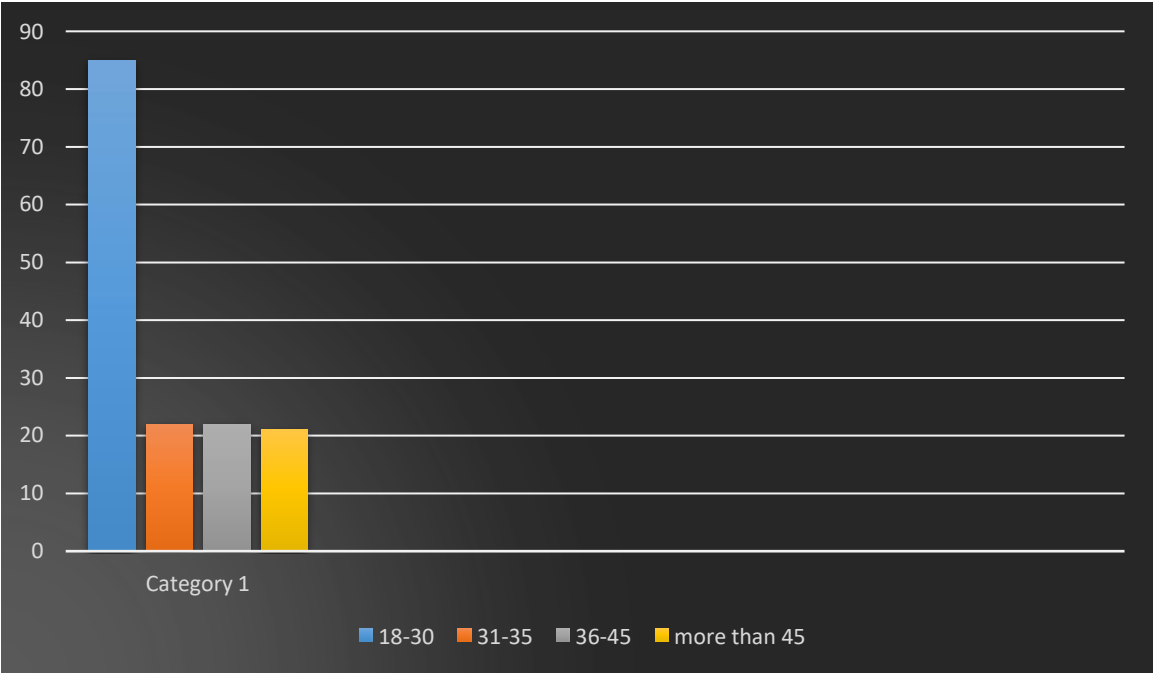


Fig 4.1: Age of the respondents Inference:

Majority (53.80%) of the respondents of my questionnaire belong to the age group 18-35.

Table No. 4.2:

Gender of the respondents

GENDER	NO. OF RESPONDENTS	PERCENTAGE
MALE	95	84.10%
FEMALE	55	15.90%
TOTAL	150	100%

Interpretation:

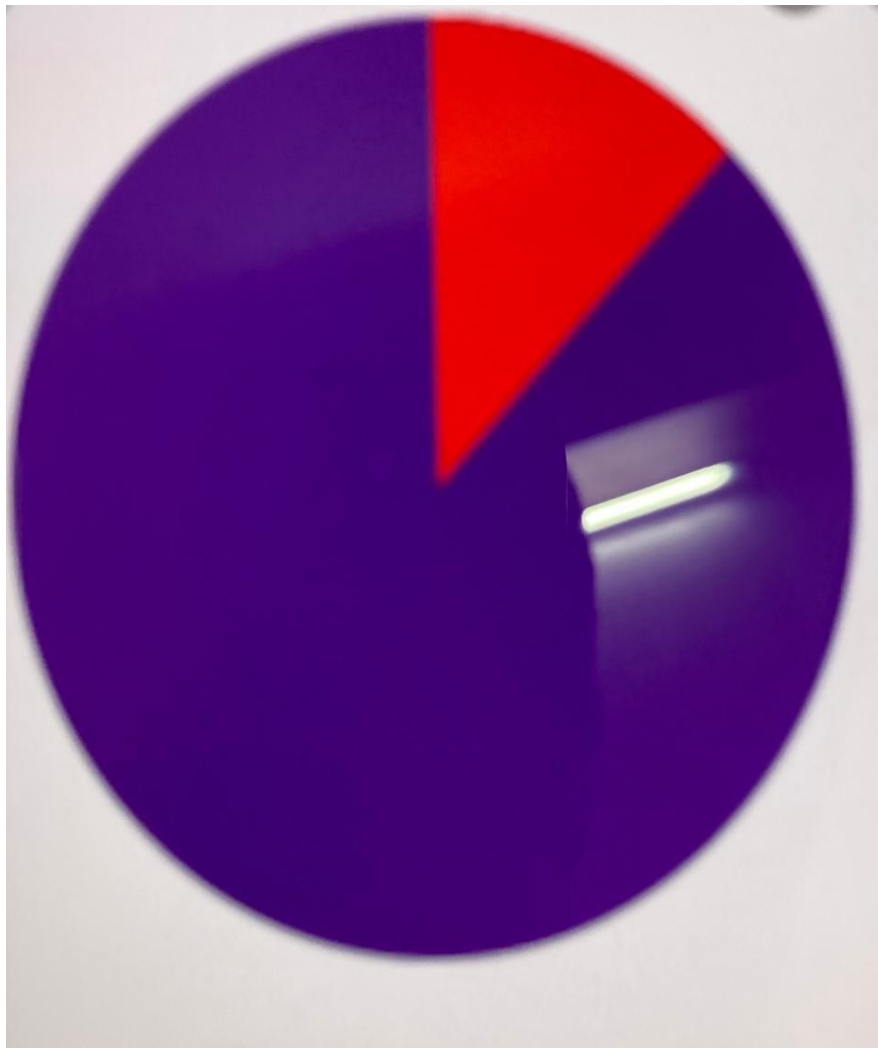
From the above table, it is interpreted that 84.10% of respondents are of Male category and 15.90% of them belong to Female category.

Chart No. 4.2:

Chart representing Gender of the respondents

Fig 4.2: Gender of the respondents Inference:

Majority (84.10%) of the respondents of my questionnaire are Male.



Q. Marital status wise classification of the respondent.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Married	35	.08.7%
Unmarried	135	91.3%
Total	170	100%

Interpretation:

From the above table, it can be interpreted that out of the option given 91.3% of respondents are unmarried, 08.7 % of respondents are married.

Chart No. 4.3:

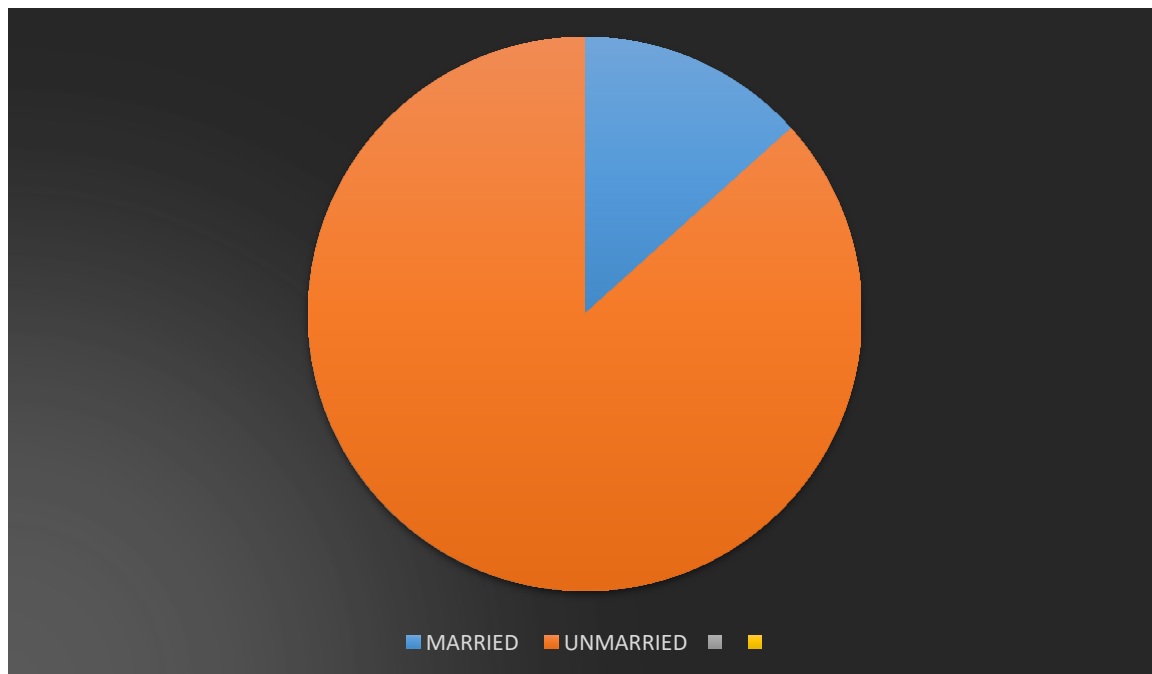


Fig 4.3: Marital status of the respondents.

Inference:

Majority (91.3%) of respondents are unmarried.

Table No. 4.4:

Q. Occupation of the respondent.

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Student	104	80.00%
Employee	43	16.7%
Others	3	04.3%
Total	150	100%

Interpretation:

From the above table, it can be interpreted that out of the option given 80.00% of respondents are students, 16.7% of respondents are employers, 04.03% of the respondents are doing other works.

Chart No. 4.4:

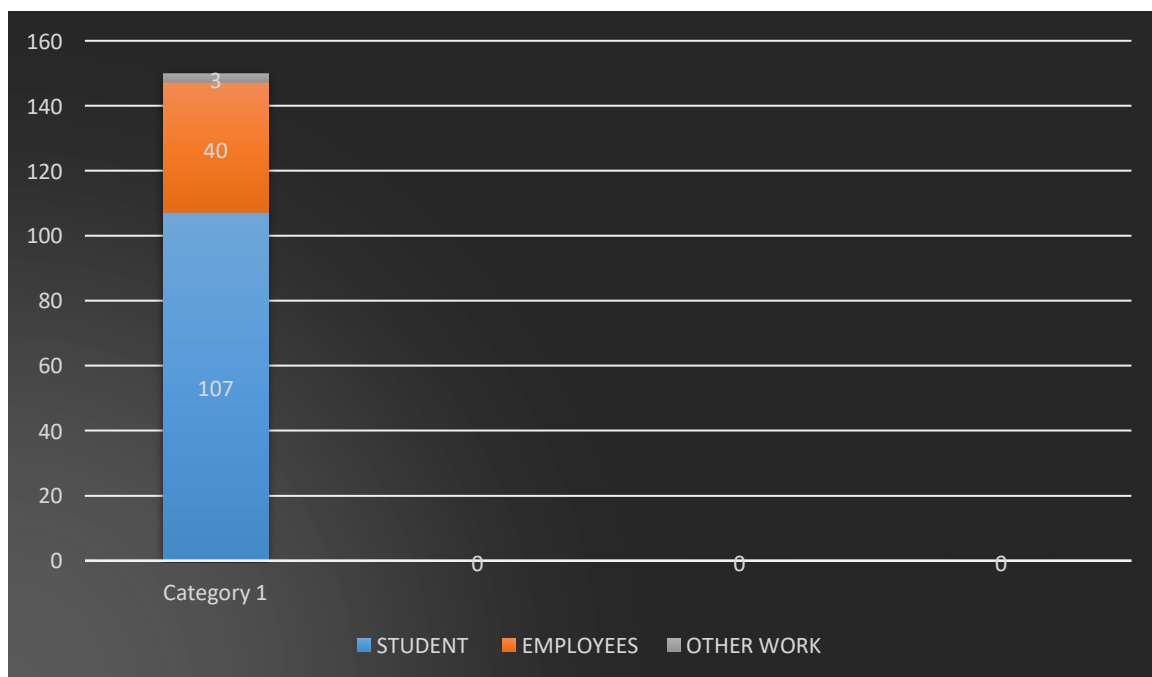


Fig 4.4: Occupation of the respondents.

Inference:

Majority (80.00%) of respondents are STUDENT.

Table no.4.5**Question based responses on Online shopping.**

Q. As per your daily use of things, cloth, Glossary etc which of company brand you may use

Answer	No. of respondents	percentage
AMAZON	101	60.01%
FLIP KART	37	26.00%
OTHER	12	14.00%
TOTAL	150	100%

Interpretation:

From the above table, it is interpreted that 60.01% of the respondent are answer Amazon. And 26.00% of the respondent are answer Flipkart and 14.00% of the respondent are answer Other. And total is 100%.

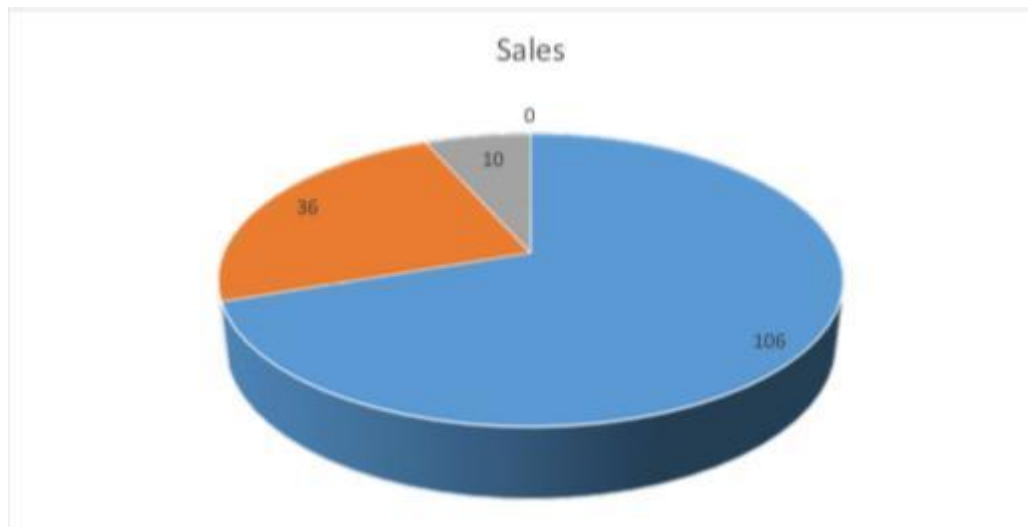


Fig 4.5: lastly your order to complete with Goods

Inference:

Major responded 60.1% are choose the Amazon company.

Table No.4.6:

Question Based responses:

Q. Based on your experience which brand is low price

OPTION	NO. OF RESPONDENTS	PERCENTAGE
OTHER	25	17.4%
Amazon	65	43.5%
Flipkart	60	39.1%
TOTAL	150	100%

Interpretation:

From the above the table, it is interpreted that 43.5% of the respondent are choose the Amazon product .and 39.1% of the respondent are choose the Flipkart product and 17.4 of the respondents are choose the other.

Chart No.4.6:

Chart of presentation at based on your experience which brand is less price.

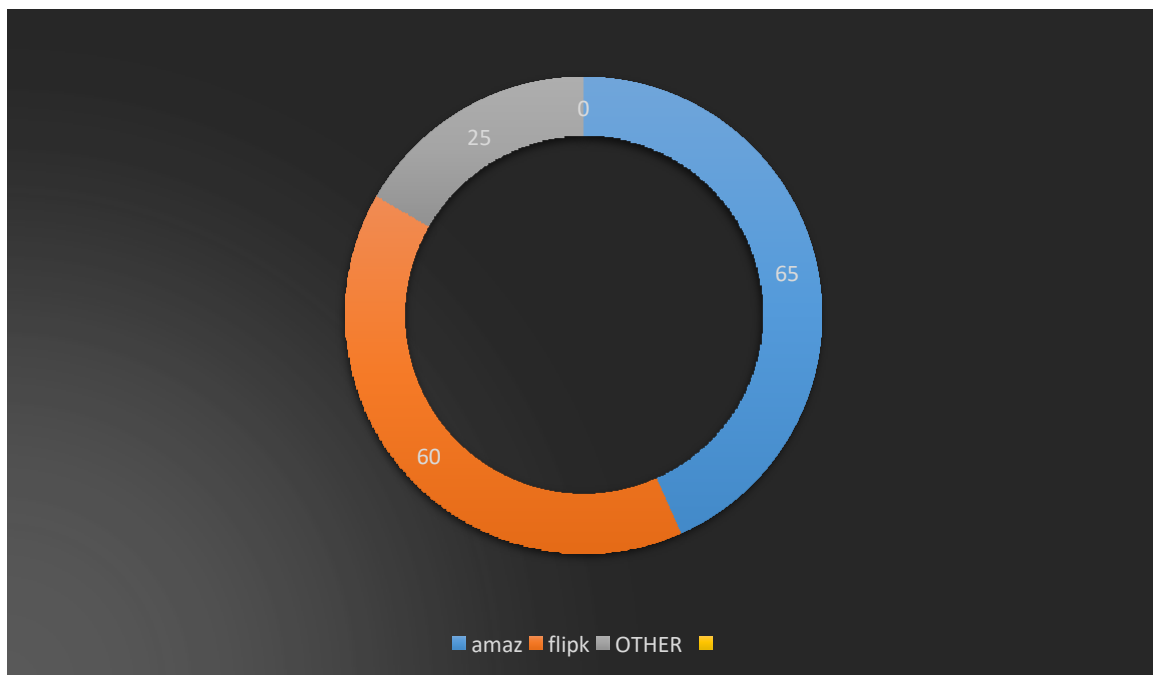


Fig 4.6: Mode of transport.

Inference:

Majority (43.5%) of the respondents are choose the Amazon product less price

Table No. 4.7:

Q. As per your experience which brand is high price.

OPTION	NO. OF RESPONDENTS	PERCENTAGE
Flipkart	35	30.34%
Amazon	50	50.25%
OTHER	15	19.41%
TOTAL	100	100.00%

Interpretation:

From the above table, it is interpreted that 35.25%of the respondent are choose Flipkart and 50.25% of the respondent are choose Amazon and 19.41% of the respondent are choose other .

Chart No. 4.7:

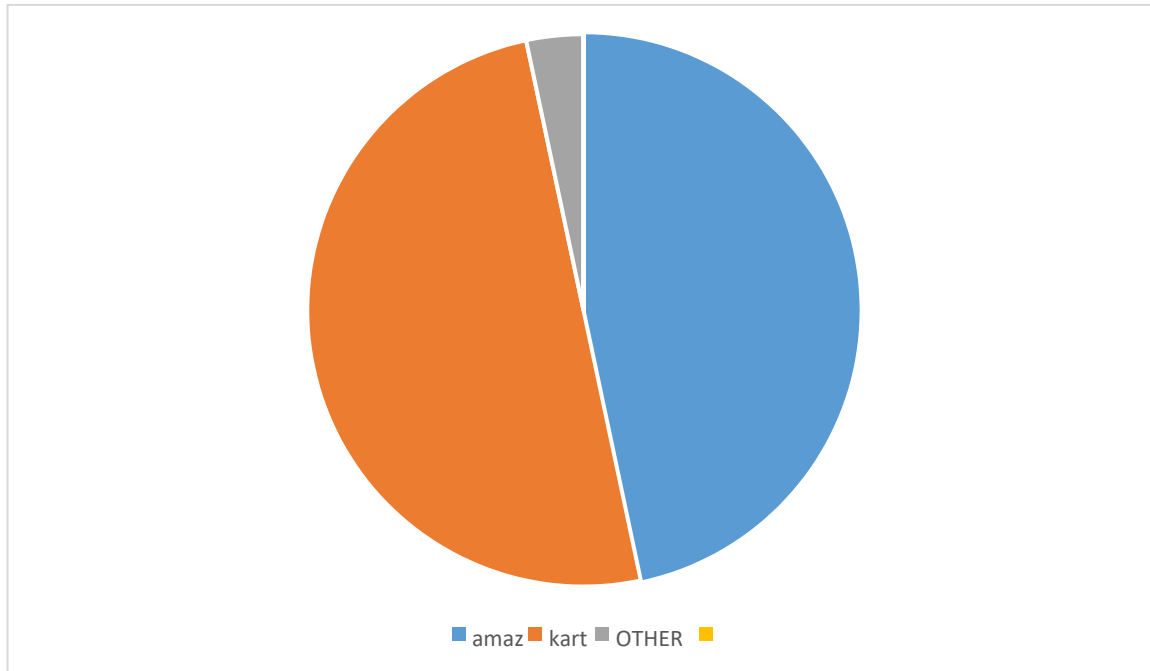


Fig 4.7: Filling of fuel of the respondents

Inference:

Majority (50.00%) of the respondent are choose AMAZON as a higher product price

Table No. 4.8:

Q. Are people are satisfied with the price of Amazon and Flipkart.

OPTION	NO. OF RESPONDENTS	PERCENTAGE
SATISFIED	30	13.00%
NEUTRAL	135	66.6%
UNSATISFIED	25	8.04%
MAY BE	10	13.00%
Total	200	100%

Interpretation:

From the above table, it is interpreted that 69.6% of the respondent are choose the neutral and 13.00% of the respondent are choose the satisfied and 13.00 of the respondent may be and 5.04 of the respondent are choose the unsatisfied .

Chart No. 4.8:

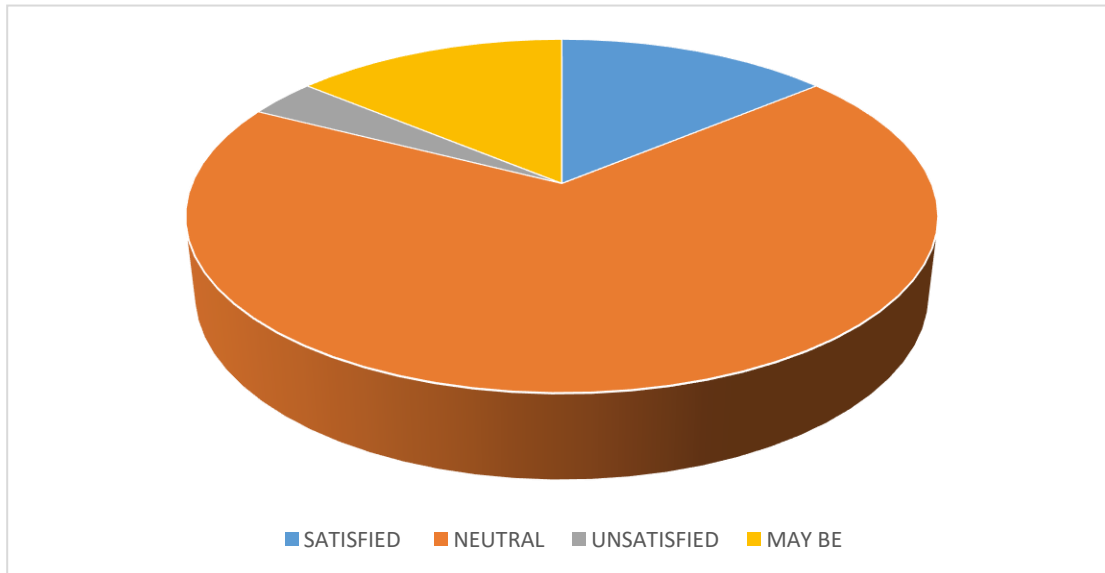


Fig 4.8:

Inference:

Majority (69.6%) of the respondents are chosen neutral.

Table No. 4.9:

Q. In the Online companies product which kind of brand will you use.

OPTION	NO. OF RESPONDENTS	PERCENTAGE
ELECTRONICS	61	34.0%
GLOSSARIS	85	39.9%
CLOTES	20	17.4%
REMAINING	34	8.07%
Total	200	100%

Interpretation:

From the above table, it is interpreted that 39.9% of the respondent are choose the Electronics. and 34.00% of the respondent are choose the Glossaries and 17.4 of the respondents are choose the Remaining .and 8.7 of the respondents are choose electronics.

Chart No. 4.9:

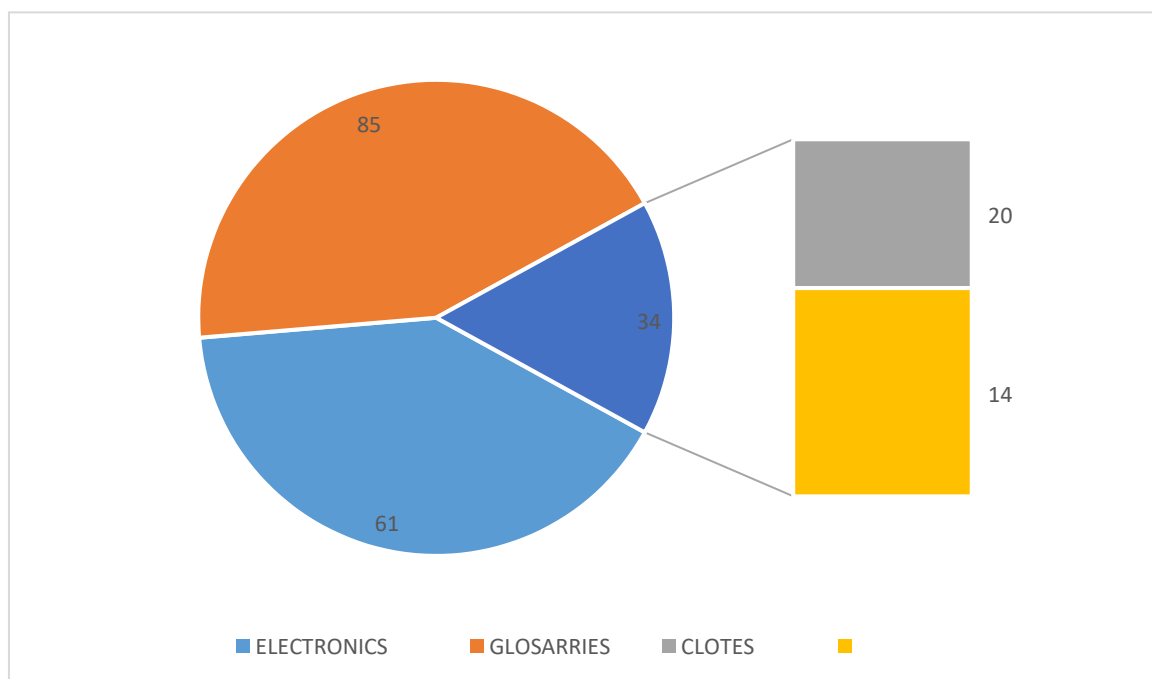


Fig 4.9

Inference:

Majority (39.9%) of the respondent are choose the Glosarries.

Table No. 4.10:

Q. When you buying a Amazon or Flipkart product what will you see

OPTION	NO. OF RESPONDENTS	PERCENTAGE
OFFERS	20	07.7%
QUALITY	85	69.6%
PRICE	30	21.7%
DESIGN	15	03.00%
Total	150	100%

Interpretation:

From the above table, it is interpreted that 69.6% of the respondent are choose the quality and 21.7% of the respondent are choose the Offers and 0.7.7%of the respondent are choose price and .03.00%of the respondent are choose the design.

Chart No.4.10

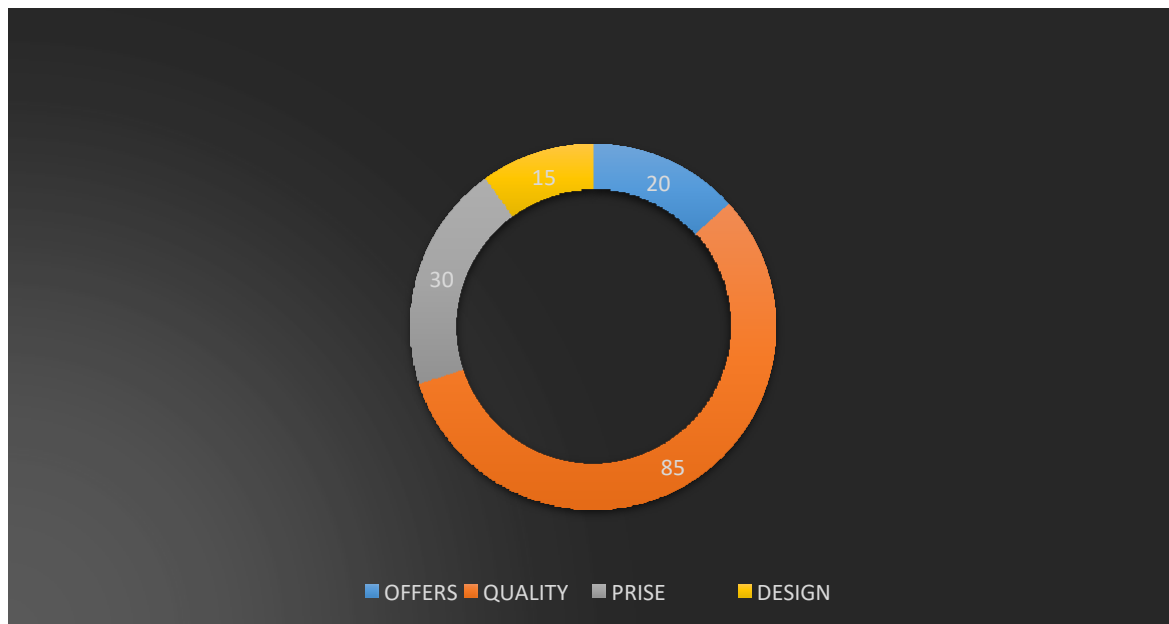


Fig 4.10

Inference:

Majority (69.6%) of the respondents are choose the offers.

Table No. 4.11:

Q. Do you think there is a price war between online and offline

OPTION	NO. OF RESPONDENTS	PERCENTAGE
ONLINE	130	60.9%
OFFLINE	40	18.1%
BOTH	30	21.00%
TOTAL	200	100%

Interpretation:

From the above table, it can be interpreted that 60.9% of the respondent are choose that online and 21.00%of the respondent are choose that Both and 18.1% of the respondent are choose that offline.

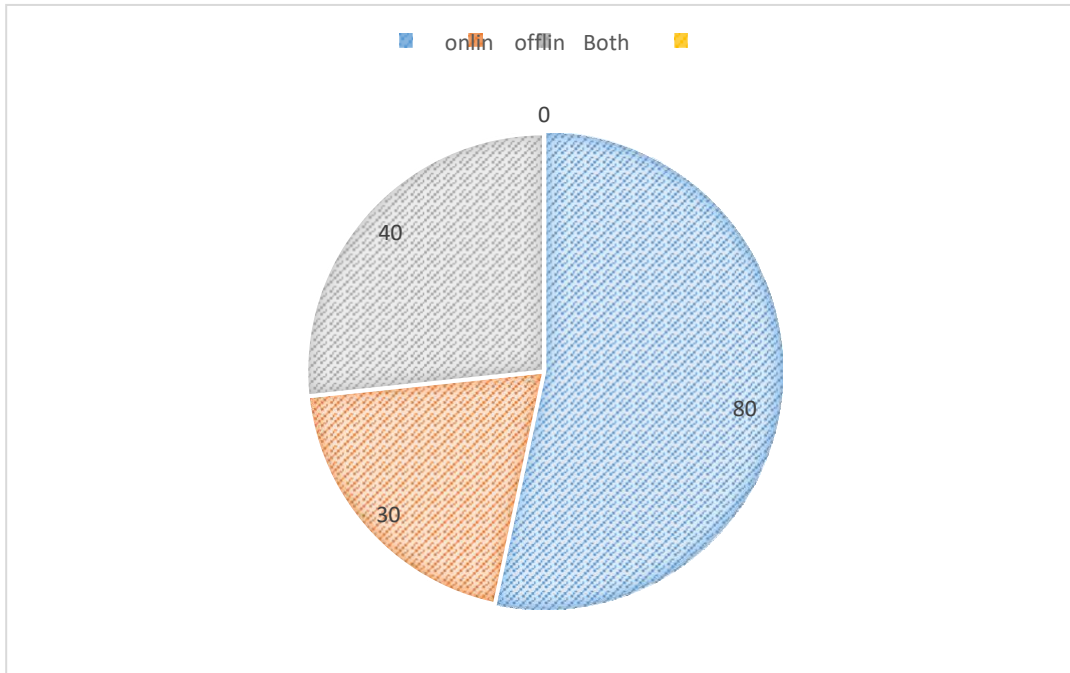


Fig 4.11

Inference:

Majority (60.9%) of respondents says Online that there is a price war

Table No. 4.12

Q. In the online companies product which kind of brand will you use.

OPTION	NO. OF RESPONDENTS	PERCENTAGE
GLOSSARIES	65	39.9%
ELECTRONICS	38	21.2%
CLOTES	10	13.5%
REMAINNG	37	21.4%
Total	150	100%

Interpretation:

From the above table, it is interpreted that 39.9% of the respondent are choose the Glossaries and 21.2% of the respondent are choose Electronics and 21.4% of respondent choose Clots and 13.5%of the respondent are choose the remainng.

Chart No. 4.12:

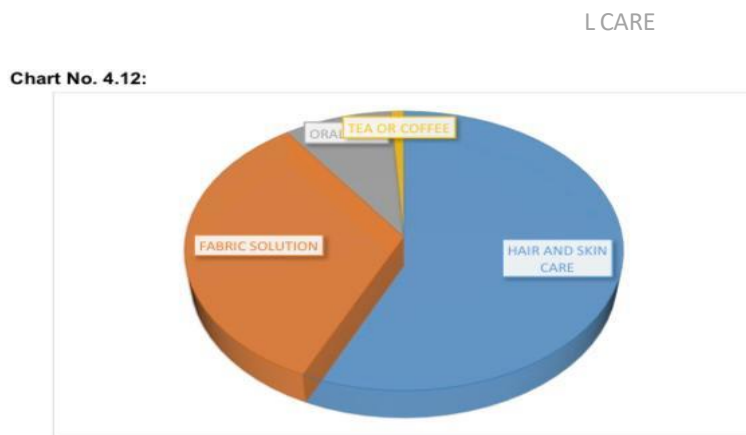


Fig 4.12

Fig 4.12

Inference:

Majority (39.1%) of the respondents are choose the GLOSSARIES In the online product.

Table No. 4.13

Q. Due to price war and increase in competition whether the people are affecting.

OPTION	NO. OF RESPONDENTS	PERCENTAGE
ONLINE	36	22.01%
OFFLINE	35	21.09%
BOTH	79	56.00%
TOTAL	150	100%

Interpretation

From the above table, it is interpreted that 56.00% of the respondent are choose that may be Offline 21.09%of the respondent are choose that Offline and 22.01%of the respondent that choose the Online.

Chart no.4.13

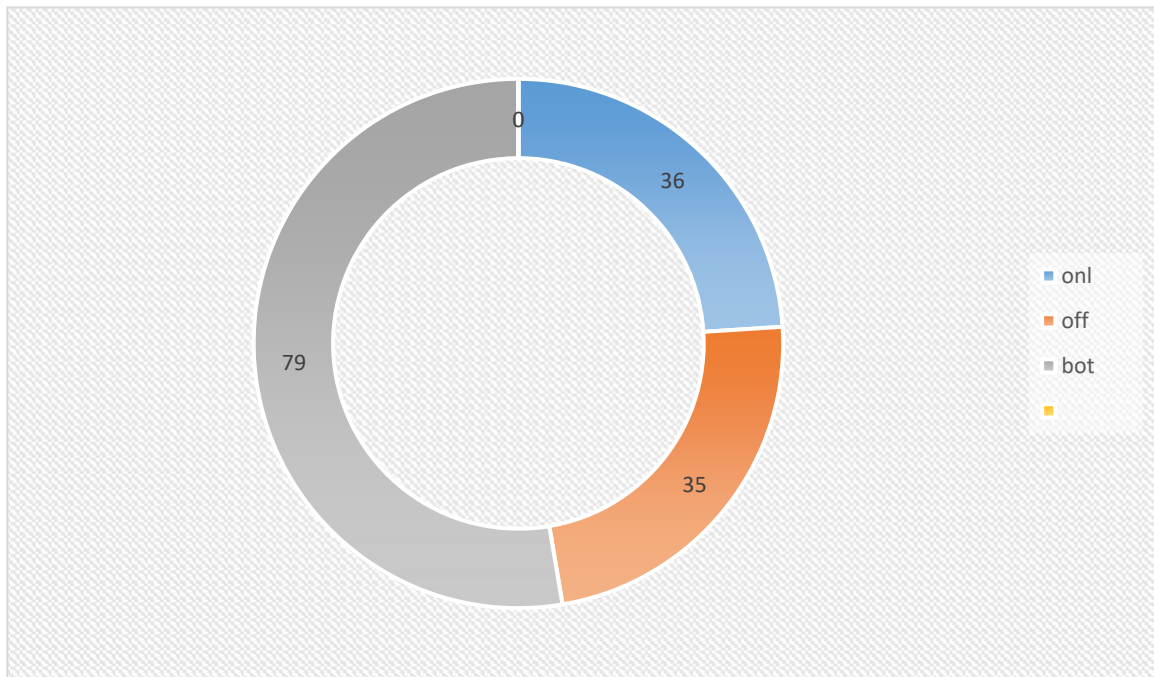


Fig 4.13

Inference

Majority (56.00%) of the respondent are telling that when there is price war and increase in the competition people are decreases.

4.2 STATISTICAL ANALYSIS

TEST 1 (CHI SQUARE)

Hypothesis:

A hypothesis is a proposed explanation for a phenomenon. For a hypothesis, the scientific method requires that one can test it. Scientists generally base scientific on previous observations that cannot satisfactorily be explained with the available scientific theories.

This usually involves proposing a possible relationship between two variables; the independent variable and the dependent variable.

A hypothesis is a precise, testable statement of what the researcher predict will be the outcome of the study. It is stated at the start of the study.

- **CASE PROCSSING STUDEY.**

	VALIDITY		TOTALLY
	X	PRESENT	
People are satisfied with the price of	200	100%	100%
ONLINE and OFFLINE product /When you buying			
A ONLINE or OFFLINE product what will you see			

- **COUNT**

When you buying a ONLINE or OFFLINE product what will you see

		price	quality	quantity	design	total
Are people are satisfied	Satisfied	10	8	12	12	42
with the price of	Neutral	15	8	10		48
Online and offline	Unsatisfied	7	19	10	1	37
	May be	5	10	4	4	23
	total	37	52	34	27	150

- **CHI-SQUARE TEST.**

Hence

X1 calculated =22.87

X2 chi square table=35.92

Degree of freedom =12

X1 calculator >X2 tabular (or called as X2 critical)

- **RESULT.**

I have got 22.87 in the chi square test hence it reject null hypothesis and accept alternative hypothesis.

So that there is significant relationship between are people are satisfied with the price of online and offline company and while buying a offline or online companies product what they see.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

Based on the analysis and discussion on primary data in the previous chapter.

Finding, Suggestions, and Conclusion of the study in logical manner.

5.1 FINDINGS;

- Majority (53.80%) of the respondent are the age of 18-30 and next to that (13.20%) of the respondent are the age of 31-35.
- Majority (84.10%) of the respondent are male and next to that (15.90%) of the respondent are female.
- Majority (91.3%) of the respondent are unmarried and next to that (08.7%) of the respondent are married.
- Majority (86.00%) of the respondent are student and next to that (10.7%) of the respondent are employees.

- Majority (64.1%) of the respondent are using amazon product for electronics and next to that (24.1%) of the respondent are using flip kart product for washing.
- Majority (43.5%) of the respondent are choose the online product as a lower price and next to that (39.1%) of the respondent are choose the offline product.
- Majority (50.00%) of the respondent are choose the offline product are higher price and next to that (40.2%) of the respondent are choose the online product .
- Majority (69.6) of the respondent are choose neutral that they are satisfied with the price of online and offline and next to that (20.00%) of the respondent are satisfied with the price.
- Majority (39.1%) of the respondent are choose the Glosarries of the online product and next to that (34.8%) of the respondent are choose Electronic of the online product.
- Majority (69.6%) of the respondent are choose the quality while buying a Online or offline product and next to that (21.7%) of the respondent of quantity while buying.
- Majority (60.9%) of the respondent are choose online that there where a price war between amazon and flipkart company and next to that (21.00%)of the respondent are both.

- Majority (39.1%) of the respondent are choose Glossaries of the amazon product and next to that (21.8%) of the respondent are choose Electronics.
- Majority (56.00%) of the respondent are choose that BOTH there isa price war and increase competition and next to that (22.1%) of the respondent are choose online.

5.2 SUGGESTIONS

- ❖ Shopping online gives the best experience of purchasing a thing from home whit out going out to market buy anytime from anywhere you prefer .
- ❖ Some one of respondents tells that they are unsatisfied with the price of online and offline .and my recommend is that they have to listen to feedback, be transparent about the changes.
- ❖ Some of the respondents tell us that price war and increase competition may affect the people and my recommend id that to

avoid price war they can make weekly offer and deliver it and create a good image on their company

5.3 LIMITATION OF THE STUDY:

- ✓ Due to the time constraint, the sample size was restricted to 200 respondents only.
- ✓ Since the study is based on the primary data collected through a questionnaire, the result of the study are subject to all the limitations of the primary data.
- ✓ The analysis is based on some statistical tools which as it is own limitations.
- ✓ The finding and suggestions are based on the information given by the respondents.

- ✓ The study is based on the CUSTOMER SATISFACTION ON ONLINE AND OFFLINE SHOPPING.

5.3 CONCLUSION:

The company AMAZON and FLIPKART these two company are worldwide popular company and they both are selling 1000+ products like Electronics, Glossaries, Home things And health food drinks with superquality and better offers.

To avoid the Decreass and increase I competition the both company has to make they need to attract the customer and the customer has need to trust their product with the good quality and they can also make a weekly offer to attract them ,they need to take customer feedback ,set competitive pricing and provide great customer service .

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APPENDIX:

A STUDY ON PRICE WAR AND INCREASE IN COMPETITION

QUESTIONNAIRE:

1. Email

2. Name of the respondent

3. Age of the respondent

a.18-30

- b. 31-35
- c. 36-45
- d. above45

4. place

5. Gender of the respondent

- a. MALE
- b. FEMALE

6. Marital status

- a. ELECRONICS
- b. CLOTHS

7. Occupation of the respondent

- a. Employee
- b. Student
- c. other

8. As per your daily use of Electronics, cloth, floor washing etc... which kind of companybrand you may use

- a. Amazon Company.
- b, Flipkart Company.
- c. Myntra Company.

9. Based on your experience which brand is less price

- a. OTHERS.
- b. ONLINE.
- c. OFFLINE.

10. As per your experience which brand is high price

- a. ONLINE SHOPPING.
- b. OFFLINE SHOPPING.
- c. OTHE.

11. Are people are satisfied with the prices of ONLINE and SHOPPING

- a. Satisfied
- b. Neutral
- c. Unsatisfied
- d. May be

12. In the ONLINE Companies product which kind of brand will you use

- a. GLOSSARYES
- b. ELECTRONICS
- c. CLOTHS
- d. OTHERS

13. When you buying a ONLINE OR OFFLINE product what will you see

- a. PRICE
- b. QUALITY
- c. OFFERS
- d. DESIGN

14. Do you think there is a price war between ONLINE and OFFLINE

- a. YES
- b. MY BE SURE
- c. NO

15. In the OFFLINE companies product which kind of brand will you use

a. DAL

b. HOME THINGS

16. Due to the price war and increase in competition, whether the people are affecting

A. YES

B. MAY BE

C. NO

17.Tell your feedback

A. YES

B. NO