

A SURVEY ON ONLINE SHOPPING THROUGH AMAZON APPLICATION

Submitted in partial fulfillment of the requirements for the award of

Bachelors of Business Administration

by

S.HARIHARAN

38280040



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

April – 2021



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SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of

(S.HARIHARAN) (38280040) who have done the Project work entitled

“ A SURVEY ON ONLINE SHOPPING THROUGH AMAZON APPLICATION ” under my

supervision from January 2021 to March 2021

Internal Guide

(Name in Capital Letters

with signature)

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Dean – School of Business Administration

Submitted for Viva voce Examination held on _____.

Internal Examiner

(Name in Capital Letters

with signature)

External Examiner

(Name in Capital Letters

with signature)

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.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr./Mr./Ms** _____ for his/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 Business Administration who were helpful in many ways for the completion of the project.

(Name of the Candidate in capital letters)

DECLARATION

I (S.HARIHARAN) (38280040) hereby declare that the Project Report entitled

(A SURVEY ON ONLINE SHOPPING THROUGH AMAZON APPLICATION) done by me under the guidance of Dr. / Prof. / Mr. / Ms. (KUMARASAMY.P) is submitted in partial fulfillment of the requirements for the award of Bachelors of Business Administration degree.

DATE:

**PLACE:
CANDIDATE**

SIGNATURE OF THE

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ABSTRACT

The study focused on the purchasing pattern of the consumers, to evaluate the satisfaction level of services provided by Amazon, Customer loyalty is usually viewed as the power force of the relationship between the attitude of individual's relative and repeat patronage. Customer can buy anything from online such as books, household's product, toys, hardware and software etc. Moreover, in just few decade the internet has become more popular to Adult and young shopper because the internet offers significant advantages. Customer loyalty is one of the most over used phrases in business today. For fulfilling these objectives descriptive research design has been used. The data from 100 respondents have been collected from the area of South Chennai city. Shoppers can visit web site and shop just sitting in form of computer. Ability of the internet contains wide range of collecting information, supplying a service or purchasing a product Amazon should worktowardsthem so that it can increase its customers and finally profit.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Amazon is an American international e-commerce company. It was started by Jeffrey P. Bezos in the year 1994. And it was launched in India in June 2013. Three years back, Amazon had no infrastructure in India, and now it dominates the Indian markets. At the very start it was perception of investors that in India it will not go long like China as in the year 2004 when Amazon entered in China it hasn't seen much success there with Alibaba, its Chinese competitor, dominating the e-commerce market. After its bad run in China, Bezos is going all in for India. Fact behind formation of Amazon in India was its huge number of headcounts i.e. 1.25 billion four times as big as the U.S.'s and more than doubles Europe's. Of these, 500 million, around 35 percent, are internet users. As per researches the yearly growth rate of internet users is highest in India around six million users join every month. Researchers expect the online shopping market in India to reach \$15 billion by 2016 up from only \$35 million in

1.2 INDUSTRIAL PROFILE

Amazon.in Score (4.75) – World leader in e-commerce market recently started operation in India, Now Indians can buy Books, CD's Electronic, Gourmet food, Groceries, Health and Personal-care items, Industrial & Scientific supplies, Kitchen items, Jewellery, watches, lawn and garden items, musical instruments, Sporting goods, Tools, Automotive items and Toys & Games at cheaper price from Amazon.in. For limited time they offering free shipping. Amazon Coupons Amazon Deal & Offers

1.3Company profile;

Amazon.com began as a bookstore, and becomes a store for almost all products. Its website still offers millions of books, as well as other media, home furnishings, clothing, pet supplies, office products, health and beauty, jewelry, consumer electronics, software, lawn and patio, grocery, automotive products and hundreds of other product categories. In terms of electronics, Amazon manufactures and sells electronic devices, including Kindle, Fire tablet, Fire TV, Echo, Ring, and other devices, and develops and produces media content. The company is also the dominant cloud services provider (through Amazon Web Services, or AWS), an influential entertainment company through its video streaming operations, a force to be reckoned with in grocery with its ownership of natural foods chain Whole Foods, and a leader in digital personal assistant devices with Alexa and its Echo product line. Amazon.com, Inc. was incorporated in 1994 in the state of Washington and reincorporated in 1996 in the state of Delaware.

CHAPTER 2

REVIEW OF LITERATURE

1. **Lakshmi. S. (2016)** performed a research study on “Consumer Buying Behaviour towards Online Shopping”. The main objective of the research was to explain online shopping important and consumer buying Behaviour in online shopping. The author explained how online shopping and consumer Behaviour is important and closely bonded with each other. Also author had explained the factors that affecting consumer Behaviours, consumer characteristics in the online medium, which are personal characteristics, psychological characteristics, social characteristics and cultural characteristics. There are many factors that influence of online shopping decision that are Motivations, Convenience, Price visibility, Brand browser segment, New design , Saves travel time, Website security, Easy payment, Cash on delivery and Free home delivery. Finally the author concludes that the convenience and trust were the most essential variables for consumers when they decide to shop online. Web design and delivery time were not the important variables for consumers while doing online shopping purchases. Young generation prefers buying goods from the original source, so they prefer online shopping. Buying online can be of great benefit to the consumer in terms of convenience, saving time and money.

2. **Ashwini.N, Manjula. R (2016)** performed a research study on “An Empirical Study on Consumers Perception towards Online Shopping”. The main objective of the research was to understand the key motivators for consumers to search and shop online. It also investigates how different types of online buyers perceive a website differently. The sample size of

the research was 40 respondents. The findings of the proposed research work are as follows as that online consumer concerns about lack of opportunity to examine the products prior to purchase are regarded as specific factor affecting the online buying decision. Also Customer goes online very often to compare the prices and features of the various branded products and services. Then Most of the respondents say online shopping helps them quick accessibility of a wide variety of products. Cash on delivery and easy replacement are one of the advantages of online shopping. Finally, the researcher concludes that Online shopping enables the customers to buy from any part of the world at any time providing better opportunity and also benefits like cash on delivery, easy replacement, convenience, fast refund, time saving and secured Delivery of the product, confidentiality, etc. The site enables them to browse before they shop, and to research the product so they have more confidence in what they are buying.

3. **K.S. Silpa, P.U. Rajasree, P. Balasubramanian (2016)** performed a research study on “A Study on Peoples” Perceptions towards Online Shopping”. The main objective of the research was to study people’s perception towards online shopping within a selected group of respondents and study of the merits and demerits of online shopping. The sample size of the research was 50 respondents (total 100) each for e-shoppers and non e-shoppers. The researcher had used convenience random sampling method for data collection. The researcher also explained the advantages and disadvantages of online shopping. As a result of data analysis, the researcher concludes that the majority of people favors to do online shopping, even if they felt some difficulties. People who are non-shoppers are ready to do online shopping in the future if they get proper awareness and knowledge. The Majority of the people agree that in the near future

online shopping will be more on demand than offline shopping. More people prefer cash on delivery than net banking. Most of people do not shop online due to fear of the quality of goods, afraid to give out their credit card details and also they find conventional methods more enjoyable. Online shopping will take over as the prime marketing and selling channel in India in near future.

4. **Sonal Kala (2015)** performed a research study on “Behaviour of Customers” Towards Online Shopping in India”. The main objective of the research was to investigate the relationship between various characteristics of online shopping and customer purchase Behaviour. The sample size of the research was 100 respondents (50 Male Students and 50 Female Students) from Jaipur national university. The author had used Independent sample test tool for data analysis purpose. After the data analysis, the author concludes that Consumers have been seen to reveal different buying Behaviour”s when shopping online than, when they are shopping in a physical retail store. There is no significant difference between the response of male and female management students of Jaipur National University. The respondents have perceived online shopping in a positive manner.
5. **G.R.Shalini, K.S.HemaMalini (2015)** conducted a research work on Characteristics of Online Shopping and their Consumer Intention towards the Purchase of Online Products in the Chennai city. The sample size of the research was 320 respondents from Chennai city. The researcher had used Stratified sampling and simple random sampling methods. The nature of the study was exploratory and descriptive because both primary and secondary data have been used. From the data Analysis, the author conclude that people select flip cart for online shopping and also online shopping had become a trend in this generation. The study reveals that

there is positive relationship between the website characteristics and attitude, trust and intention towards online purchasing.

6. Mishra & Kotkar(2015) trace the timeline and development of B2C e-commerce in “A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon”with its inception in the mid 1990s through the advent of matrimonial and job portals. However, due to limited internet accessibility, weak online payment systems and lack of awareness, the progress was very slow. The Indian B2C e-commerce industry got a major boost in mid 2000s with the expansion of online services to travel and hotel bookings which continue to be major contributors even today
7. Das & Ara(2015) observe in “Growth of E-Commerce in India”that though online travel and hotel bookings still control the lion’s share of e-commerce market, their share has comparatively fallen over the years due to the recent augmentation and consequent rise of e-tailing services. There has been a tremendous surge in the volume of investment in this sector. With the e-commerce markets in the west reaching their saturation, investors see tremendous potential in the Indian market, in the light of which, many start ups have received funding from venture capitalists and private equity firms
8. China's Alibaba Group and affiliate Ant Financial became the largest shareholders of One97 Communications, the parent of Indian e-tailer Paytm, by investing \$680 million, in 2015 (Aulakh, 2015). To tap the potential of what it regards as “underdeveloped internet economy” of India, Japanese investment company and technology powerhouse Softbank invested \$627 million into online retailing marketplace Snapdeal and \$210 million in Ola cabs.

9. (Mac, 2014). Similarly, New York firm Tiger Global Management has funded companies such MakeMyTrip, Flipkart, Myntra and Quikr. The availability of funds has presented a favourable ecosystem and growth opportunities for big as well as small companies. It has enabled local startups to survive in cut throat competition against foreign giants and has facilitated the penetration of e-commerce
10. .(Aggarwal, 2014). Through “Probles and Prospects of E-Commerce”, Raghunath & Panga (2013) present a comprehensive analysis of various nuances of e-commerce while accentuating that, in present time every business activity, be it advertising, ordering, payment etc, can be performed in the digital ecosystem. The paper also enlists numerous points on the importance of e-commerce which are responsible for its development as the new convention. It has enabled the creation and exploitation of new business opportunities, at the same time increasing the say of customers in the development of new products and services. E-commerce
11. **Simranjit Singh, Sonia Bajwa (2017)** had carried out a research study on “buying behaviour of consumer towards counterfeit products: a case study of mega city”. The main objective of the research was to put emphasis on the reasons for counterfeit purchase and the norms they follow while forming this behaviour. The other objectives were to find out the dominant factors affecting on the consumer while purchasing counterfeit goods, to know the relationship of these factors with the purchase behaviour and application of TPB model for knowing the factors creating inclination towards counterfeit. The sample size was for research was 100 respondents. A structures questionnaire was used by following the convenience sampling method. The data were described with the help of pivot table and pie charts with percentages. After the analysis the researcher had found that behaviour of the respondents that leads them to

go for committing a crime of purchasing such knock offs and pirated items. Cost and status seeking have known to be the two reasons for committing an illegal practice. If the money income of the consumer is increased then this could work as a measure of curbing this practice.

12. **Priyanka Sharma (2017)** performed a research study on “Consumer Behaviour towards Online Shopping-An Empirical Study With Reference To Bhiwani City, Haryana”. The main objective of the research was to identify the relationship of demographic factors that influence online shopping, to study the preferences of the consumers toward online shopping and the satisfaction level of the consumers while they shop online. To achieve the objective, null hypothesis „Online shopping is not reliable and trustworthy to the consumers” was tested. The sample size of the research was 100 respondents from Bhiwani City in Haryana state. The author had used Excel and Statistical Package for the Social Sciences (SPSS) software for data analysis purpose. After the data analysis and interpretation, the author concludes that the internet has given rise to great potential for businesses through connecting globally. The people having an annual income below Rs 2, 50,000 prefer cash on delivery and above Rs 2, 50,000 prefers Internet banking payments. Cash on delivery is found the most popular payment method for online shopping among consumers. The most of the people having annual income below Rs 4, 50,000 spends between 1500-3000 per month for online shopping. People having annual income above Rs 4, 50,000 spends above 3000 per month for online shopping. The price of the products has the most influencing factor on online purchase and online shopping is getting popular in the younger generation. The Majority of the respondents buys from flipkart.com which is thus one of the leading online shopping websites in India. The main barrier is the safety of payment and privacy issue in the process of online shopping. This increases low levels

of trust on online stores therefore; sellers have to make proper strategies to increase the consumer's level of trust with them.

13.M. Dhanalakshmi, M. Sakthivel, M. Nandhini (2017) performed a research study on “A Study on Customer Perception towards Online Shopping, Salem”. The main objective of the research was to study the customer perception towards online shopping at Salem district. The sample size of the research was 150 respondents. The researchers had adopted random convenience sampling technique to gather the data. The data were analyzed using the simple percentage analysis and ANOVA (analysis of variances) methods. As a result of data analysis and interpretation, the researchers conclude that the consumer's The perception of online shopping varies from person to another and the perception is limited to a certain extent by the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristic usage based on their needs and demand. The study reveals that most the students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. Finally, the researchers suggested that the online transaction should be flexible for the customers who perceived in shopping

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15. **SnehalChincholkar (2016)** performed a research work on "Consumer Behaviour towards Online Grocery Retail Store "Localbanya.com" in Mumbai Region". The main objective of the research was to identify consumer behaviour towards online grocery retailing specifically towards Localbaniya.com. The sample size of the research was 163 respondents from Mumbai and its suburbs. From the collected data it had been observed that, Out of 163 respondents only 57 were aware about local baniya.com and done shopping from the website at least one time. While doing online purchasing cash on delivery and debit cards are most preferred mode of payment. As a result of data analysis, the researcher concludes that slowly our traditional way of grocery shopping may see a drastic change. The companies have to work hard for developing their marketing and distribution strategies to overcome the hurdles of grocery e-retailing. Grocery e-retailing in its nascent stage, first it needs to capture Tier-I cities, then Tier-II and Tier-III cities of Indian can be penetrated.

16. **Saban Kumar K.C, Arun Kumar Timalisina (2016)** carried out a research work on "Online Grocery Shopping Attitudes among the Consumer in

Kathmandu Valley". The perception of online shopping varies from person to another and the perception is limited to a certain extent by the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristic usage based coming era. Finally, the researchers suggested that the online transaction should be flexible for the customers who perceived in shopping.

17. Pawan Kumar, Kanchan (2017) performed a research study on "Online Shopping Behaviour among Students with Special Reference to Ludhiana, Punjab, India". The main objective of the research was to understand the online purchase pattern of youth in India and to study the factors those contribute to online shopping. The sample size of the research was 400 respondents from Ludhiana city. As a result of data analysis, the researchers conclude that students are those who mostly go for online shopping. There are several factors such as quality of products, delivery time, products checking on the spot, return policy etc. which customer look before online shopping. So the online websites must look after those factors to be successful and retain the customers. Online shopping among students of Ludhiana was grown in a positive manner and decision on demonetization certainly helped the online shoppers to attract more and more customers.

18. A. T. Jaganathan, J. Suresh kumar, M. Sakthivel, M. Mohanraj (2016) performed a research work on "A Study on Customer Perception towards Online Shopping, Namakkal". The main objective of the research was to study the customer perception towards online shopping at Namakkal district. Customer perception is typically affected in the way of broadly such as advertising, reviews, public relations, social media and personal experiences

etc. The sample size of research was 150 respondents. The researcher had used simple percentage analysis and ANOVA (analysis of variances) methods for data analysis purpose. After the data analysis and interpretation, the researcher conclude that the consumer's perception on online shopping varies from person to another and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. The online transaction should be flexible for the customers who perceived in shopping.

19. **Manisha Kinker, N.K. Shukla (2016)** performed a research study on "An Analysis of Consumer Behaviours towards Online Shopping of Electronic Goods With special reference to Bhopal and Jabalpur city". The main objective of the research was to clarify and get insight into consumer Behaviour towards online shopping of electronic goods, to study consumers' expectations of online stores, to find out factors that influences the consumers towards online shopping and to analyze the consumer's wants and needs especially in Bhopal and Jabalpur city of Madhya Pradesh. The sample size of the research was 40 respondents of Bhopal and Jabalpur city. The findings of the proposed research work are as follows as Customer-Oriented Factors „Time Saving“, „Product Quality“, „Product Price“, „Convenience“, „Accessibility“, „Shop Anywhere and Anytime“ are the main specific factors influence customers attitudes toward electronic product online shopping. The minor factors that influences customer's attitudes toward electronic product online shopping are technological factors, assured quality, cash on delivery and various promotions and discounts .The attitude towards online shopping is different in Bhopal and Jabalpur city. After the data analysis, the researcher concludes that the electronic product online market takes a high percent of individuals shopping on it.

20.Pritam P. Kothari, Shivganga S. Maindargi (2016) factors that affecting consumer Behaviours, consumer characteristics in the online medium, which are personal characteristics, psychological characteristics, social characteristics and cultural characteristics. There are many factors that influence of online shopping decision that are Motivations, Convenience, Price visibility, Brand browser segment, New design , Saves travel time, Website security, Easy payment, Cash on delivery and Free home delivery. Finally the author concludes that the convenience and trust were the most essential variables for consumers when they decide to shop online. Web design and delivery time were not the important variables for consumers while doing online shopping purchases. Young generation prefers buying goods from the original source, so they prefer online shopping. Buying online can be of great benefit to the consumer in terms of convenience, saving time and money. performed a research study on A Study on Customers Attitude towards Online Shopping in India and its Impact: With Special Reference to Solapur City. The main objective of the research was to highlight the factors which online Indian customers keep in mind while shopping. The sample size of research was 100 respondents from Solapur city. The researcher had used sampling method and Krejcie and Morgan formula to calculate the sample size. After the data analysis and interpretation, the researcher found that occupation of consumers is independent of Purchase habit of consumers in online shopping. Finally the researcher concluded that the future of online shopping in India looks very bright. Online shopping gives customers best alternatives to save money and time. Companies Offers detail product information, easy mode of payment, facility of comparison of price and very important completely hassle free shopping experience. The Success of online shopping depends on its popularity, its brand image and its unique promotional policies.

21. **S. Aruna, A. John William (2015)** performed a research study on “A Study of Consumer Behaviour towards Online Shopping in Coimbatore District”. The main objective of the research was to analyze the shopping Behaviour of online shoppers and to identify the successful online shopping. The sample size of the research was 384 respondents. From the data analysis result, the researcher concludes that people mostly prefer online shopping to traditional shopping because of the technological advancements. It has become popular and is extremely convenient. Though it is convenient there are various factors such as price, quality of the product and delivery time which customers look before online shopping. So the online websites must of aware of these factors to be successful and retain the customers. The final result from the study is that online shopping is growing rapidly in a positive manner. By removing little flaws it can be much profitable.

22. **Ashish Bhatt (2014)** performed a research work on “Consumer Attitude towards Online Shopping in Selected Regions of Gujarat”. The objective of the research mainly focused on the various factors online buyers would keep in mind while shopping through online mode. The researcher had adapted a Descriptive Research and collected data samples accordingly. After the analysis, some of the findings was 49.5% users of both Regions agreed that the data of product shown on online is sufficient, 32% users strongly felt that online transaction is safe, 46.5% users of both Regions do payment by cash on delivery, 29.5% users both Regions purchased computer accessories, 40.5% users of both Regions are purchasing the products through online more than Rs.2500 and The mean value of computer accessories is 2.83 which mean the data is highly significance.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 NEED FOR STUDY

To analyze the consumer services in Amazon online shopping and dependence of customers in online shopping and improving the customers satisfaction in online shopping

3.2 OBJECTIVE OF THE STUDY

3.2.1 Primary objectives:

- To study on customer satisfaction on online shopping through Amazon Online websites and apps.
- To study the customers preferences in Amazon online shopping.

3.2.2 Secondary objectives:

- To analyze the consumer services in Amazon online shopping.
- To understand the customers experience and responsiveness in Amazon online shopping.
- Satisfaction about customers in Amazon online shopping.

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 150 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 experience.

3.6 SAMPLING TECHNIQUE

3.6.1 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.

3.7 PERIOD OF STUDY

The duration of study is from January 2021 to March 2021 which is a three months of study.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1 AGE OF THE RESPONDENT

S.NO	PARTICULAR	RESPONDENT	PERCENTAGE
1	10-17	5	3.3
2	18-28	74	49.3
3	29-40	24	26.7
4	41-50	40	16
5	50 YRS AND ABOVE	7	4.7
TOTAL		150	100

SOURCE : PRIMARY DATA

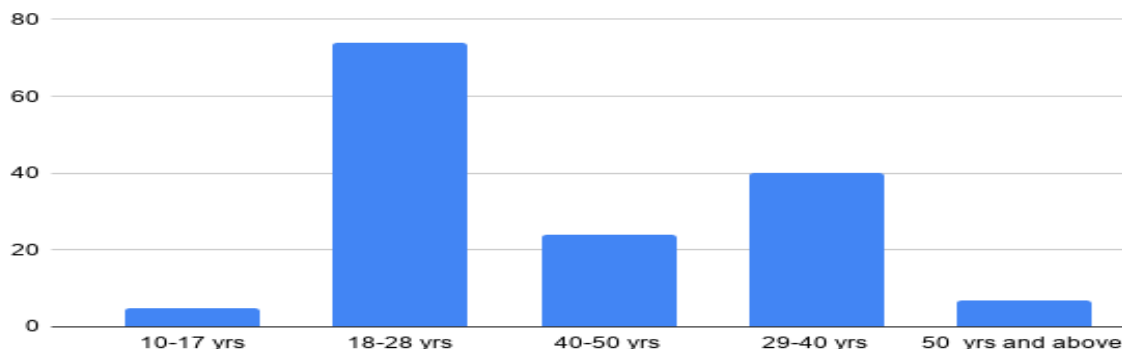


Chart 4.1.1: Age of the respondents

Interpretation : From the above table it is interpreted that the number of respondents between 10 to 17 age of respondents are 3.3% and between 18 to 28 age of respondents are 49% and between 29 to 40 age of respondents are 26.7% and between 41 to 50 age of respondents are 16% and between 50 yrs and above of respondent are 4.7%

Inference

Majority (49%) of the respondents are age between 18-28 age

Table 4.1.2: Gender of the respondents

S.no	Particular	Respondent	percentage
1	Male	115	76.7
2	Female	35	23.3
Total		150	100

Source: Primary Data

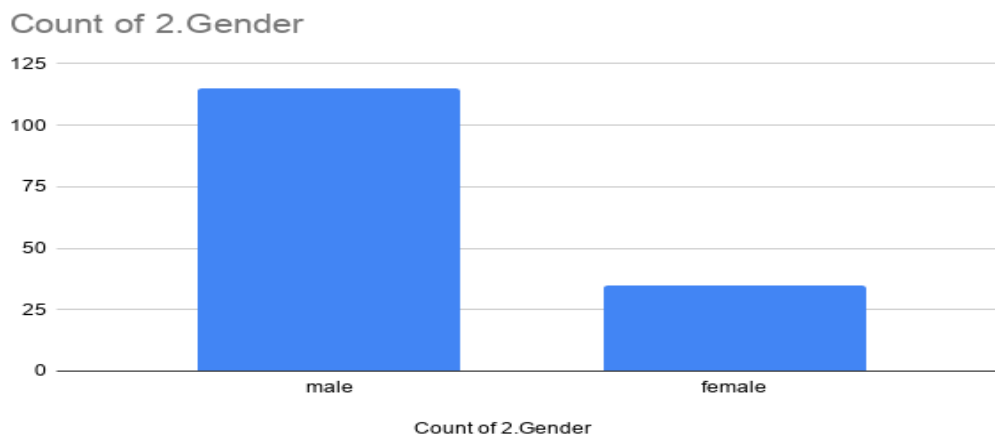


Chart 4.1.2: Gender of the respondents

Interpretation

From the above table it is interpreted that the number of male respondent is 76.7% and female respondent is 23.3%

Inference

Majority (76.7%) of the respondents are Male

Table 4.1.3: Marital status of the respondents

S.no	Particular	Respondent	Percentage
1	Married	83	55.3
2	Unmarried	67	44.7
Total		150	100

SOURCE : PRIMARY DATA

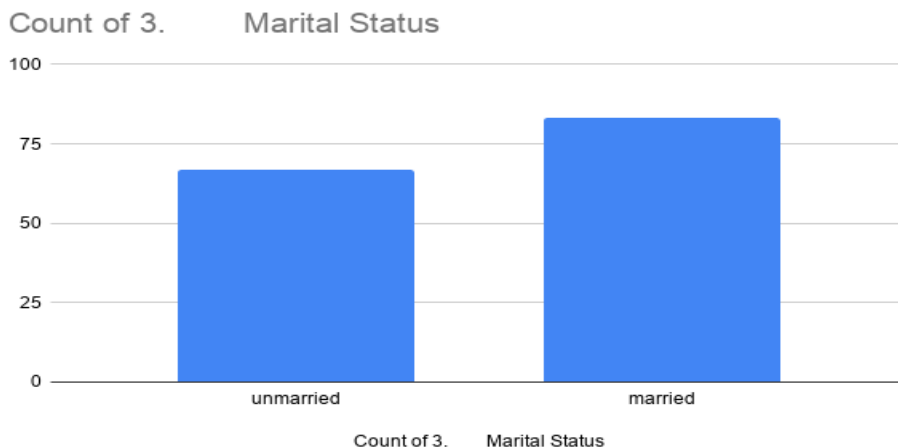


Chart 4.1.3: Marital status of the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 44.7% in Unmarried and 55.3% in married.

Inference

Majority (55.3%) of the respondents are Married.

Table 4.1.4 : ANNUAL INCOME OF THE RESPONDENTS

S.no	Particular	Respondent	Percentage
1	Less than 3 lakh	41	28.1
2	3 lakh to 6 lakh	48	32.9
3	6 lakh to 10 lakh	45	30.8
4	10 lakh and above	16	8.2
Total		150	100

SOURCE : PRIMARY DATA

Count of 5.Income (Annual)

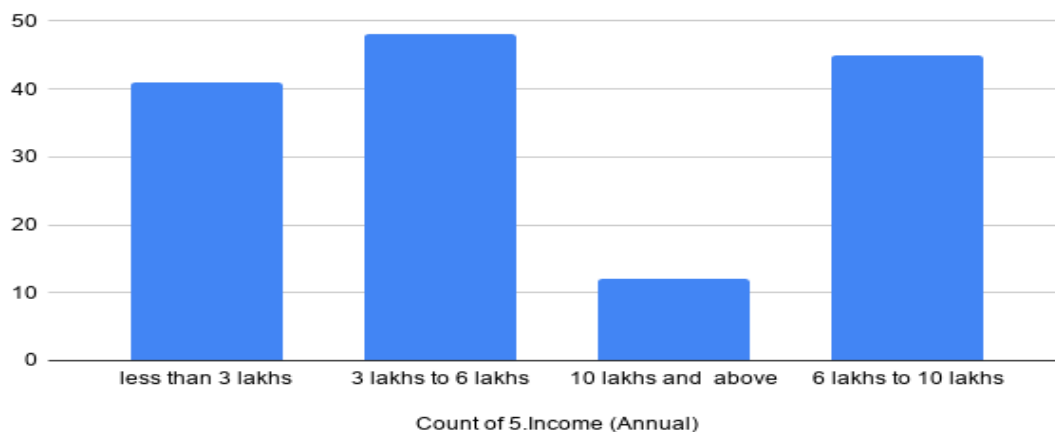


Chart 4.1.4: Annual income for the respondents

Interpretation

From the above table it is interpreted that the number of respondents were 28.1% in Less than 3 lakh and 32.9% were in 3 lakh to 6 lakh and 30.8% were in 6 lakh to 10 lakh and 8.2% were in 10 lakh and above

Inference

Majority (32.9%) of the respondents are between 3 lakh to 6 lakh

Table 4.1.5: MONEY SPEND IN AMAZON BY RESPONDENTS

S.NO	PARTICULAR	RESPONDENT	PERCENTAGE
1	LESS THAN 1000	21	14.0
2	1000-4000	68	42.7
3	4000-8000	48	32.0
4	8000-10000	15	10.0
5	MORE THAN 10000	2	1.3
TOTAL		150	100

SOURCE : PRIMARY DATA

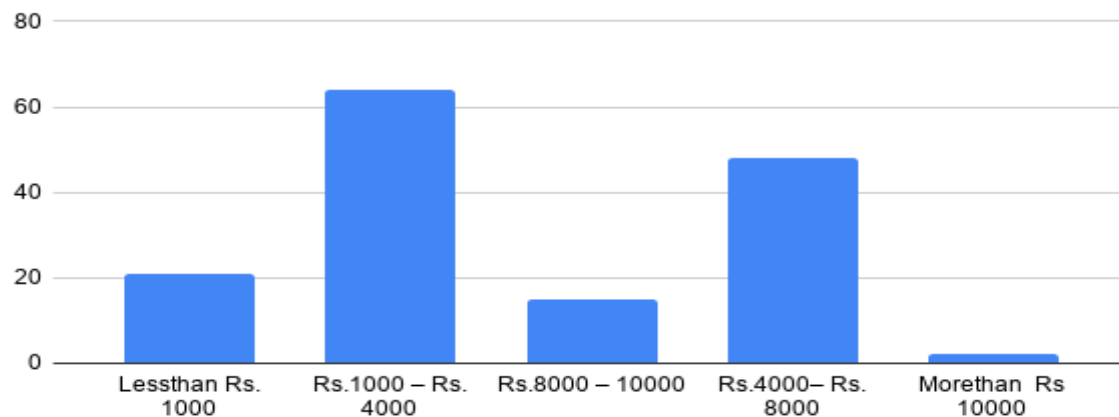


Chart 4.1.5: MONEY SPEND IN AMAZON BY RESPONDENTS

Interpretation

From the above table it is interpreted that the number of respondents were 14.0% were in Less than Rs. 1000 and 42.7% were in Rs.1000-4000 and 32.0% were in Rs.4000-8000 and 10.0% were in Rs.8000-10000 and 1.3% were in more than Rs.10000

Inference

Majority (42.0%) of the respondents is spending Rs.1000-4000

Table 4.1.6: HOW OFFEN IS RESPONDENT IS BUYING PRODUCT IN AMAZON

S.NO	PARTICULAR	RESPONDENT	PERCENTAGE
1	ONCE IN WEAK	20	13.3
2	ONCE IN MONTH	61	40.7
3	ONCE IN A YEAR	69	46.0
TOTAL		150	100

SOURCE : PRIMARY DATA

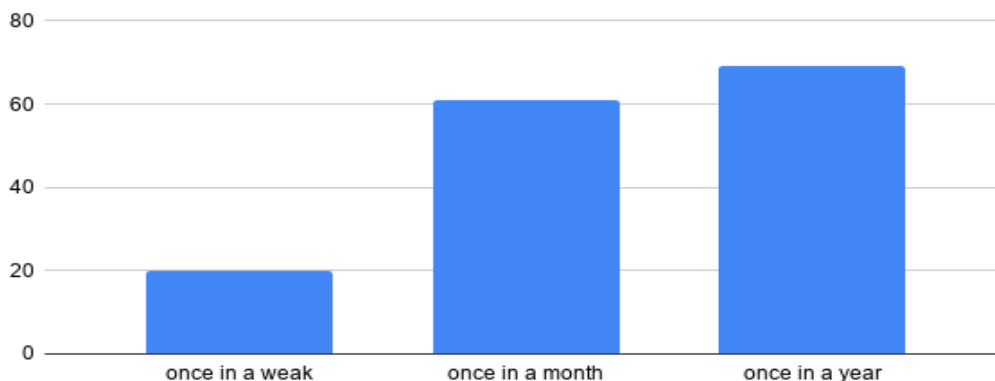


Chart 4.1.6: HOW OFFEN IS RESPONDENT IS BUYING PRODUCT IN AMAZON

Interpretation

From the above table it is interpreted that the number of respondents were 13.3% were in once in a weak and 40.7% were in once in month and 46.0% were in once in a year

Inference

Majority (46.0%) of the respondents were in once in a year

Table 4.1.7: THE MOST IMPORTANT THING THAT IS PERFERED BY RESPONDENT

S.NO	PARTICULAR	RESPONDENT	PERCENTAGE
1	SPEED	30	20.0
2	Reliability	42	28.0
3	PRICE	60	40.0
4	FREE SHIPPING	18	12.0
TOTAL		150	100

SOURCE : PRIMARY DATA

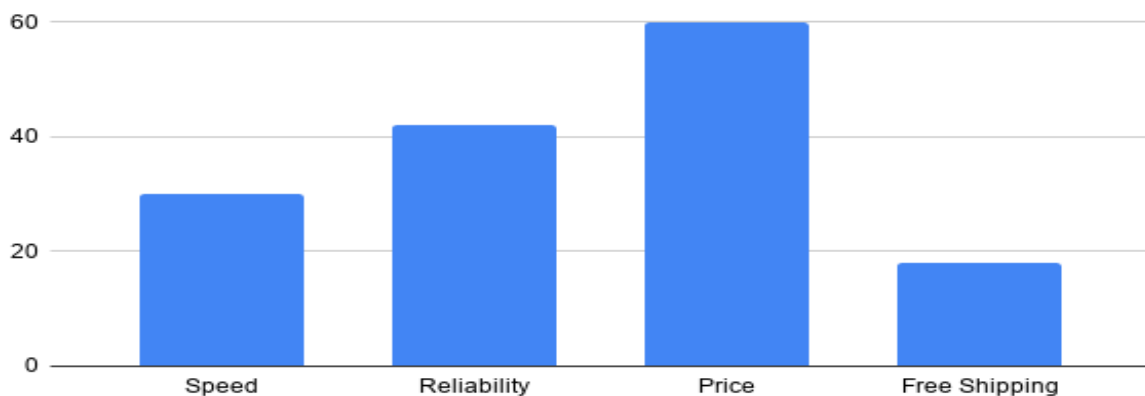


CHART 4.1.7: THE MOST IMPORTANT THING THAT IS PERFERED BY RESPONDENT

Interpretation

From the above table it is interpreted that the number of respondents were 20.0% were in speed and 28.0% were in reliability and 40.0% were in price and 12.0% were in free shipping

Inference

Majority (40.0%) of the respondents were in price

Table 4.1.8: REASON WHY RESPONDENT IS USING AMAZON

S.NO	PARICULAR	RESPONDENT	PERCENTAGE
1	Very convenience and time saving	40	26.7
2	Low price but good quality	60	40.0
3	Products variety	50	33.3
TOTAL		150	100

SOURCE : PRIMARY DATA



CHART 4.1.8: REASON WHY RESPONDENT IS USING AMAZON

Interpretation

From the above table it is interpreted that the number of respondents were 26.7% were in very convenience and time saving and 40.0% were in low price but good quality and 33.3% were in product variety

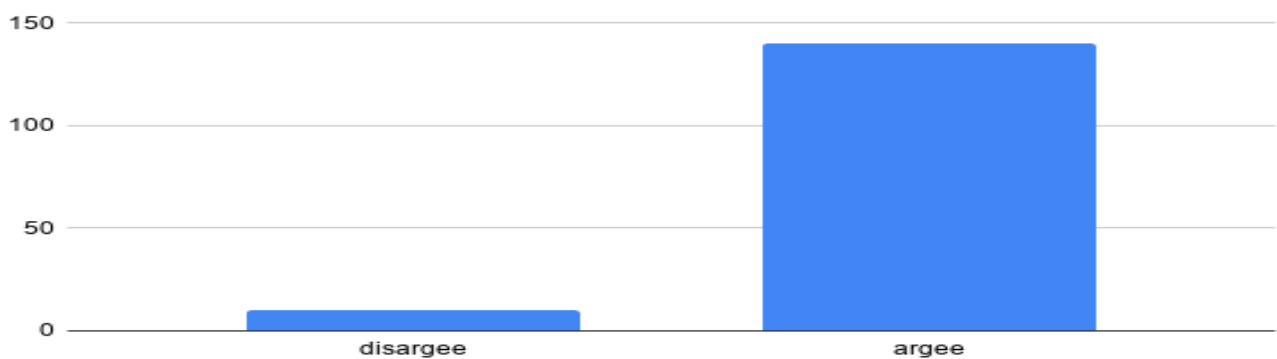
Inference

Majority (40.0%) of the respondents were in low price but good quality

Table 4.1.9: IS THE RESPONDENT IS SATISFIED WITH THE SERVICE QUALITY IN AMAZON

S.no	Particular	Respondent	Percentage
1	Agree	140	93.3
2	disagree	10	6.7
Total		150	100.0

Count of 11. So far, I am generally satisfied with the service quality of amazon online shopping



Count of 11. So far, I am generally satisfied with the service quality of amazon online shopping

CHART 4.1.9: REASON WHY RESPONDENT IS USING AMAZON

Interpretation

From the above table it is interpreted that the number of respondents were 93.3% were in agree and 6.7% were in the disagree

Inference

Majority (93.3%) of the respondents were in Agree

Table 4.1.10: IS THE SPEED OF THE GOODS DELIVERD IS IMPORTANT TO RESPONDENT

S.no	Particular	Respondent	Percentage
1	Agree	142	94.7
2	disagree	8	5.3
Total		150	100.0

SOURCE : PRIMARY DATA

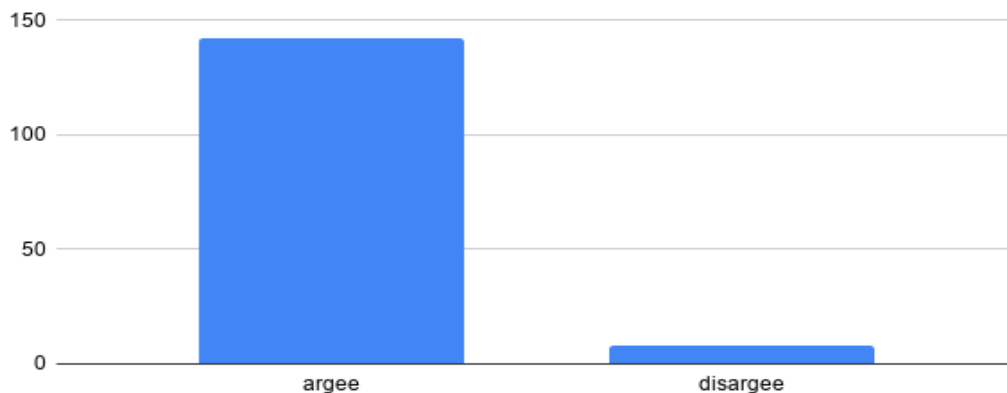


CHART 4.1.10: IS THE SPEED OF THE GOODS DELIVERD IS IMPORTANT TO RESPONDENT

Interpretation

From the above table it is interpreted that the number of respondents were 94.7% were in agree and 5.3% were in the disagree

Inference

Majority (94.7%) of the respondents were in Agree

Table 4.1.11: IN WHICH OTHER ONLINE SHOPPING IS RESPONDENT IS WHILING TO BUY

S.no	Particular	respondent	Percentage
1	Flipkart	56	37.3
2	Ebay	25	16.7
3	Snapdeal	34	22.7
4	ajio	35	22.3
Total		150	100

SOURCE : PRIMARY DATA

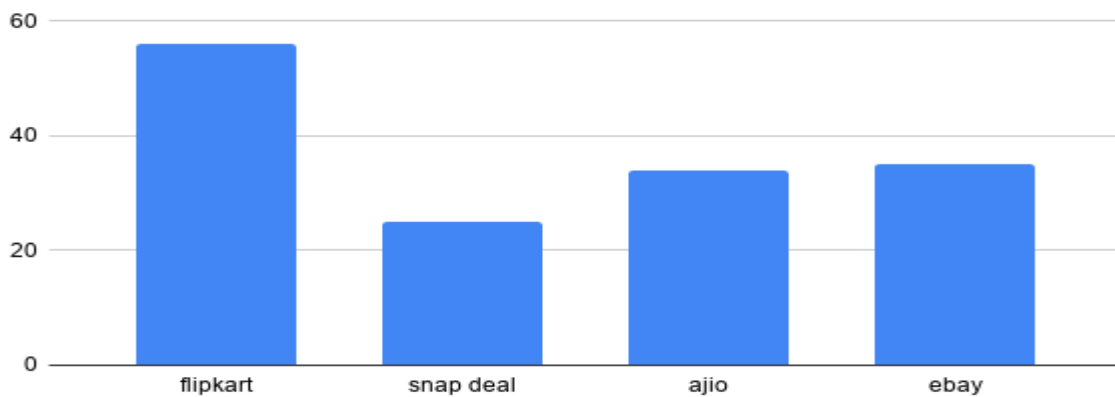


CHART 4.1.11: IN WHICH OTHER ONLINE SHOPPING IS RESPONDENT IS WHILING TO BUY

Interpretation

From the above table it is interpreted that the number of respondents were 37.3% were in flip kart and 16.7% were in the ebay and 22.7% were in snapdeal and 22.3% were in ajio

Inference

Majority (37.3%) of the respondents were in flipkart

Table 4.1.12: HOW LONG REpondent IS CUSTOMER IN AMAZON ONLINE SHOPPING

S.no	Particular	respondent	percentage
1	This is my purchase	23	15.3
2	Less than six month	28	18.7
3	Six to month to 1 year	44	29.3
4	1 or 2 year	31	20.7
5	2 or more year	24	16.0
Total		150	100.0

SOURCE : PRIMARY DATA

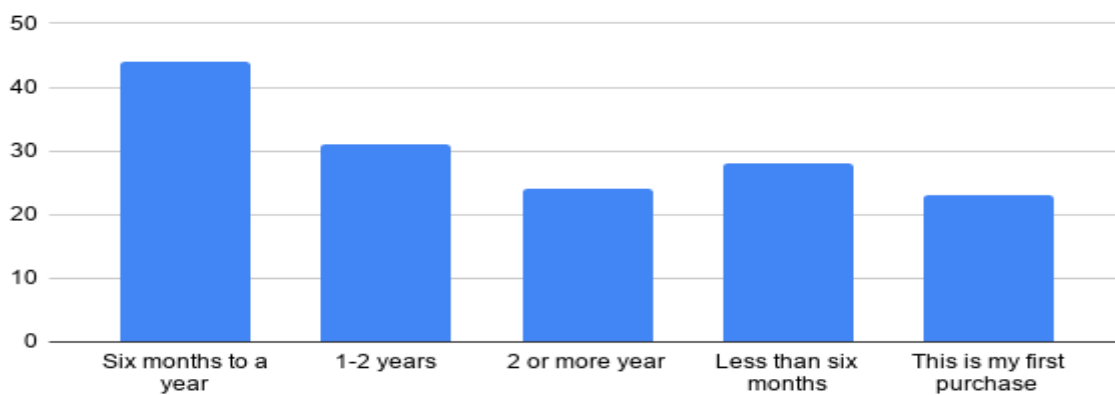


CHART 4.1.12: IN WHICH OTHER ONLINE SHOPPING IS RESPONDENT IS WHILING TO BUY

Interpretation

From the above table it is interpreted that the number of respondents were 15.3% were in this is my first purchase and 18.7% were in the less than 6 month and 29.3% were in 6 month to 1 year and 20.7% were in 1 or 2 year and 16.0% were in 2 or more year

Inference

Table 4.1.13: IS RESPONDENT IS SATISFIED WITH THE PRODUCT INFORMATION

S.no	Particular	Respondent	Percentage
1	Very satisfied	63	42.0
2	satisfied	47	31.3
3	Neutral	22	14.7
4	Dissatisfied	7	4.3
5	Very Dissatisfied	11	7.3
Total		150	100.0

SOURCE : PRIMARY DATA

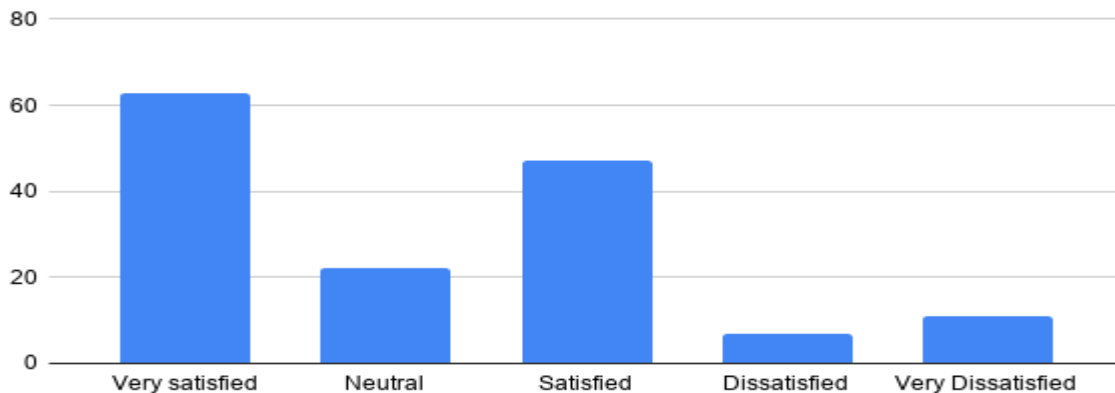


CHART 4.1.13: IS RESPONDENT IS SATISFIED WITH THE PRODUCT INFORMATION

Interpretation

From the above table it is interpreted that the number of respondents were 42.0% were in very satisfied and 31.3% were in the satisfied and 14.7% were in neutral and 4.3% were in dissatisfied and 7.3% were in very dissatisfied

Inference

Majority (42.0%) of the respondents were in very satisfied

Table 4.1.14: SERVICE PROVIDED FOR RESPONDENT IN WEBSITE AND APP

S.no	Particular	Respondent	Percentage
1	Poor	12	8.0
2	Below Average	7	4.7
3	Average	49	32.7
4	Above Average	37	24.6
5	Excellent	45	30.0
Total		150	100.0

SOURCE : PRIMARY DATA

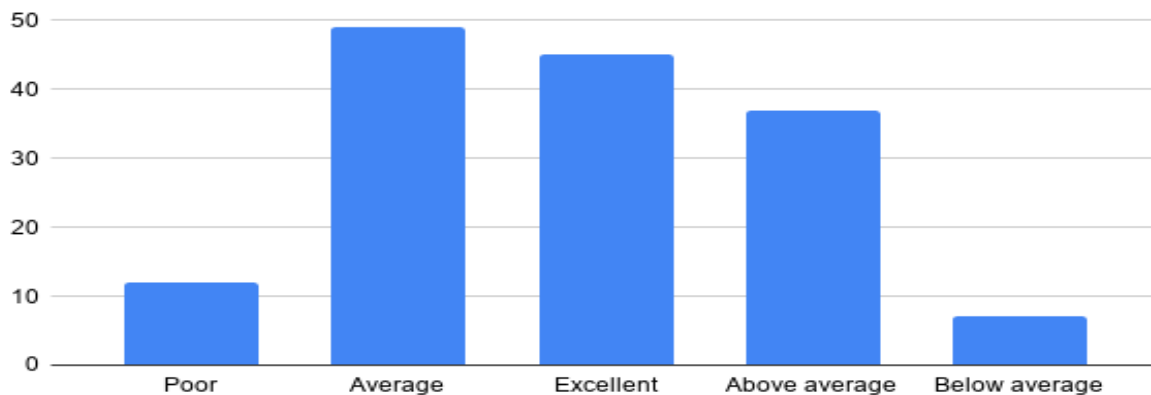


CHART 4.1.14: SERVICE PROVIDED FOR RESPONDENT IN WEBSITE AND APP

Interpretation

From the above table it is interpreted that the number of respondents were 8.0% were in poor and 4.7% were in the below average and 32.7% were in average and 24.6% were in Above Average and 30.0% were in Excellent

Inference

Majority (32.7%) of the respondents were in Average

Table 4.1.15: PRODUCT QUALITY RATING GIVEN BY RESPONDENT

S.no	Particular	Respondent	Percentage
1	Very low quality	7	4.7
2	Low quality	5	3.3
3	Netural	58	38.7
4	High quality	52	34.7
5	Very high quality	28	18.7
Total		150	100.0

SOURCE : PRIMARY DATA

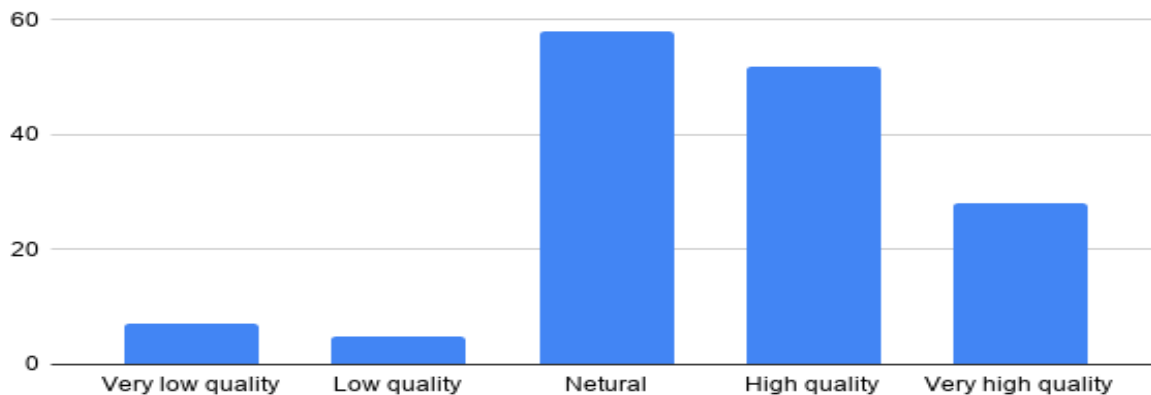


CHART 4.1.15: PRODUCT QUALITY RATING GIVEN BY RESPONDENT

Interpretation

From the above table it is interpreted that the number of respondents were 4.7% were in very low quality and 3.3% were in the low quality and 38.7% were in Netural and 34.7% were in high quality and 18.7% were in very high quality

Inference

Majority (38.7%) of the respondents were in Netural

Table 4.1.16: RESPONDENT IS IMPRESSED BY SERVICE GIVEN BY AMAZON

S.no	Particular	Respondent	Percentage
1	gift voucher	20	13.3
2	cash back	46	30.7
3	quality of the product	35	23.3
4	discounts of the product	27	18.0
5	speed delivery of the goods	22	14.7
Total		150	100.0

SOURCE : PRIMARY DATA

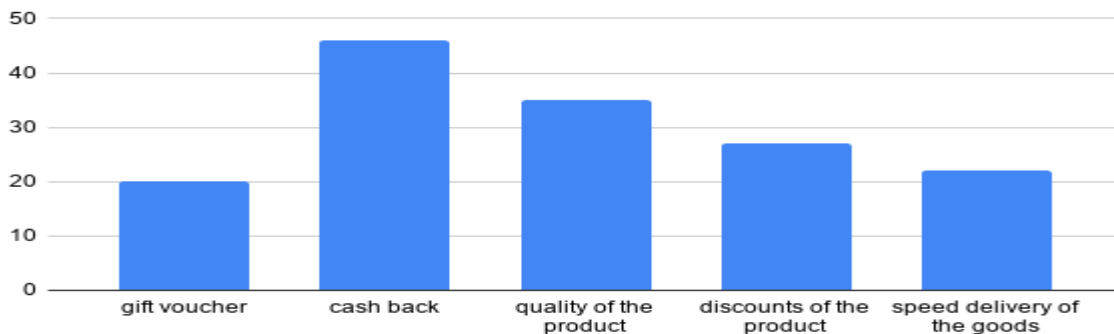


CHART 4.1.16: RESPONDENT IS IMPRESSED BY SERVICE GIVEN BY AMAZON

Interpretation

From the above table it is interpreted that the number of respondents were 13.3% were in Gift voucher and 30.7% were in the cash back and 23.3% were in quality of the product and 18.0% were in discount of the product and 14.7% were in speed in the delivery of the goods

Inference

Majority (30.7%) of the respondents were in cash back

Table 4.1.17: IS RESPONDENT IS A MEMBER OF AMAZON PRIME

S.no	Particular	Respondent	Percentage
1	Agree	107	71.3
2	Disagree	43	28.7
Total		150	100.0

SOURCE : PRIMARY DATA

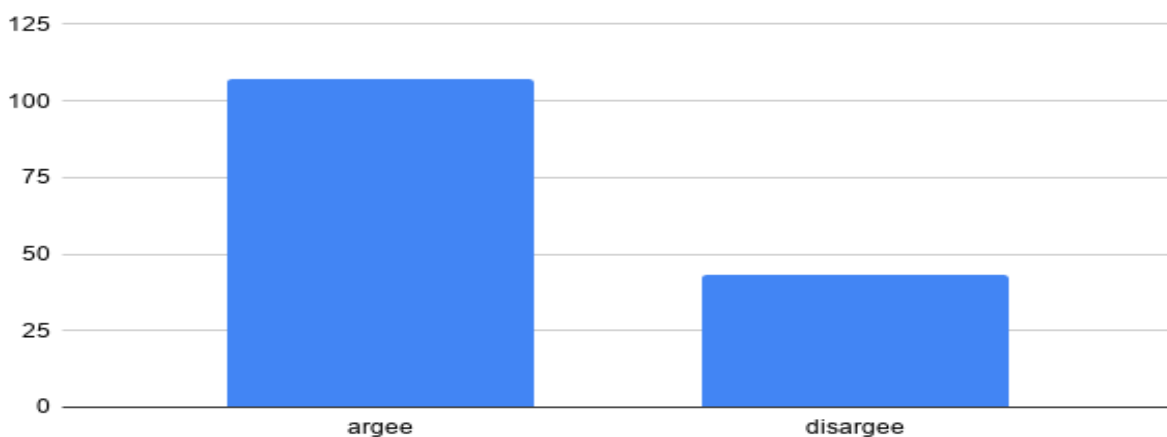


CHART 4.1.17: IS RESPONDENT IS A MEMBER OF AMAZON PRIME

Interpretation

From the above table it is interpreted that the number of respondents were 71.3% were in agree and 28.7% were in the disagree

Inference

Majority (71.3%) of the respondents were in Agree

Table 4.1.18: RATING GIVEN FOR GOODS DELIVERED BY RESPONDENT

S.no	Paticular	Respondent	Percentage
1	Very satisfied	60	6.7
2	Satisfied	10	40.0
3	Netural	17	11.3
4	Dissatisfied	27	18.0
5	Very dissatisfied	36	24.0
Total		150	100.0

SOURCE : PRIMARY DATA

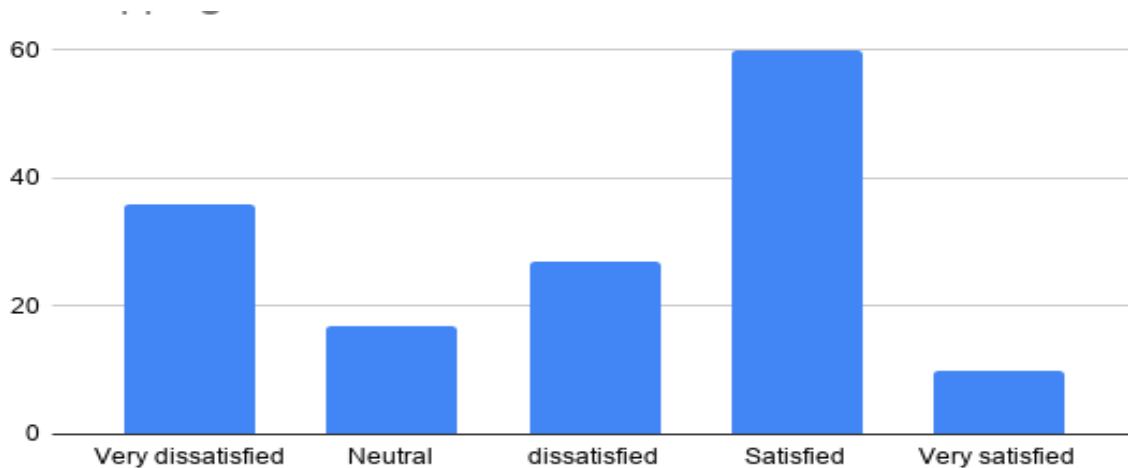


CHART 4.1.18: RATING GIVEN FOR GOODS DELIVERED RESPONDENT

Interpretation

From the above table it is interpreted that the number of respondents were 6.7% were in very satisfied and 40.0% were in the satisfied and 11.3% were in neutral and 18.0%were in dissatisfied and 24.0% were in very dissatisfied

Inference

Majority (40.0%) of the respondents were in satisfied

Table 4.1.19: OVERALL RATING GIVEN BY RESPONDENT FOR AMAZON ONLINE SHOPPING

S.no	Particular	Respondent	Percentage
1	Very satisfied	12	8.0
2	Satisfied	62	41.3
3	Netural	13	8.7
4	Dissatisfied	31	20.7
5	Very dissatisfied	32	21.3
Total		150	100.0

SOURCE : PRIMARY DATA

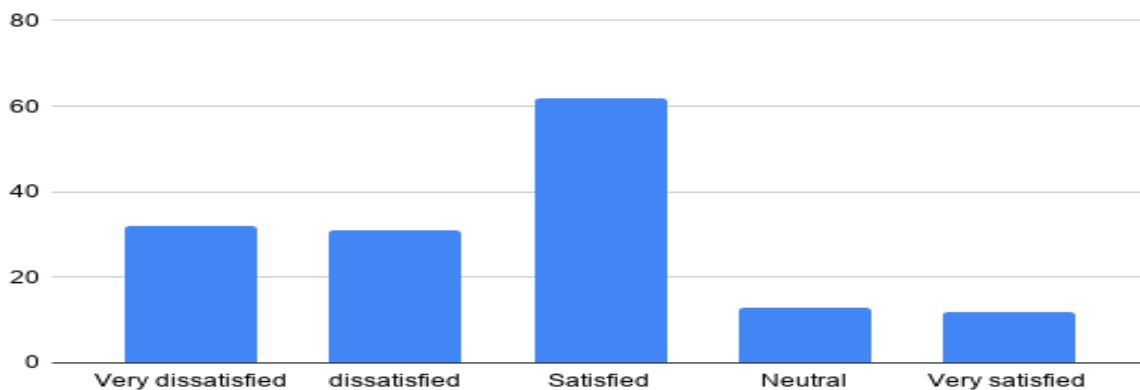


CHART 4.1.19: OVERALL RATING GIVEN BY RESPONDENT FOR AMAZON ONLINE SHOPPING

Interpretation

From the above table it is interpreted that the number of respondents were 8.0% were in very satisfied and 41.3% were in the satisfied and 8.7% were in neutral and 20.7% were in dissatisfied and 21.3% were in very dissatisfied

Inference

Majority (41.3%) of the respondents were in satisfied

CHAPTER 5

5.1 FINDINGS

- 1) Majority (49.0%) of the respondents are age between 18 to 28 years..
- 2) Majority (76.7%) of the respondents are Male.
- 3) Majority (53.3%) of the respondents are Married.
- 4) Majority (32.9%) of the respondents are between 3 lakh to 6 lakh
- 5) Majority (42.0%) of the respondents is spending Rs.1000-4000
- 6) Majority (46.0%) of the respondents were in once in a year
- 7) Majority (40.0%) of the respondents were in price
- 8) Majority (40.0%) of the respondents were in low price but good quality
- 9) Majority (93.3%) of the respondents were in Agree
- 10) Majority (94.7%) of the respondents were in Agree
- 11) Majority (37.3%) of the respondents were in flipkart
- 12) Majority (29.3%) of the respondents were in six month to 1 year
- 13) Majority (42.0%) of the respondents were in very satisfied
- 14) Majority (32.7%) of the respondents were in Average
- 15) Majority (38.7%) of the respondents were in Netural
- 16) Majority (30.7%) of the respondents were in cash back
- 17) Majority (71.3%) of the respondents were in Agree
- 18) Majority (40.0%) of the respondents were in satisfied
- 19) Majority (41.3%) of the respondents were in satisfied

5.2 SUGGESTION

- The overall experience index from the study reveals that the Amazon online shopping is performing very well and customers buying are much expérience with the service given by Amazon online shopping .
- Some of the customers have complained about the delivery of the products. Therefore, this is the area which I recommend to the online shopping companies to focus on little bit more on delivery of products. It needs to improve its customers satisfaction in the Amazon online shopping
- Some of the customers have also complained about the after purchasing the product which means the product will be not the same were there are seen in a online. Even though the complaints are minor, the companies of the online shopping should needs to resolve the customer after purchasing the product that to achieve customer experience in Amazon online shopping
- Some of the customers have also complained on return policy of the products Even the compliants are major for all the products that the company should give return policy for all the products in Amazon online shopping
- Some of the customers have complained on product information given in the online shopping is not detailed and not be reviewed the companies should maintain this issues in such a way to satisfy the customers needs in the Amazon online shopping
- Some of the costumers also complaints that the quality of the product should improve so that there will be more buying in low rated and low quality for the emergceny period for the costumers
- Some costomer have told that the goods deliveried should extent to the rural area and town in the india

5.3 CONCLUSION

The AMAZON Online shopping are the best moving equal to to the todays trends in the local market in the india . Now a day the demand for the products by customer shows increasing trend, at the same time they expected the alternative for that products, price and quality, etc. which makes the product innovative on online shopping.

With respect to the above study and the findings thereby, the AMAZON Online shopping has definitely entrenched into the urban market. With few more concerted efforts, the said that companies needs to enter the rural market in order to completely establish all the products. The above study will help the consumers to get more awareness about Online shopping.

QUESTIONNAIRE

1. Name (optional) : _____
2. Gender : 1) Male 2) Female
3. Marital Status : 1) Married 2) Unmarried
4. Age : A) 10-17 B) 18-28yrs C) 28-38yrs D) 38-48yrs E) 48-above
5. Income (Annual) : 1) less than 3 lakhs 2) 3 lakhs to 6 lakhs
6. Profession : 1) Employee 2) Businessmen 3) Student
4) Others

7. How much money do you spend on an average in amazon online shopping

- a. Less than Rs.1000
- b. Rs.1000 – Rs.4000
- c. Rs.4000– Rs.8000
- d. Rs.8000 – 10000
- e. More than 10000

8. How often do you shop on amazon online shopping online?

- ☐ Once a week
- ☐ Once a month
- ☐ Once a year
- ☒ Never

9. What is most important to you when shopping online?

- ☐ Speed
- ☐ Ease of use
- ☐ Reliability
- ☐ Price
- ☐ Free Shipping
- ☐ Other (please specify)

10. Why are you choosing amazon for online shopping?

- ☐ Very convenience and time saving

- ☐ Low price
- ☐ Products variety
- ☐ You can buy the rare products here
- ☐ Others

11. So far, I am generally satisfied with the service quality of amazon online shopping

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☒ Disagree
- ☐ Strongly Disagree

12. The speed of delivery in online shopping is important to you.

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

13. The price and quality in online shopping is important to you when your shopping in online

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral

- ☐ Disagree
- ☐ Strongly Disagree

14. In amazon online shopping which payment mode do you prefer

- A) Debit card
- B) credit card
- C) google pay
- D) cash on delivery

15. what is the error do u face while shopping on amazon online shopping:

- A) network error
- B) connectivity issue
- C) server error
- D) other issue

16. The service quality of sellers is important in amazon application

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral
- ☐ Disagree
- ☐ Strongly Disagree

17. You will buy the products again from a same shop if you are satisfied with amazon online shopping

- ☐ Strongly Agree
- ☐ Agree
- ☐ Neutral

- ☐ Disagree
- ☐ Strongly Disagree

18. Have ever know about the Amazon prime:

- A) yes
- B) No

19. what is your rating on amazon online shopping ?

- A) 0-2
- B) 2-4
- C) 4-6
- D) 6-8
- E) 8-10

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