

A STUDY ON ONLINE SHOPPING BEHAVIOUR OF HOSTEL STUDENTS

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

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 BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of
HARI PRIYA. M (38280039) who have done the Project work entitled “**A STUDY
ON ONLINE SHOPPING BEHAVIOUR OF HOSTEL STUDENTS**” under my
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HARI PRIYA. M

DECLARATION

I **HARI PRIYA. M (38280039)** hereby declare that the Project Report entitled “**A STUDY ON ONLINE SHOPPING BEHAVIOUR OF HOSTEL STUDENTS**” done by me under the guidance of **DR. KUMARASAMY. P** is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

PLACE:

HARI PRIYA. M

ABSTRACT

The Internet has picked up the status of as an enthusiastic financially savvy stage, over a rich wellspring of correspondence. It has increased the complexities of the clear demonstration of exchange. "Google" has become the conventional name for "looking through data". Furthermore, for online exchange exercises the stages associated with web-based purchasing can be isolated into disposition arrangement, goal, appropriation and continuation with web-based purchasing. The most significant variables that web-based purchasing conduct in disposition, inspiration; trust, hazard, socioeconomics, site and so on are broadly inquired about and detailed. "Web selection" is broadly utilized as an established structure to consider "appropriation of web-based purchasing". Post reception or continuation with web-based purchasing is the region which despite everything needs prove look into work. Momentum condition of this rising field offers the possibility to recognize territories that need consideration for future scientists. Furthermore, the away from the web-based purchasing conduct can give the chances to structuring new capacities and techniques that would extinguish online purchasers pushed on esteem. The goal of the exploration is to identify and explore nearly all frequently purchasing products online also influencing factors on the online buying behavior of the school students. Functionality, privacy, trust, firm reputation and superficial value are the leading influencing factors on consumer buying online behavior.

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Chapter 1

1.1 Introduction

India will have the world second –largest Internet user base by this December, overtaking the US. This is among the many interesting findings in the Internet in India 2015 report released by the Internet and Mobile Association of India (IAMAI) and IMRB International. According to report, India will have 402 million Internet users by December 2015 and its user base has increased by 49 per cent compared to last year. In October, 317 million Indian users accessed Internet. China has the largest Internet user base, with over 600 million users. It is not surprising anymore that mobile is responsible for a big chunk of this growth. In Urban India, the mobile in October 2015. In Rural India, the mobile Internet user base is expected to reach 87 million by December 2015 and 109 million by June 2016.

Online communication, social networking, and entertainment are the reasons for accessing the Internet. Only 24 per cent of urban and 5 per cent of rural users accessed the Internet for online shopping. The demographic data in the report also point to some interesting trends. In rural India, 75 per cent of the users fall in the 18-30 years age bracket, while 11 per cent are younger India e-commerce market was worth about \$3.8 billion in 2009, it went up to \$12.6 billion in 2013the 18 and 8 per cent are in the 31-45 years group. In Urban India, 32 per cent of monthly active users are college – going students. India e-commerce market was worth about \$3.8 billion in 2009, it went up to \$12.6 billion in 2013.

1.2 Industry Profile

E-Commerce is the sales channel of the future. The characteristics of the global electronic market constitute a unique opportunity for companies to more efficiently reach existing and potential customers by replacing traditional retail stores with web-based business (Limayem, Khalifa, & Frini, 2000). There are two forms of E-Commerce, one is business

to business and another is business to consumer. The Business to customer is also called online shopping.

Online shopping indicates electronic commerce to buy products or services from the seller through the Internet. Internet-based or Click and Order business model has replaced the traditional Brick and Mortar business model. More people than before are using the web to shop for a wide variety of items, from house to shoes to airplane tickets. Now people have multiple options to choose their products and services while they are shopping through online platform.

Flipkart:

Flipkart is an e-commerce company headquartered in Bangalore, Karnataka, India and registered in Singapore. The company initially focused on book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, and lifestyle products. Flipkart Big Billion days sales 2020 offer 90% off on mobiles, Electronics & more + 10% Extra SBI bank discount. Gear up for the festive season with the Flipkart big billion days sales 2020 and slash your shopping bills by up to 90%. Flipkart big billion days sales 2020 is back.

Amazon:

Amazon.com, Inc. often referred to as simply amazon, is an American electronic commerce and cloud computing company with headquarters in Seattle, Washington. Amazon.com started as an online book store, later diversifying to sell DVDs, Blu-rays, CDs, video download/streaming, MP3 download/streaming, audiobook downloads /streaming, software, video games electronics, apparel, furniture, food toys and jewelry. The company also produces notably, Amazon, kindle, E-book readers, Fire tablets, Fire TV and Fire phone and is the world largest provider of cloud infrastructure services Amazon also sells certain low-end products like USB cables under its in-house brand Amazon Basics

Snapdeal:

Snapdeal is an online marketplace, New Delhi, India. The company was started by Kunal. Capital, Saama capital, Nexus ventures, Intel Capital, and Ratan Tata/When Snapdeal. Safina, Ru Net Holdings, and Bourne capital became shareholders in Snapdeal.

1.3 Need for study

To know about the most popular category of item purchased online. To study the impact of demographic characteristics of customers on their online purchase pattern.

1.4 Scope of study

This research focuses on to find out the important role of social media as the shopping platform and the customers perception on how the seller used English language as description and also caption in advertising the product.

Significance of the study

Online shopping is a virtual shopping that enables consumers to shop across multiple market places on a 24x7 basis through the internet. It facilitates the consumers to shop at online stores by simply clicking at the tip of a mouse. Consumers can purchase any item online. Online shopping gained momentum due to a variety of reasons, viz. convenience, availability of products at consumers" doorsteps, gift vouchers, discount, and low price, variety of products, etc. However, the online shopping system has its demerits. The consumers who buy a product cannot suffer the material or to try it especially in the case of clothing and see how it is made. Lack of Privacy and security is another problem faced by an online shopper, even though there are precautions to ensure the safety of the transaction. A study on online shopping behavior among youth enables us to understand the extent to which online shopping. It is in this environment that the present study titled "Online shopping behavior among youth" is attempted.

1.5 Objectives of the study:

This project is designed mainly to identify and evaluate the customer's response online shopping behavior of hostel students.

1.5.1 Primary objective:

This research focuses on Online shopping behaviour of hostel students.

1.5.2 Secondary objective:

- 1.To study the Online shopping behaviour pattern hostel.
- 2.To study the factors affecting the Online Shopping behaviour of hostel.
- 3.To identify their preferences towards different e-shopping websites and features of websites in general.
- 4.To study perception of hostel and their satisfaction level towards online shopping.

3.6 Limitation of study

The study was confined only to the hostel students of University so the study may not be generalized in a broader perspective. The study is restricted to only teenagers so in order to make more generalized, reliable and signification conclusions a study employing larger sample size is needed. Time-constraint has also been one of the limitations.

Chapter 2

REVIEW OF LITERATURE

2.1 INTRODUCTION

Review of research report is done to what research works have already been done on this and related topics or fields, the methodology adopted by them, the findings and conclusions, the listed scope for further research and so on. Below an attempt is made to review the available literature related to the topic of this research.

2.2 List of reviews

Amin.P. D and Amin.B.(2010) made an attempt to summarize the key findings from various research studies relating to gender based differences in case of online shopping .The stronger influence of perceived ease of purchasing on both attitudes and online shopping intentions for female compared to males indicates that online shopping intentions and attitudes are sensitive to female perception, given a higher demand for the physical environment or a strong desire for the sensory pleasures associated with touching a product. Finally, the gendered nature of conventional buying emerged clearly- women prefer emotional and psychological involvement in the online and offline shopping process; whereas men focus on efficiency and convenience in obtaining shopping outcomes from actual product.

Banerjee, Dutta, and Dasgupta.(2010) conducted a study on “customer`s attitude towards online shopping”. The study revealed that among the 202 respondents who shopped online, 89.1% were satisfied and 96.1% satisfied customers also intended to indulge in online shopping in the future. It could be concluded that the availability of extensive and current information was the most important factor which influenced Indian customers to shop online. The researcher also revealed that there was a significant

association between online shopping and monthly family income, frequency of internet usage, and time spent per session on Internet usage.

Broekhuizen and Huizingh (2009) conduct a study on "Online purchase determinants: Is their effect moderated by direct experience." The purpose of this paper is to examine the moderating influence of direct online shopping experience in an e-commerce context. Compared to the purchasers, the inquirers were more concerned with the perceived enjoyment, risk and price attractiveness offered by the website, while caring less about time/effort savings. Inquirers were negatively influenced by the price attractiveness of their chosen insurance, which indicates that they were less likely to use the website for future transactions if they were satisfied with their current price. Guidelines for managers of websites for financial services about how to convert inquirers into buyers and improve the loyalty of online buyers. Draws upon insights from marketing, e-commerce and information systems to provide substantial support for the hypotheses regarding the moderating influence of direct online shopping experience

Torben Hansen, Jan Moller Jensen, (2009) conduct a study on "Shopping orientation and online clothing purchases: the role of gender and purchase situation" This paper seeks to investigate shopping orientation and online clothing purchases across four different gender-related purchasing contexts. A conceptual model for understanding the impact of shopping orientation on consumer online clothing purchase is proposed and tested both in a general setting and across purchasing contexts. The results support the expected differences in men's and women's shopping orientations and willingness to purchase clothing online. On average, consumers indicate that reduced difficulty in selecting items is sorely needed when purchasing clothing online. However, when evaluated across different purchasing situations, perceived difficulty in selecting items is an important action barrier only for women. Less fun significantly affected online clothing purchases for men purchasing clothing for themselves, but not for women doing the same.

Miao Zhao, Ruby Roy, Dholakia (2009) The purpose of this paper is to address the following questions in the context of a transactional web site. How do web site attributes influence customer satisfaction? Will an increase in the performance of a specific attribute lead to increased satisfaction? The paper identifies several relationships between interactive web site attributes and customer satisfaction. At this stage of web development, no attribute emerges as a “must-be” attribute; one - dimensional or linear attributes are common but not the only category of interactive attributes. In addition, mixed and attractive attributes were also found. Moreover, the paper confirms that Kano categories shift over time and with usage experience. Different web site design strategies should be used depending on users' online experience and the various relationships between interactive web site attributes and customer satisfaction. No previous research has yet examined interactivity at the attribute level. Web site designers and managers have to make decisions regarding each attribute. Adopting the Kano methodology, widely used in other areas of research, this paper examines the relationships between attribute-level interactivity and customer satisfaction with a retail web site.

Lan Xia, Kent B. Monroe, (2009) The purpose of this paper is to study the effects of consumers' pre-purchase goals on their responses to price promotions. Consumers with a pre-purchase goal were found to be more attracted to the promotion than those without a goal. More importantly, pre-purchase goals interact with promotion characteristics and produce differential effects on willingness to buy. Consumers with a pre-purchase goal are more attracted to promotions emphasizing reduced losses while those without a goal responded more favorably toward promotions emphasizing gains. Moreover, consumers with and without a pre-purchase goal respond differently to various discount levels. Existing research on price promotions has not examined the influence of consumers' pre-purchase goals. This paper brings a new dimension to price promotion research. Understanding these variations in pre-purchase goals across consumers will help sellers design more effective promotion programs.

Xia Liu, Mengqiao He, Fang Gao, Peihong Xie, (2008) The purpose of this study is to identify factors that may influence Chinese customers' online shopping satisfaction, including those which are ignored by prior studies, from the perspective of total online shopping experience. In this paper, the authors propose a model of the satisfaction process in the e-commerce environment, identifying key constructs proposed by prior studies and developing hypotheses about which dimensions of online retailer constructs are significant predictors of online shopper satisfaction. The authors test the hypotheses through multiple regression analysis based on a survey of 1001 online customers. The analysis suggests that eight constructs – information quality, web site design, merchandise attributes, transaction capability, security/privacy, payment, delivery, and customer service are strongly predictive of online shopping customer satisfaction, while the effect of response time is not significant. This research contributes to the study of online shopping customer satisfaction by developing a model of the satisfaction process in the e-commerce environment, and identifying factors that may influence Chinese customers' online shopping satisfaction including those which are ignored by prior studies.

(Tulsi Raval, 2014) stated that today the demand of e-commerce market is increasing in India. Use of smartphone and desktop has increased in India and due this the tendency of online shopping increase in Indians. It is noticeable that the world's leading e-commerce companies are competing to capture the Indian e-commerce market. The behaviour of the Indian online shoppers is the main noticeable factor in Indian e-commerce market. The demands of the Indian shoppers are different from other nations of the world. In India, a shopper is always looking for a cheap rate product⁶ and that is why almost one third of the total sale is made during the sales season. The discount offered by the companies affects not only offline market but also affects the e –commerce market.

(Chatterjee and Ghosal, 2014) find that in current scenario of electronic data exchanges, India is fast adaptor of technology and has taken to e-commerce. In India a significant number of customers who don't adopt the facilities of online services whereas online shopping provides many facilities. In India the adoption rate of the technology is different from other countries because India has unique social and economic characteristics.

Agarwal, 2013, finds the factors in “A study of factors affecting online shopping behavior of consumers in Mumbai region”, that affect online shopping like time saving, money saving, no risk in transaction, easy to choose and compare with other products and delivery of product on time., There have been changes in the methodology for business transactions, With advancements in Online shopping.

Oxford Dictionary (2012) e-commerce is defined as 'commercial transactions conducted electronically on the Internet'.

Financial Times (2012) E-commerce is defined as a buying and selling activity through the Internet. Ecommerce can be defined as the buying, selling and exchanging of products and services without any physical contact through the Internet by businesses, consumers and other parties.

(Comegys, 2009) stated that there is no option to touch or try products when purchase through Internet. So online store should offer them some additional options like money-back guarantee and replace the product to reduce customers' concern. Now online Sellers refund money including shipping expenses to reduce purchasing risk. To improve their distribution channels online stores may cooperate with other companies with expertise. Now consumers are spending their time with social media., and taking into consideration of this channel when making purchasing decisions. This evolution has deep effects on the online marketing. Consumers' value has increased in the modern scenario. Even the marketers have to be linked to the online world for a successful reach to the customers. That is why, today's businesses have been advertised their activities through this new media.

(Lai and Turban, 2008) stated that today's customers are using internet for their purchasing decisions. Web 2.0 technologies have made the internet more social and the pace of development has been accelerated by the customers. Internet has made the consumers publishers and has provided an easy access to share the content online.

(Monsuwe, et al., 2004) find that younger consumers have interested in using internet to search for information. Older consumers have less knowledge about the internet and new technology so internet is mentioned as a risky environment for older consumers. There is one more factor which effect the purchase through Internet by older consumers is that they also insist to try products before purchasing.

(Lim and Dubinsky, 2004) stated that credit card is mostly used as payment mode in online shopping hence customers pay attention to seller's information in order to protect themselves. Customers desire to buy product and service from the company and website that they trust, or brand that they are familiar with (Chen and He,2003).

(Lim and Dubinsky, 2004) find that online sellers need to know the issues which affect the online shoppers before their online purchase so that they retain their customers. Online seller can create a new and effective marketing programme for their customers to better understand their shopping behaviour. There are many options for companies to attract those who do not shop online so they become more interested and to be potential customers.

Kau, et al. (2003; 150) stated that older consumers (40 years old and above) have mostly choose traditional shopping. Researches about young adults are also helpful to predict future consumer behavior easier. Young adult generation has more options with respect to other generations. Young shoppers they are more conscious for online shopping and give their decision by themselves, they choose what they prefer easily.

Park and Kim (2003; 17) stated that trust issue is worked after with a few successful transactions and shoppers start feel safe and believe on the supplier that they answer their needs and wants. In terms of online shopping provided information is one of the issues. Because online shopping is related with computer-system so individuals cannot Touch or feel products. Therefore, their decisions based on the information that provided by online retailer. There are many factors that influence behavior of consumers like web site design, access to information, access time to information etc

Chapter 3

Research Methodology

3.1 RESEARCH DESIGN

3.1.1 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.

3.2 SOURCES OF DATA

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

3.2.1 Primary Data – Questionnaire given to 150 respondents

3.2.2 Secondary Data - Websites and online journals, Published reports & Review of literature from published articles

3.3 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 experience

3.4 SAMPLING TECHNIQUE

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.5 PERIOD OF STUDY

The duration of study is from DECEMBER 2020 to March 2021 which is a three month of study.

3.6 Analytical Tools

Percentage analyses, Bar Chart.

Chapter 4

DATA ANALYSIS AND INTERPRETATION

4.1 Tables and Chart

Table 4.1.1: Gender

S.NO	Particulars	No. of Respondents	Percentage
1	Male	102	68
2	Female	48	32
Total		150	100.00

Source: Primary data.

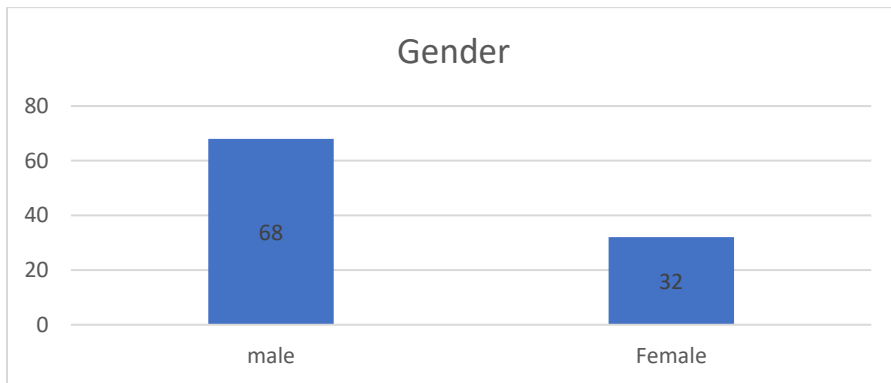


Table 4.1.1: Gender

Interpretation

From the above tables it is interpreted that the number of male respondents 68% and female respondent is 32%.

Inference

Majority (68%) of the respondents are Male.

Table 4.1.2: Marital status of the respondents

S.NO	Particulars	No. of Respondents	Percentage
1	Married	27	17.3
2	Unmarried	123	82.7
Total		150	100.00

Source: Primary data

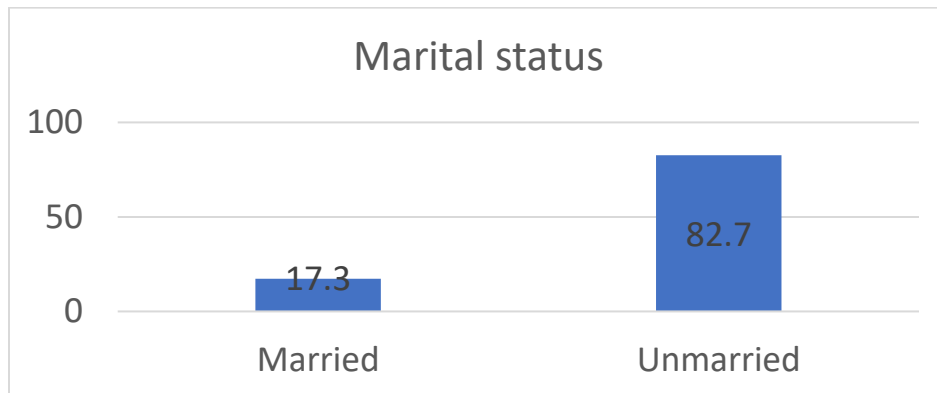


Table 4.1.2: Marital status of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 17.3% in married, 82.7% in Unmarried.

Inference

Majority (82.7%) of the respondents are Unmarried

Table 4.1.3: Age of the respondents

S. NO	Particulars	No. of Respondents	Percentage
1	18-24	65	43.3
2	25-30	84	56
3	31-35	1	0.7
4	36-40	0	0.00
Total		150	100.00

Source: Primary data

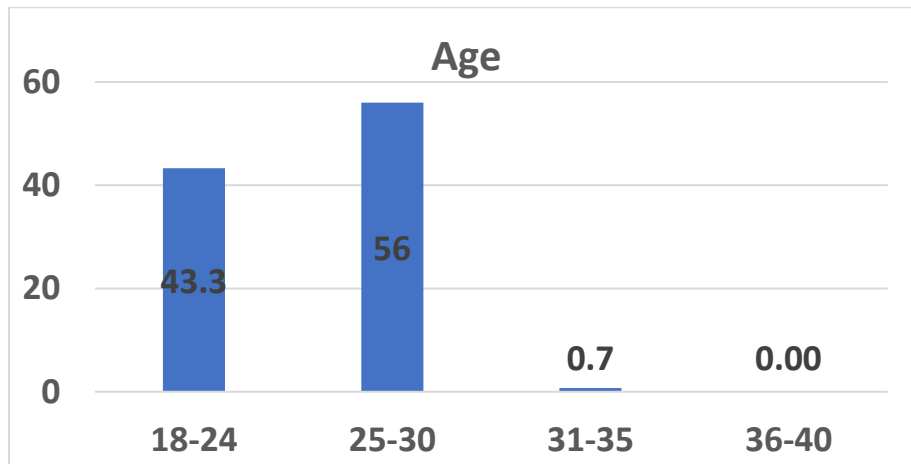


Table 4.1.3: Age of the respondents

Interpretation

From the above table it is interpreted that the number of respondents between 18 to 24 age of respondents are 43.3%, between 25 to 30 age of respondents are 56%, between 31 to 35 age of respondents are of 0.7%, 36 to 40 above age of respondents are 0.00.

Inference

Majority (56%) of the respondents are age between 25 to 30 years.

Table 4.1.4: If yes, how often do you make online purchase.

S.NO	Particulars	No. of Respondents	Percentage
1	Once in a month	35	23.3
2	Once in 2 – 3 months	51	34
3	More than once in 6 months	28	18.7
4	1 – 3 times in a year	20	13.3
5	As& when required	16	10.7
Total		150	100.00

Source: Primary data



Table 4.1.4: If yes, how often do you make online purchase

Interpretation

From the above table it is interpreted that the number of respondents' Online purchase 23.3% in Once in a month, 34% in Once in 2-3 month, 18.7% in More than once 6 months, 13.3% in 1-3Times in year, in 10.7% in as & when required.

Inference

Majority (34%) of the respondents says Once in 2 – 3 months

Table 4. 1. 5: What is the average amount that you spend per purchase while shopping online.

S. NO	Particulars	No. of Respondents	Percentage
1	Up to 500	25	16.7
2	Rs 500 – 1000	71	46.7
3	Rs 1000 – 5000	39	26
4	Above Rs 5000	15	10.7
Total		150	100.00

Source: Primary data



Table 4. 1. 5: What is the average amount that you spend per purchase while shopping online.

Interpretation

From the above table it is interpreted that the number of respondents amount that you spend per purchase while shopping online 16.7% in Up to 500, 46.7% in Rs 500-1000, 26% in Rs 1000-5000, 10.7% above Rs 5000.

Inference

Majority (46.7%) of the respondents says Rs 500 – 1000

Table 4. 1. 6: Generally, when do you prefer making online purchase

S.NO	Particulars	No. of Respondents	Percentage
1	During festive season	48	32
2	During heavy discount period offers	51	34
3	Depends upon mood or desire	31	20.7
4	As & when required	20	13.3
Total		150	100.00

Source: Primary data

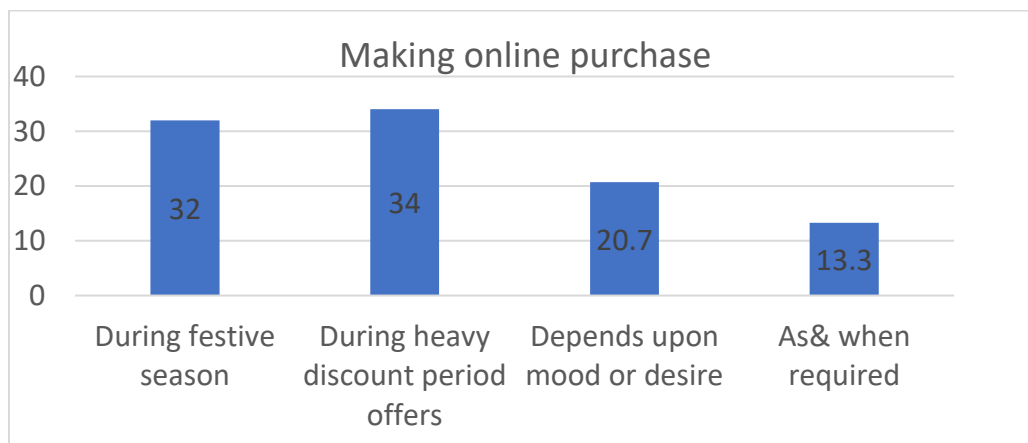


Table 4. 1. 6: Generally, when do you prefer making online purchase

Interpretation

From the above table it is interpreted that the number of respondents making online purchase. 32% in During festive season, 34% in During heavy discount period offers, 20.7% in Depends upon mood or desire, 13.3% in as & when required.

Inference

Majority (34%) of the respondents says During heavy discount period offers.

Table 4.1.7: How do you make payment mostly when shopping online.

S.NO	Particulars	No. of Respondents	Percentage
1	Debit card	29	19.3
2	Credit card	18	12
3	Cash on delivery	89	59.3
4	Third Party	14	9.4
Total		150	100.00

Source: Primary data

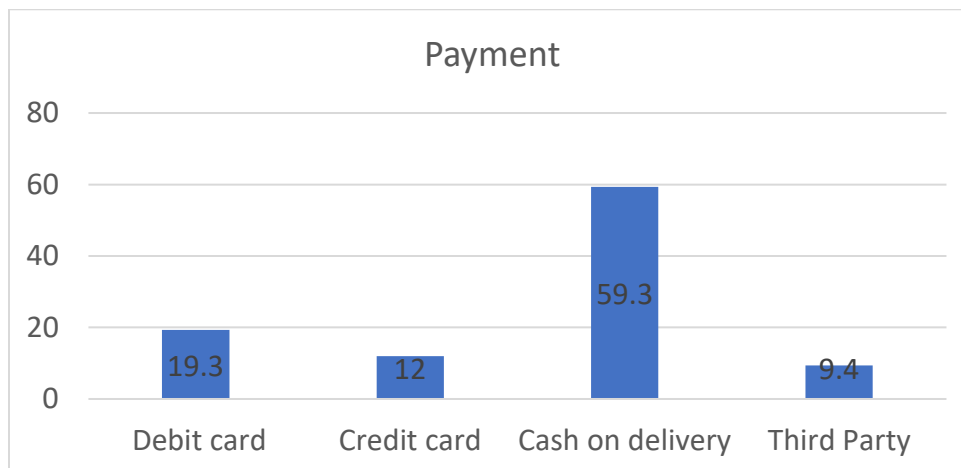


Table 4.1.7: How do you make payment mostly when shopping online.

Interpretation

From the above table it is interpreted that the number of respondents Payment. 19.3% in Debit card, 12% in Credit card, 59.3% in Cash on delivery, 9.4% in Third party.

Inference

Majority (59.3%) of the respondents says Cash on delivery.

Table 4. 1. 8: Which medium do you prefer for online shopping.

S.NO	Particulars	No. of Respondents	Percentage
1	Laptop/ P.C	22	14.7
2	Smartphone	115	76
3	Tablet	13	9.3
Total		150	100.00

Source: Primary data

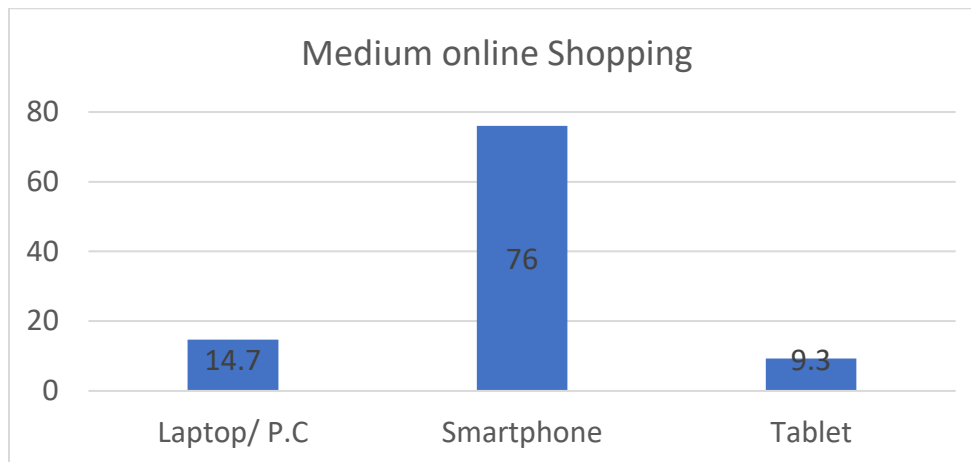


Table 4. 1. 8: Which medium do you prefer for online shopping.

Interpretation

From the above table it is interpreted that the number of respondents Medium online shopping. 14.7% in Laptop/ P. C, 76% in Smartphone, 9.3% in Tablet.

Inference

Majority (76%) of the respondents says Smartphone.

Table: 4.1. 9: Which of the following websites do you prefer for online shopping.

S.NO	Particulars	No. of Respondents	Percentage
1	Flipkart. com	55	36.7
2	Amazon. In	80	53.3
3	Jabong. Com	10	6.7
4	Snapdeal. Com	5	3.3
Total		150	100.00

Source: Primary data



Table: 4.1. 9: Which of the following websites do you prefer for online shopping.

Interpretation

From the above table it is interpreted that the number of respondents Online shopping websites. 36.7% in Flipkart, 53.3% in Amazon. In, 6.7% in Jabong. Com, 3.3% in Snapdeal. Com.

Inference

Majority (53.3%) of the respondents says Amazon. In.

Table: 4. 1. 10: How do you rate your experience of online purchase.

S.NO	Particulars	No. of Respondents	Percentage
1	Very much satisfied	48	32
2	Satisfied	79	52.7
3	Not satisfied	11	7.3
4	Can't say	12	8
Total		150	100.00

Source: Primary data



Table: 4. 1. 10: How do you rate your experience of online purchase.

Interpretation

From the above table it is interpreted that the number of respondents Experience of online shopping. 32% in Very much satisfied, 52.7% in Satisfied, 7.3% in Not satisfied, 8% in Can't say.

Inference

Majority (52.7%) of the respondents says Satisfied.

Table: 4. 1. 11: The differences between your expectations and the real products would influence your satisfaction.

S.NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	79	52.7
2	Agree	48	32
3	Neutral	12	8
4	Disagree	11	7.3
5	Strongly Disagree	0	0.00
Total		150	100.00

Source: Primary data

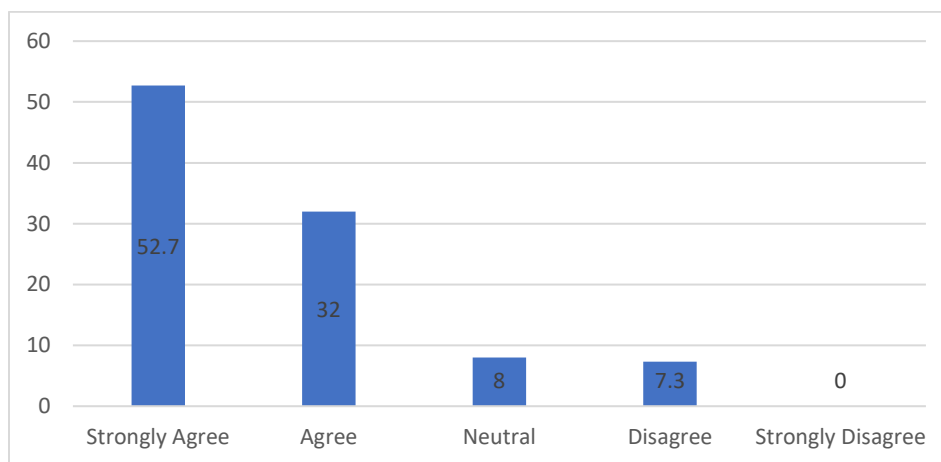


Table: 4. 1. 11: The differences between your expectations and the real products would influence your satisfaction.

Interpretation

From the above table it is interpreted that the number of respondent products would influence your satisfaction. 52.7% in Strongly Agree, 32% in Agree, 8% in Neutral, 7.3% Disagree, 0% in Strongly Disagree.

Inference

Majority (52.7%) of the respondents says Strongly Agree.

Table: 4. 1. 12: How would you rate your overall online shopping experience.

S.NO	Particulars	No. of Respondents	Percentage
1	Excellent	55	36.7
2	Average	80	53.3
3	Poor	15	10
Total		150	100.00

Source: Primary data

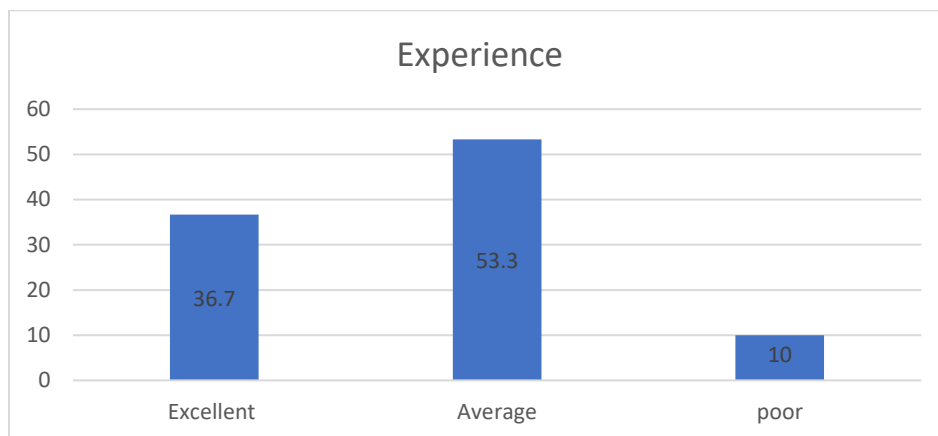


Table: 4. 1. 12: How would you rate your overall online shopping experience.

Interpretation

From the above table it is interpreted that the number of respondent Online shopping Experience. 36.7% in Excellent, 53.3% in Average, 10% in Poor.

Inference

Majority (53.3%) of the respondents says Average.

Table:4. 1. 13: You will buy the products again from a same shop if you are satisfied with it.

S.NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	74	49.3
2	Agree	55	36.7
3	Strongly Disagree	3	2
4	Disagree	18	12
Total		150	100.00

Source: Primary data

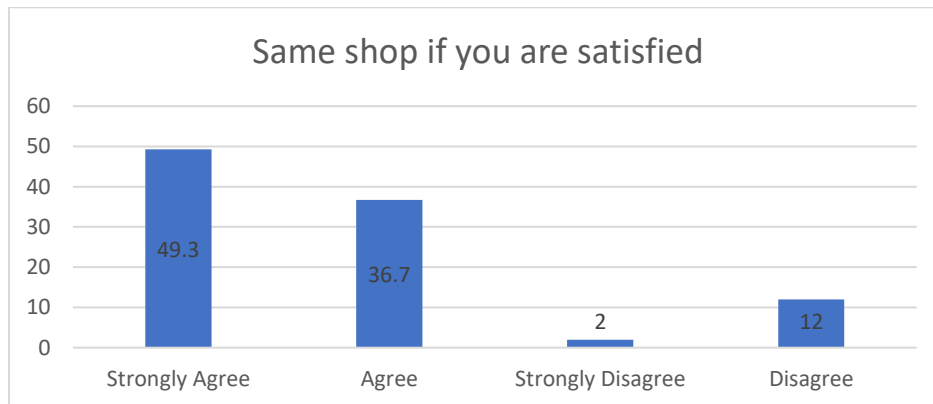


Table:4. 1. 13: You will buy the products again from a same shop if you are satisfied with it.

Interpretation

From the above table it is interpreted that the number of respondent same shop if you are satisfied. 49.3% in strongly Agree, 36.7% in Agree, 2% Strongly Disagree, 12% Disagree.

Inference

Majority (49.3%) of the respondents says in Strongly Agree.

Table: 4. 1. 14: If an online shop deals with your complaints very well I will continue to buy something from it.

S.NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	28	18
2	Agree	99	66
3	Strongly Disagree	9	6
4	Disagree	14	9.30
Total		150	100.00

Source: Primary data

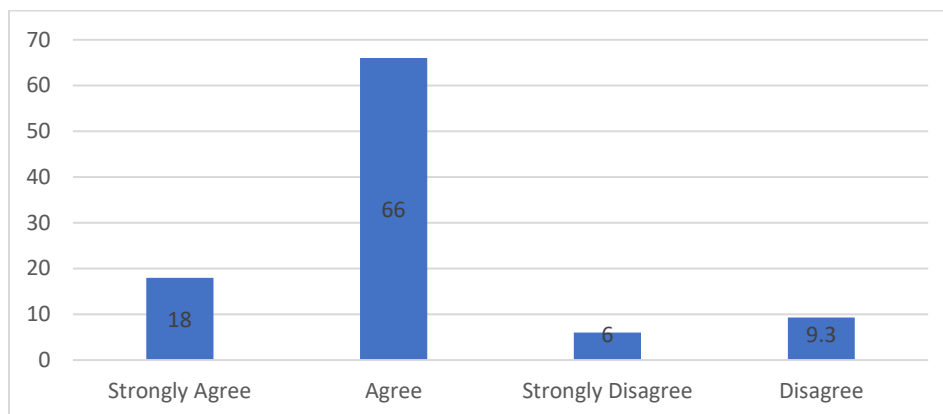


Table: 4. 1. 14: If an online shop deals with your complaints very well I will continue to buy something from it.

Interpretation

From the above table it is interpreted that the number of respondents very well I will continue to buy something from it. 18% in Strongly Agree, 66% in Agree, 6% in Strongly disagree, 9.3% in Disagree.

Inference

Majority (66%) of the respondents says in Agree

Table: 4. 1. 15: You will tell your friends or return the products directly if you are not satisfied with the products.

S.NO	Particulars	No. of Respondents	Percentage
1	Strongly Agree	46	30.7
2	Agree	97	64.7
3	Strongly Disagree	0	0
4	Disagree	7	4.7
Total		150	100.00

Source: Primary data

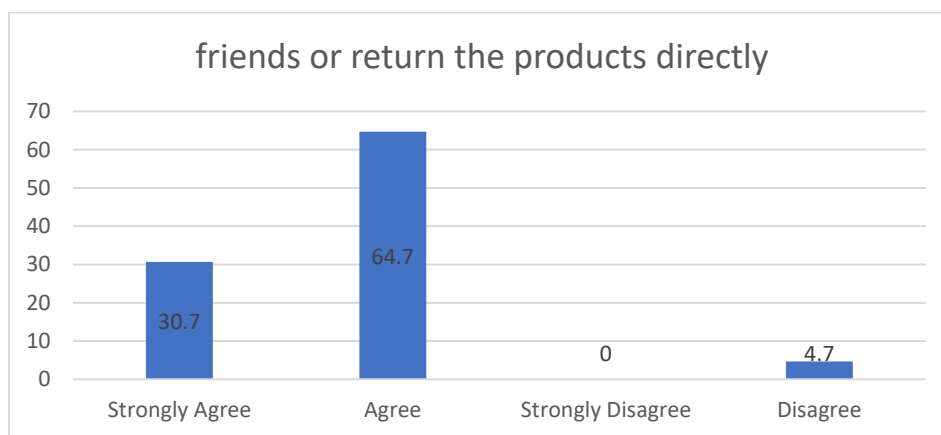


Table: 4. 1. 15: You will tell your friends or return the products directly if you are not satisfied with the products

Interpretation

From the above table it is interpreted that the number of respondent friends or return the products directly. 30.7% in Strongly Agree, 64.7% in Agree, 0% in Strongly disagree, 4.7% in Disagree.

Inference

Majority (64.7 %) of the respondents says in Agree.

Table: 4. 1. 16: What is /are the reason (s) for e- shopping.

S.NO	Particulars	No. of Respondents	Percentage
1	Saves money	60	39.3
2	Saves time	54	36
3	Convenient	21	14.7
4	Range and availability of products	15	10
Total		150	100.00

Source: Primary data

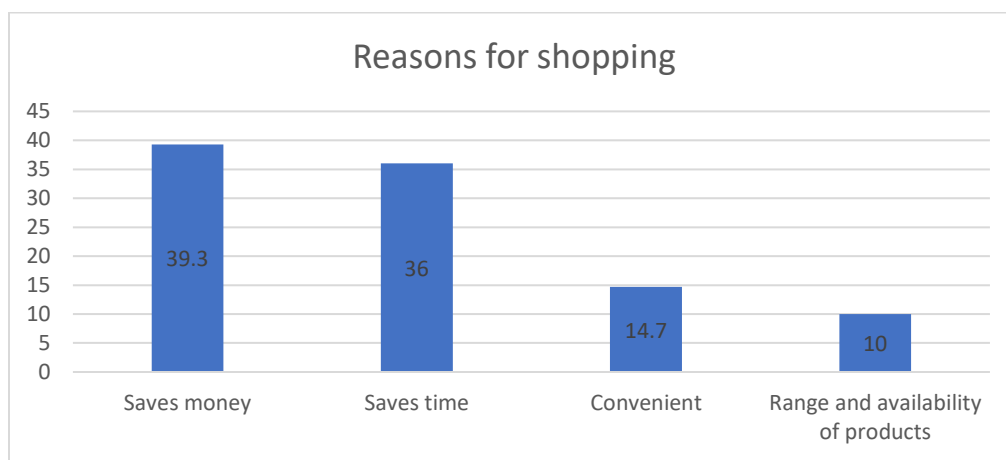


Table: 4. 1. 16: What is /are the reason (s) for e- shopping.

Interpretation

From the above table it is interpreted that the number of respondents Reasons for shopping. 39.3% in Saves money, 36% in Saves time, 14.7% in Convenient, 10% in Range and availability of products.

Inference

Majority (39.3%) of the respondents says Saves money.

Table: 4. 1.17: Features you think are necessary for an online shopping website to have.

S.NO	Particulars	No. of Respondents	Percentage
1	Social networking integration	38	25.3
2	Privacy & secure checkout	38	24.7
3	Customer friendly	41	27.3
4	Customer care services	20	13.3
5	Credibility	6	4.7
6	Comparison between sites	7	4.7
Total		150	100.00

Source: Primary data

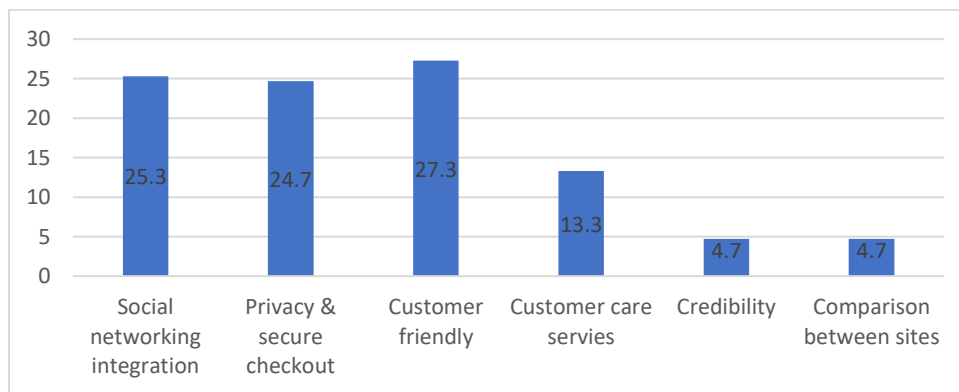


Table: 4. 1.17: Features you think are necessary for an online shopping website to have.

Interpretation

From the above table it is interpreted that the number of respondents necessary for an online shopping website to have. 25.3% in Social networking integration, 24.7% Privacy & secure checkout, 27.3% in Customer friendly, 13.3% in Customer care services, 4.7% in Credibility, 4.7% in Comparison between sites.

Inference

Majority (27.3%) of the respondents says Customer friendly.

Table: 4.1.18: If yes, what kind of problem (s).

S.NO	Particulars	No. of Respondents	Percentage
1	Delay in delivery	84	55.3
2	Cheap quality	33	22.7
3	Damaged product	26	17.3
4	Non- delivery	7	4.7
Total		150	100.00

Source: Primary data

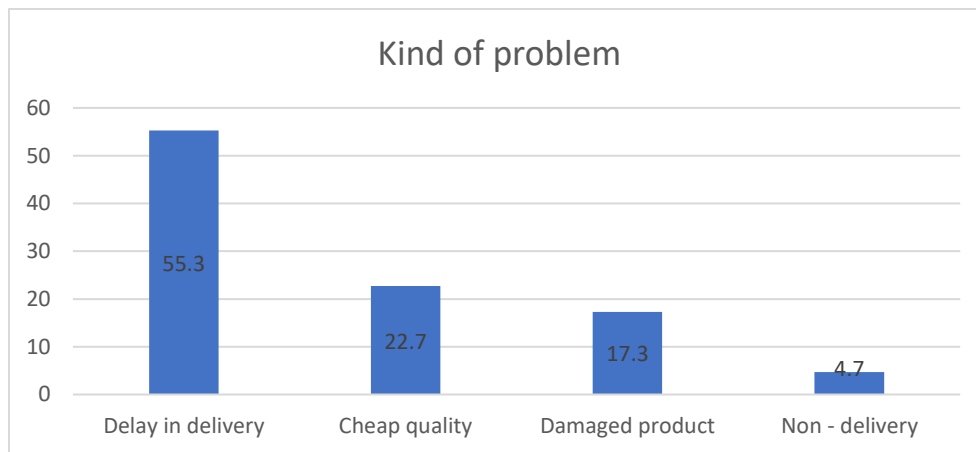


Table: 4.1.18: If yes, what kind of problem (s).

Interpretation

From the above table it is interpreted that the number of respondents Kind of problem. 53.3% in Delay in delivery, 22.7% in Cheap quality, 17.3% in Damaged product, 4.7% in Non – delivery.

Inference

Majority (55.3%) of the respondents says Delay in delivery.

Chapter 5

5.1 FINDINGS

- 1)** Majority (68%) of the respondents are Male.
- 2)** Majority (82.7%) of the respondents are Unmarried
- 3)** Majority (56%) of the respondents are age between 25 to 30 years.
- 4)** Majority (34%) of the respondents says Once in 2 – 3 months
- 5)** Majority (46.7%) of the respondents says Rs 500 – 1000
- 6)** Majority (34%) of the respondents says During heavy discount period offers.
- 7)** Majority (59.3%) of the respondents says Cash on delivery.
- 8)** Majority (76%) of the respondents says Smartphone.
- 9)** Majority (53.3%) of the respondents says Amazon. In.
- 10)** Majority (52.7%) of the respondents says Satisfied.
- 11)** Majority (52.7%) of the respondents says Strongly Agree.
- 12)** Majority (53.3%) of the respondents says Average.
- 13)** Majority (49.3%) of the respondents says in Strongly Agree.
- 14)** Majority (66%) of the respondents says in Agree.
- 15)** Majority (64.7 %) of the respondents says in Agree.
- 16)** Majority (39.3%) of the respondents says Saves money.
- 17)** Majority (27.3%) of the respondents says Customer friendly.
- 18)** Majority (55.3%) of the respondents says Delay in delivery.

5.2 SUGGESTION

The overall experience index from the study reveals that the company is performing very well and customers buying are much experience with the service given to them. Some of the customers have complained about the slack in the delivery process and timings. Therefore, this is the area which I recommend to the showroom to focus a little bit more. It needs to improve its delivery process and time. Need to become little quick and fast. The websites should also work considerably in building trust and friendly relationship with customers by coming with better privacy policies as this would encourage shoppers to use others mode of payments like debit cards, credit cards etc. as well.

5.3 Conclusion

A successful webstore is not the just a good-looking website with the dynamic technical features but is also emphasis on building the relationship with customers with making money. Firstly, understanding the customers need and wants is very essential for building a relation with the customers keeping companies' promises gives a customer a reason to come back and meeting the expectations gives them a reason to stay. Price factor and after sale factor play an important role in e commerce business so online marketers should give due importance to it as well as work on satisfying the existing customer each time and offer new schemes day by day to attract new ones.

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APPENDIX – 1 (Questionnaire)

1) Personal Details

- | | | |
|--------------------|------------|--------------|
| i. Gender | a) Male | b) Female |
| ii. Marital status | a) Married | b) Unmarried |
| iii. Age | a) 18-24 | b) 25-30 |
| | c) 31-35 | d) 36-40 |

2) If yes, how often do you make online purchase?

- a) Once in a month b) Once in 2 – 3 months
- c) More than once in 6 months
- d) 1 – 3 times in a year e) As & when required

3) What is the average amount that you spend per purchase while shopping online.

- a) Up to 500 b) Rs 500 – 1000 c) Rs 1000 – 5000
- d) Above Rs 5000

4) Generally, when do you prefer making online purchase

- a) During festive season b) During heavy discount period offers
- c) Depends upon mood or desire d) As & when required

5) How do you make payment mostly when shopping online.

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

6) Which medium do you prefer for online shopping.

- a) Laptop/ P b) Smartphone c) Tablet

7) Which of the following websites do you prefer for online shopping.

- a) Flipkart. Com b) Amazon. In c) Jabong. Com d) Snapdeal. Com

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

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

9) The differences between your expectations and the real products would influence your satisfaction.

- a) Strongly Agree b) Agree c) Neutral d) Disagree
- e) Strongly Disagree

10) How would you rate your overall online shopping experience.

- a) Excellent b) Average c) Poor

11) You will buy the products again from a same shop if you are satisfied with it.

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

12) If an online shop deals with your complaints very well I will continue to buy something from it.

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

13) You will tell your friends or return the products directly if you are not satisfied with the products.

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

14) What is /are the reason (s) for e- shopping.

- a) Saves money b) Saves time c) Convenient
- d) Range and availability of products

15) Features you think are necessary for an online shopping website to have

- | | |
|----------------------------------|------------------------------|
| a) Social networking integration | b) Privacy & secure checkout |
| c) Customer friendly | d) Customer care services |
| e) Credibility | f) Comparison between sites |

16) If yes, what kind of problem (s).

- | | |
|----------------------|------------------|
| a) Delay in delivery | b) Cheap quality |
| c) Damaged product | d) Non- delivery |