

# **A STUDY ON CONSUMER'S ATTITUDE TOWARDS ONLINE SHOPPING**

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**

**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 **NARESH.K (38280065)** who have done the project entitled "**CONSUMERS ATTITUDE TOWARDS ONLINE SHOPPING IN CHENNAI**" under my supervision from January 2021 to March 2021.

**Ms.M.JAYASEELY**  
(Internal Guide)

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Submitted for Viva voce Examination held on\_\_\_\_\_

Internal Examiner

External Examiner

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**NARESH.K**

## **DECLARATION**

I **NARESH.K (38280065)** hereby declare that the Project Report entitled **“CONSUMERS ATTITUDE TOWARDS ONLINE SHOPPING ”** In Chennai. done by me under the guidance of **Ms.M.JAYASEELY** Internal is submitted in partial fulfillment of the award of Bachelor of Business Administration degree.

**DATE:30-03-2021**

**PLACE: CHENNAI**

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## **ABSTRACT**

The growing use of Internet in India provides a developing prospect for online shopping. If E-marketers know the factors affecting online Indian behavior, and the relationships between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers. Consumer behavior is said to be an applied discipline as some decisions are significantly affected by their behavior or expected actions. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchased the product from particular website. This paper focuses on factors which online Indian buyers keep in mind while shopping online. This research found that information; perceived usefulness, perceived enjoyment and security/privacy are the five dominant factors which influence consumer perceptions on Online purchasing.

**KEYWORDS:** Customer Satisfaction, Online Shopping, Behaviour and Perception

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

The popularity of internet has changed every sphere of human life. With the help of internet we can get information regarding share market position, latest news, weather examination results, admission status, employment notifications etc. Internet auction, net trading, internet shopping, net banking, e-commerce, m-commerce are some of the initiatives towards “cashless society” due to the advancement of internet. The internet shopping occupies a key role in our day to day life.

Internet also plays an important role in shopping. Various varieties of product are finding on varied companies are available in internet shopping. We can buy or sell things without directly meeting the clients. Because the internet is constantly changing and new products are being introduced, updating is immediately. Internetworking refers to the new products that meet the challenge of creating and administering internet work.

Although not many differences were found between the demographics of the respondents in the earlier and later periods, they discovered significant differences in shopping patterns and purchase behaviours. The findings also reveal that situational variables are more likely to have an impact on shoppers' purchase decisions today than they internet shopping.

The popular online retailing companies in India are Flipkart , Snap deal, Amazon.com and e-Bay etc. The five dominant factors which influence consumer perceptions for online shopping are information, easy to use, satisfaction, security, proper utilization of available information to compare the different products.

## 1.2.INDUSTRY PROFILE

### Amazon

**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

### Flipkart

**Flipkart.com-** Score (4.78) – Founded in 2004 with only Rs. 400000 now in 2014 turned Over 60.000 Crore company. You can not only buy books online through Flipkart, but also mobile phones & mobile accessories, laptops, computer accessories, cameras. Movies, music, televisions. Refrigerators. Air-conditioners washing machines. Clothings Footwears. Accessories, MP3 players and products from a host of other categories. After takeover of letsbuy.com now flipkart is largest player of e-commerce of India.

Flipkart Coupons

Flipkart Deals & Offers

## Snapdeal

**Snapdeal** is an Indian e-commerce company based out of New Delhi. It has its own niche in the sphere of e-commerce in India that it has set with its impressive range of discounts and product categories.

Snapdeal.com -Score (4.90) Snapdeal offers everything from bcal daily deak on restaurants, spas, travel to online products deak. They offer you best price with free shipping.

Snapdeal Coupons

Snapdeal Deals & Offers

## Ebay

**Ebay.in** Score 5.After almost month of dominating at number 1 ebay has come down at number two on indiafreestuff.in list. EBay.in is the Indian version of the popular online shopping portal eBay.com – world’s online marketplace. Ebay has a diverse and passionate community of individuals and small businesses. Ebay offers used and fresh items with a wide network of international shipping. <http://www.ebay.in>

Ebay Coupons

### **1.3.COMPANY PROFILE**

#### **1. SNAPDEAL.COM**

Snapdeal is an e-commerce company based in India. It is a daily deals' website that features discount offers across lifestyle segments such as dining. Health & beauty. Entertainment and travel It also offers discounts on products like electronics, perfumes, watches, bags, sunglasses. Apparel and mobile phones.

Headquartered in Delhi, Snapdeal.com was launched in February 2010. The company was founded by Kunal Bahl Wharton graduate and Rohit Bansal alumnus of IIT Delhi who are friends since school. They had agreed that after finishing their studies and gaining required work experience, they would start a project of their own

Snapdeal.com serves as an advertising platform for merchants and a discount platform for customers. For the merchants who partner with Snapdeal it is a cost-effective channel for acquiring new customers. It also works as a risk-free alternative marketing channel From the merchant's standpoint, they are passing on the customer acquisition cost in the form of a discount offer.



## 2. AMAZON.COM

Amazon.com is an American multinational electronic commerce company with headquarters in Seattle, Washington, United States. It is the world's largest online retailer. The company also produces consumer electronics – notably the Amazon Kindle e-book reader – and is a major provider of cloud computing services.

Amazon has separate retail websites for the following countries: United States, Canada, United Kingdom, Germany, France, Italy, Spain, Japan and China, with international shipping to certain other countries for some of its products. It is also expected to launch its websites in Poland, Netherlands and Sweden.

Jeff Bezos incorporated the company (as Cadabra) in July 1994, and the site went online as amazon in 1995. Amazon.com started as an online bookstore, but soon diversified, selling DVDs, CDs, MP3 downloads, software, video games, electronics, apparel, furniture, food, toys and jewellery. The company was founded in 1994, spurred by what Bezos called his "regret minimization framework", which he described as his effort to fend off regret for not staking a claim in the Internet gold rush.

The company began as an online bookstore. While the hugest brick-and-mortar book stores and mail-order catalogs might offer 200,000 titles, an online bookstore could sell far more. Bezos wanted a name for his company that began with "A" so that it would appear early in alphabetic order. He began looking through the dictionary and settled on "Amazon" because it was a place that was "exotic and different" and it was the river he considered the biggest in the world, as he hoped his company would be. Since 2000.



### 3. EBAY.COM

EBay is an American multinational internet consumer-to-consumer corporation that manages eBay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide. Founded in 1995. eBay is one of the notable success stories of the dot-com bubble: it is now a multi-billion dollar business with operations localized in over thirty countries. EBay expanded from its original "set-time" auction format to include "Buy It Now" standard shopping shopping by UPC, ISBN, or other kind of SKU; online classified advertisements, online event ticket trading online money transfers and other services.

The online auction website was founded as Auction Web in San Jose, California, on September 5, 1995, by French-born Iranian- American computer programmer Pierre Omidyar as part of a larger personal site that included, among other things, Omidyar's own tongue-in cheek tribute to the Ebola virus. One of the first items sku on eBay was a broken laser pointer for \$14.83. Astonished. Omidyar contacted the winning bidder to ask if he understood that the laser pointer was broken In his responding email the buyer explained: "I'm a collector of broken laser pointers. "The frequently repeated story that eBay was founded to help Omidyar's fiancée trade Pez candy dispensers was fabricated by a public relations manager in 1997 to interest the media, which were not interested in the company's previous explanation about wanting to create a "perfect market", This was revealed in Adam Cohen's 2002 book, The Perfect Store, and confirmed by eBay.



#### **4. FLIPKART.COM**

Flipkart is an Indian e-commerce company headquartered in Bangalore, Karnataka. It was started by two IIT graduates, Sachin Bansal and Binny Bansal in the year 2007. They were working in Amazon.com previously. Earlier, Flipkart mainly dealt with books but now, it has expanded to electronic goods and a variety of other products.

Flipkart was founded in 2007 by Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology Delhi. They worked for Amazon.com before quitting and founding their own company. Initially, they used word of mouth marketing to popularize their company. A few months later, the company sold its first book on flipkart.com—John Woods' 'Leaving Microsoft to Change the World'. Today, as per Alexa traffic rankings, Flipkart is among the top 30 Indian Web sites and has been credited with being India's largest online bookseller with over 11 million titles on offer. Flipkart broke even in March 2010 and claims to have had at least 100% growth every quarter since its founding. The store started with selling books and in 2010 branched out to selling CDs, DVDs, mobile phones and accessories, cameras, computers, computer accessories and peripherals, and in 2011 pens & stationery, other electronic items such as home appliances, kitchen appliances, personal care gadgets, health care products etc. Further in 2012, Flipkart added A.C, Air coolers, School supplies, Office supplies, Art Supplies & lifestyle products to its product portfolio. Today, Flipkart employs over 4500 people.



## **1.4 NEED FOR THE STUDY**

To Analyze the ratio of people depending on online shopping. Customer satisfaction is one of the critical success factors for all companies. Improving quality and customer satisfaction has received extensive attention. Customers want all utility and service and quality.

## **1.5 SCOPE OF THE STUDY**

- ❖ The research measures the experiences of customers
- ❖ Gains insight into customers expectations

## **1.6 OBJECTIVE OF THE STUDY**

### **1.6.1 Primary objectives:**

To study on customer satisfaction on online shopping through Online websites and apps.

### **1.6.2 Secondary objectives:**

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

## **1.7 LIMITATIONS OF THE STUDY**

- The analysis of the present study has been carried out based on the information has collected from the respondents.
- The study is an opinion survey; caution may have to be exercised while extending the result to other areas.
- Due to time constrict only 150 numbers of respondents were considered.
- The result fully depends on the information given by the respondents which may be based.

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

#### **2.1 INTRODUCTION**

In this Chapter, the researcher has made an attempt to study and understand the complex concepts of Customer experience. This attempt includes, understanding the basic concepts of Customer experience, analyzing research studies made by earlier researchers in respect of Customer experience in online shopping Industry, For this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the Bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of Customer experience in respect of Online Shopping.

#### **2.2 LIST OF REVIEWS**

**Simranjit Singh, Sonia Bajwa (2017)** have analyzed 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.

**Priyanka Sharma (2017)** has stated that the internet has given rise to great potential for businesses through connecting globally to online shopping. Cash on delivery is found the most popular payment method for online shopping among consumers. 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.

**M. Dhanalakshmi, M. Sakthivel, M. Nandhini (2017)** have stated 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 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.

**Snehal Chincholkar (2016)** has study the 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.

**Saban Kumar K.C, Arun Kumar Timalisina (2016)** have concludes that 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.

**Pawan Kumar, Kanchan (2017)** have concludes 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 was grown in a positive manner and decision on

demonetization certainly helped the online shoppers to attract more and more customers.

**A. T. Jaganathan, J. Suresh kumar, M. Sakthivel, M. Mohanraj (2016)** have stated 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.

**Manisha Kinker, N.K. Shukla (2016)** have analyzed that The findings of the research 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.

**Pritam P. Kothari, Shivganga S. Maingargi (2016)** have stated 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. 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.

**Lakshmi. S. (2016)** has concludes the 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.

**Ashwini.N, Manjula. R (2016)** have 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.

**K.S. Silpa, P.U. Rajasree, P. Balasubramanian (2016)** have analyzed 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 wider in India .

**Sonal Kala (2015)** has stated 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 perceived online shopping in a positive manner.

**G.R.Shalini, K.S.HemaMalini (2015)** have concludes 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.

**S. Aruna, A. John William (2015)** have study 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.

**R.Shanthi, Desti Kannaiah (2015)** have analyzed that youngsters are attached to the online shopping and hence the elder people don"t use online shopping much as compared to the younger ones. It is also found that the majority of the people who shop online buys books online followed by tickets (railway, movie, concerts). The study also reveals that the price of the products has the most influencing factor on online purchase. The security of the products is the second most influencing factor, Guarantees online purchase is the third most influencing factor and Warrantees followed by delivery time and the next most influencing factor is the privacy of the information, the reputation of the company, and nice description of goods. Overall the research outcome reveals

that the majority of the respondents preferred to buy products from Flipkart through the online mode of shopping.

**Ashish Bhatt (2014)** has concluded that online shopping is gaining more popularity among people, especially among the younger generation and become equally popular among all age groups because of the product attractiveness, price and variety gives more essentials for online shopping.

**Kalpana Mathur, Arti Sharma (2014)** have stated that visiting shops, malls or retail outlets are more time consuming. Hence, many people preferred to shop online. The online shopping habits are gaining quick market and are growing every year because of the increasing Internet usage of people and availability of Internet connections on mobile at cheaper rates. There is no significant relation between use of discount coupons and occupation. This implies that discount coupons are emerging as an attractive feature calling for more consumers to shop online. The study found that the preferred mode of payment for e-shopping is cash on delivery.

**Pratiksinh Vaghela (2014)** has concludes that most of the customers were perceived that online shopping is better option than manual shopping and most of the customers were satisfied with their online shopping transactions. Customers are accessing their net at their home and office/ college. Largely customers are buying clothe, electronics items and accessories.

**Renuka Sharma, Kiran Mehta, Shashank Sharma (2014)** the researcher concludes that Indian customers are also getting addicted to the online shopping and they do like various features of online shopping as by rest of the world. The most of the internet users belong to the youngster category and the majority of goods and services demanded are related only to these segments.

**Gagandeep Nagra, R. Gopal (2013)** concludes that the gender does impact Possession of internet and Frequency of online purchase of consumer's occupation is a demographic variable which does not impact any of the variable. The respondents had perceived online shopping in a positive manner. On-line shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income.

**Preeti Srivastava (2013)** has stated that the People across the different ages are highly encouraged for online shopping. The people are motivated for various reasons viz. Product variety and design, fashionable and trendiness, convenience, effective presentation, gifts and offers, payment facility. The respondents divulged in their response that they would hesitate to buy jewelry online because of some major concerns like lack of satisfaction, social acceptance and recognition and inability to convince family members. The readiness and willingness for such fashionable jewelry is comparatively higher than those made of gold or some other precious metals. The consumers are also happy and ready to shop online gems and stones embedded jewellery.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

The researcher had to decide which methodology or combinations of methodology were going to be most practical and yield the best results from the primary research. There are two types of methodological approach that can be used. These two are qualitative and quantitative. Quantitative research can be utilized as a research strategy if the emphasis of the research is on quantification in the collection and analysis of the data. Quantitative analysis involves using a deductive approach to the relationship between theory and research, where the emphasis is placed on testing the theories. Quantitative analysis also incorporates common practices and norms of the natural science model and of positivism in particular. Quantitative analysis represents a view of social reality as an external objective reality. Qualitative analysis on the other hand is utilized as a research strategy, where the researcher is looking to emphasize words instead of trying to look for quantification in the collection and analysis of data.

#### **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. The data collected for this project work was from two sources

- 1.Primary Data
- 2.Secondary Data

### **3.2.1 Primary Data**

Primary data is collected from people by using structured questionnaire.

### **3.2.2 Secondary Data**

Secondary data was collected by company website, books, internet and Wikipedia

## **3.3 SAMPLING TECHNIQUE**

### **3.3.1 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.

## **3.4 STRUCTURE OF QUESTIONNAIRE**

Questionnaire was divided into three 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 the third part contained the respondents opinion about the service quality of Online Shopping.

## **3.5 SAMPLE SIZE:**

The sample of 150 responded was taken into consideration for my study and the data was collected.

## **3.6 POPULATION:**

The overall population size is infinite.

## **3.7 ANALYTICAL TOOLS:**

Techniques are used to obtain findings and arrange information in logical sequence from the raw data collected. After the tabulation of data the tools provide a scientific and mathematical solutions to complex problems. The present study uses the following statistical tools for analyzing the collected data.

### **3.8 PERIOD OF STUDY**

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

## CHAPTER 4

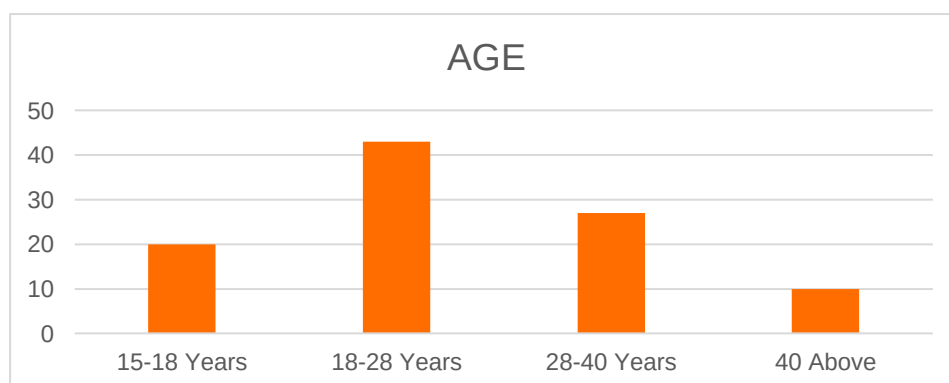
### DATA ANALYSIS AND INTERPRETATION

#### 4.1 PERCENTAGE ANALYSIS

**Table 4.1.1: Age of the respondents**

| S.No  | Particulars | No. of Respondents | Percentage |
|-------|-------------|--------------------|------------|
| 1     | 15-18       | 30                 | 20         |
| 2     | 18-28       | 65                 | 43         |
| 3     | 28-40       | 40                 | 27         |
| 4     | 40 above    | 15                 | 10         |
| 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 15 to 18 age of respondents are 20%, between 18 to 28 age of respondents are 43%, between 28 to 40 age of respondents are 27%, 40 above age of respondents are 10%.

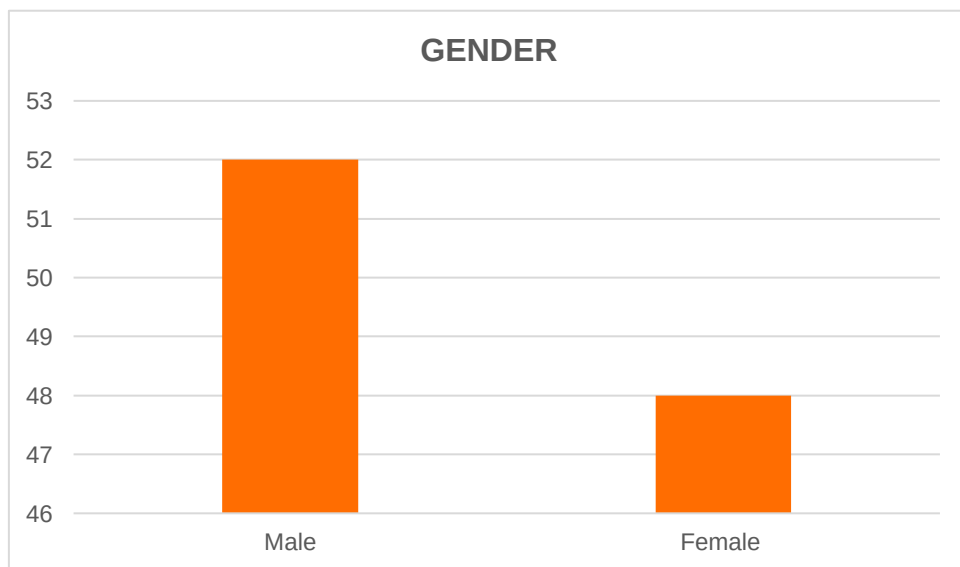
#### Inference

Majority (43%) of the respondents are age between 18-28.

**Table 4.1.2: Gender of the respondents**

| S.No  | Particulars | Respondents | Percentage |
|-------|-------------|-------------|------------|
| 1     | Male        | 78          | 52         |
| 2     | Female      | 72          | 48         |
| 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 52% and female respondent is 48%.

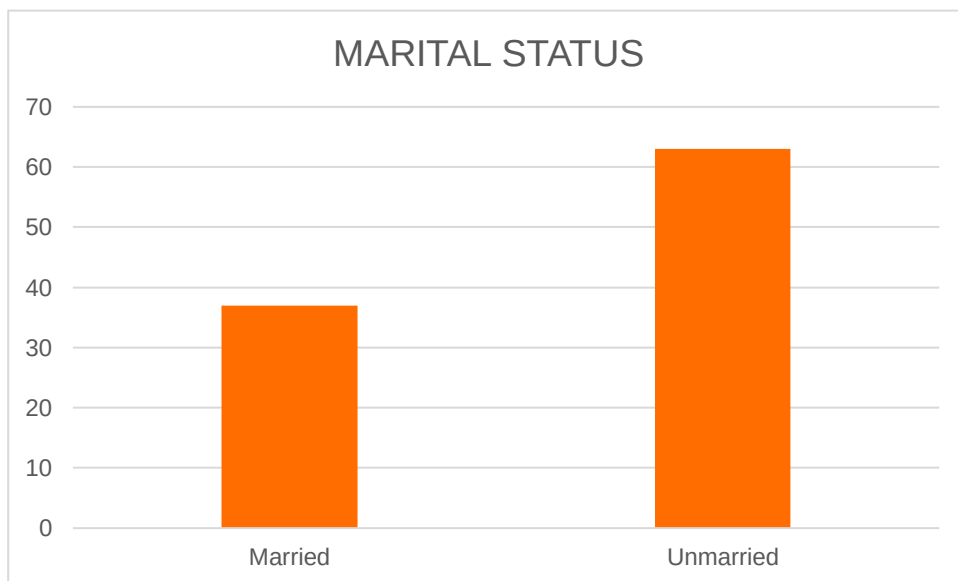
### **Inference**

Majority (52%) of the respondents are Male.

**Table 4.1.3: Marital status of the respondents**

| S.No  | Particulars | Respondents | Percentage |
|-------|-------------|-------------|------------|
| 1     | Married     | 55          | 37         |
| 2     | Unmarried   | 95          | 63         |
| 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 63% in unmarried, 36% in married.

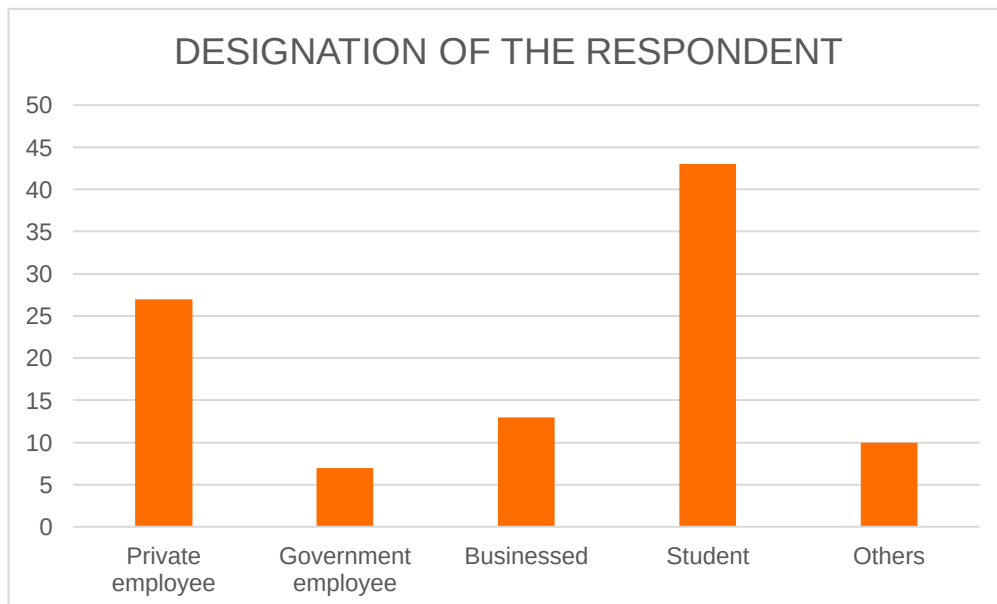
**Inference**

Majority (63%) of the respondents are Unmarried.

**Table 4.1.4: Designation of the respondents**

| S.No  | Particulars         | Respondents | Percentage |
|-------|---------------------|-------------|------------|
| 1     | Private Employee    | 40          | 27         |
| 2     | Government Employee | 10          | 7          |
| 3     | Businesses          | 20          | 13         |
| 4     | Student             | 65          | 43         |
| 5     | Others              | 15          | 10         |
| Total |                     | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.4: Designation of the respondents**

### **Interpretation**

From the above table it is interpreted that the number of respondents were 26.66% is Private employee, 6.66% is Government employee, 13.33% is Businesses, 43.33 is student, 10% is others.

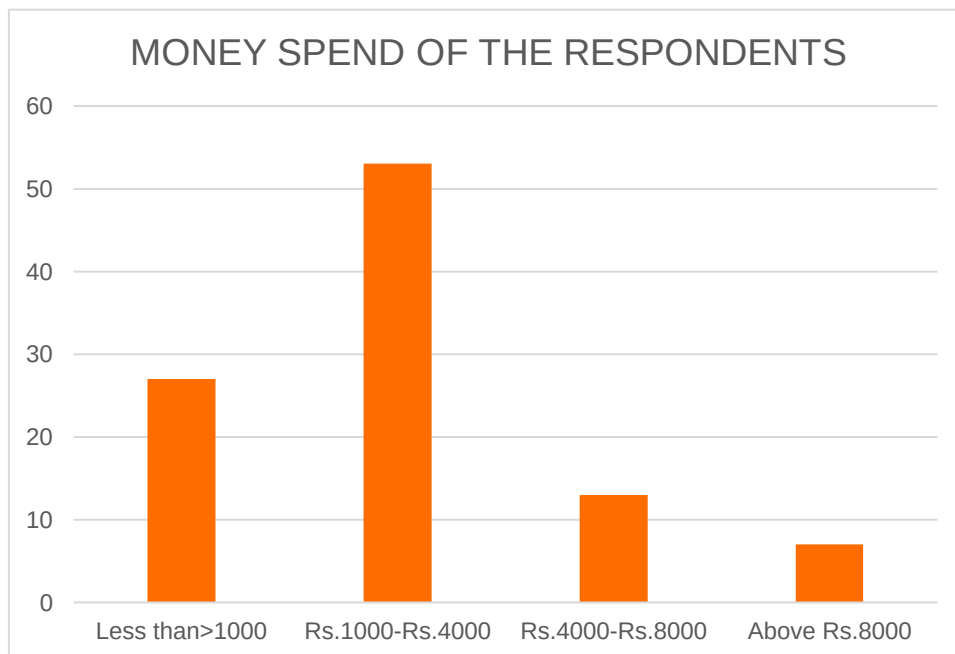
### **Inference**

Majority (43.33%) of the respondents are Students.

**Table 4.1.5: Money spent by the respondents**

| S.No  | Particulars     | Respondents | Percentage |
|-------|-----------------|-------------|------------|
| 1     | Less than>1000  | 40          | 27         |
| 2     | Rs.1000-Rs.4000 | 80          | 53         |
| 3     | Rs.4000-Rs.8000 | 20          | 13         |
| 4     | Above Rs.8000   | 10          | 7          |
| Total |                 | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.5: Money spent by the respondents**

#### **Interpretation**

From the above table it is interpreted that the number of respondents were 26.66 is less than 1000, 53.33% is Rs 1000 to Rs.4000, 13.33% is Rs.4000 to Rs.8000, 6.66% is more than 8000 were respondent spend on online shopping.

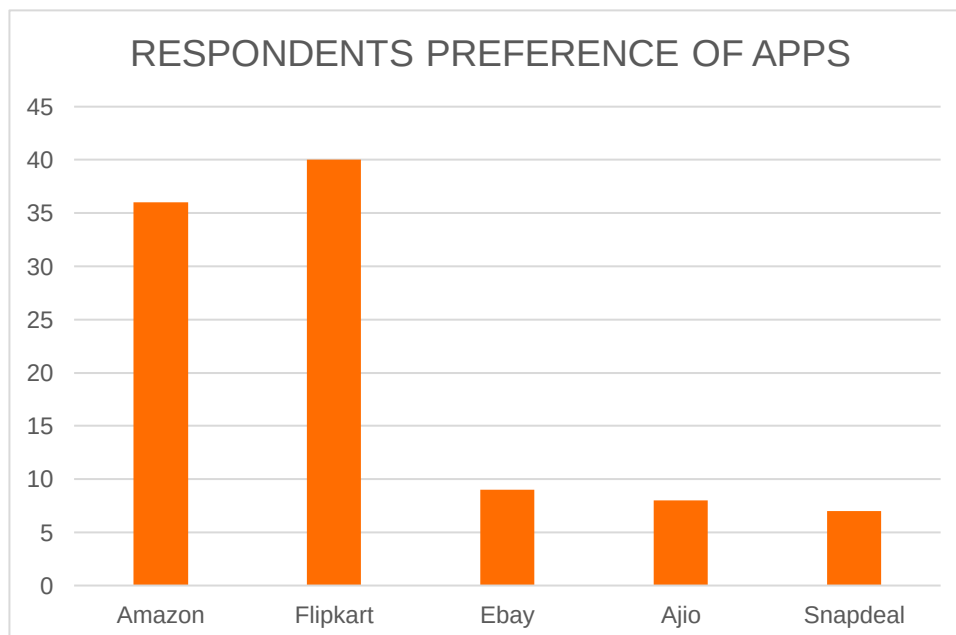
#### **Inference**

Majority (53.33%) of the respondents were spend Rs.1000 to Rs.4000.

**Table 4.1.6: Respondents preference of apps**

| S.No  | Particulars | Respondents | Percentage |
|-------|-------------|-------------|------------|
| 1     | Amazon      | 54          | 36         |
| 2     | Flipkart    | 60          | 40         |
| 3     | Ebay        | 14          | 9          |
| 4     | Ajio        | 12          | 8          |
| 5     | Snapdeal    | 10          | 7          |
| Total |             | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.6: Respondents preference of apps**

### **Interpretation**

From the above table it is interpreted that the number of respondents preferred 36% in Amazon, 40% in Flipkart, 9.33% in Ebay, 8% in Ajio, 6.66% in Snapdeal.

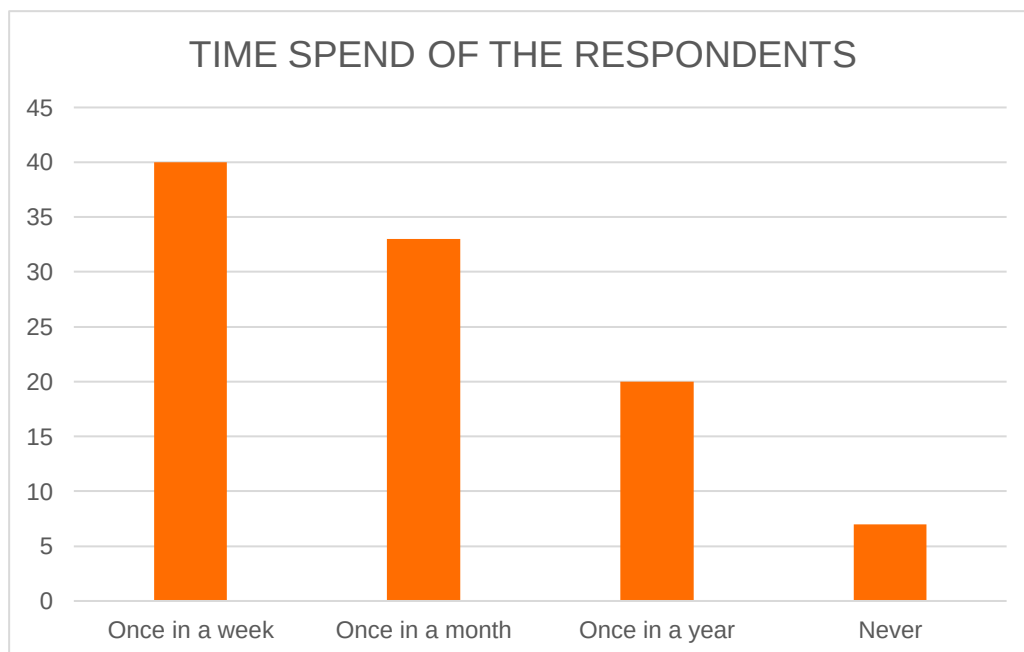
### **Inference**

Majority (40%) of the respondents are says Flipkart.

**Table 4.1.7: Time spend of the respondents**

| S.No  | Particulars     | Respondents | Percentage |
|-------|-----------------|-------------|------------|
| 1     | Once in a week  | 60          | 40         |
| 2     | Once in a month | 50          | 33         |
| 3     | Once in a year  | 30          | 20         |
| 4     | Never           | 10          | 7          |
| Total |                 | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.7: Time spend of the respondents**

#### **Interpretation**

From the above table it is interpreted that the number of respondents were 40% is once in a week, 33.33% is once in a month, 20% is once in a year, 6.66% is Never mentioned.

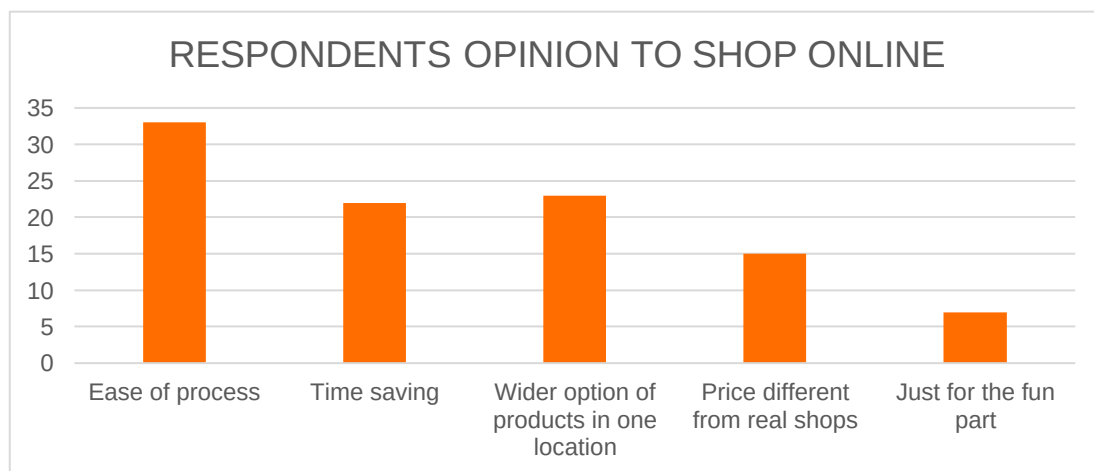
#### **Inference**

Majority (40%) of the respondents were shop Once in a week.

**Table 4.1.8: Respondents opinion to online shopping**

| S.No  | Particulars                              | Respondents | Percentage |
|-------|------------------------------------------|-------------|------------|
| 1     | Ease of process                          | 50          | 33         |
| 2     | Time saving                              | 33          | 22         |
| 3     | Wider option of products in one location | 35          | 23         |
| 4     | Price different from real shops          | 22          | 15         |
| 5     | Just for the fun part                    | 10          | 7          |
| Total |                                          | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.8: Respondents opinion to online shopping**

### **Interpretation**

From the above table it is interpreted that the number of respondents were 33% is Ease of process, 22% is Time saving, 23% is wider option of products in one location, 15% is price different from real shops, 7% is just for the fun part.

### **Inference**

Majority (33%) is opinion Ease of process in online shopping.

**Table 4.1.9: Respondents factors to online shopping**

| S.No  | Particulars   | Respondents | Percentage |
|-------|---------------|-------------|------------|
| 1     | Speed         | 58          | 39         |
| 2     | Reliability   | 20          | 13         |
| 3     | Price         | 55          | 66         |
| 4     | Free Shipping | 17          | 11         |
| Total |               | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.9: Respondents factors to online shopping**

#### **Interpretation**

From the above table it is interpreted that the number of respondents says 38.66% is speed, 13.33% is Reliability, 66% is Price, 11.33% is Free shipping.

#### **Inference**

Majority (38.66%) is says Speed as a factor for online shopping.

**Table 4.1.10: Respondents preferences to buy in online shopping**

| S.No  | Particulars                      | Respondents | Percentage |
|-------|----------------------------------|-------------|------------|
| 1     | Very convenience and time saving | 70          | 47         |
| 2     | Low price and good quality       | 45          | 30         |
| 3     | Products variety                 | 35          | 23         |
| Total |                                  | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.10: Respondents preferences to buy in online shopping**

#### **Interpretation**

From the above table it is interpreted that the number of respondents says 46.66% is Very convenience and time saving, 30% is Low price and good quality, 23.33% is products variety.

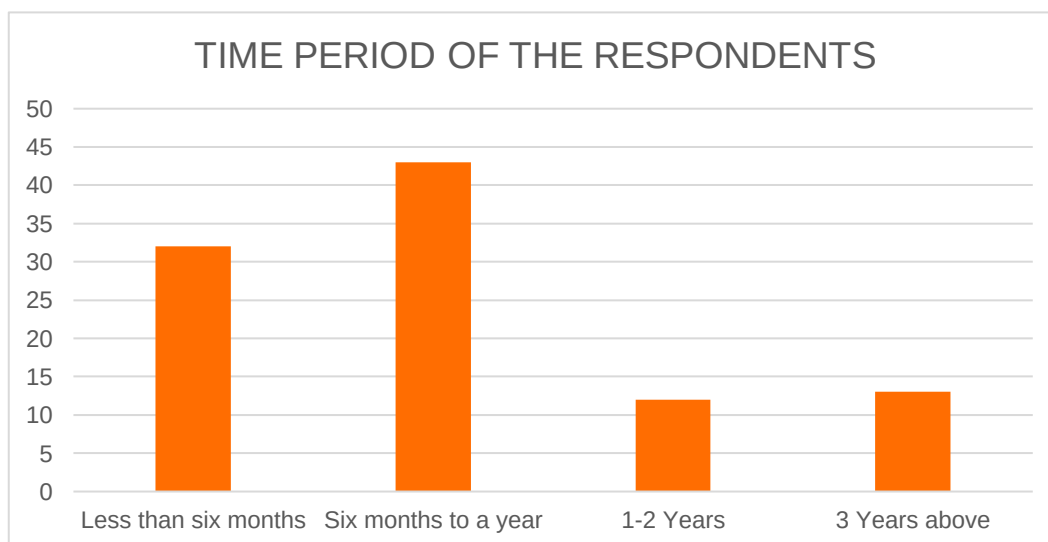
#### **Inference**

Majority (46.66%) is says Very convenience and time saving in online shopping.

**Table 4.1.11: Respondents time period in online shopping**

| S.No  | Particulars          | Respondents | Percentage |
|-------|----------------------|-------------|------------|
| 1     | Less than six months | 47          | 32         |
| 2     | Six months to a year | 65          | 43         |
| 3     | 1-2 Years            | 18          | 12         |
| 4     | 3 Years above        | 20          | 13         |
| Total |                      | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.11: Respondents time period in online shopping**

#### **Interpretation**

From the above table it is interpreted that the 31.33% of respondents says less than six months, 43.33% says 6 months to a year, 12% says 1 to 2 years, 13% says 3 years above.

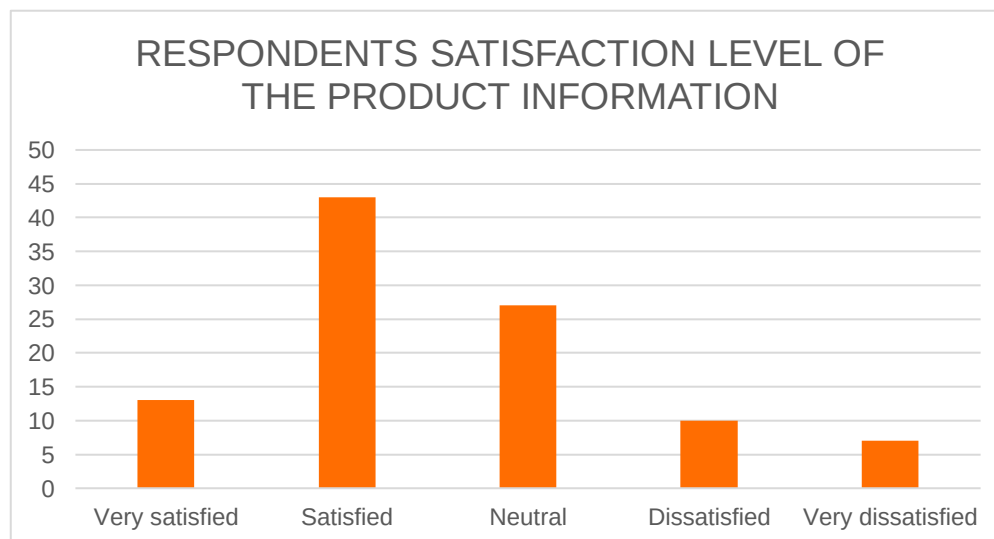
#### **Inference**

Majority (44.33%) of the respondents says 6 months to a year to spend time on online shopping.

**Table 4.1.12: Respondents satisfaction level of the product**

| S.No  | Particulars       | Respondents | Percentage |
|-------|-------------------|-------------|------------|
| 1     | Very satisfied    | 20          | 13         |
| 2     | Satisfied         | 65          | 43         |
| 3     | Neutral           | 40          | 27         |
| 4     | Dissatisfied      | 15          | 10         |
| 5     | Very dissatisfied | 10          | 7          |
| Total |                   | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.12: Respondents satisfaction level of the product**

### **Interpretation**

From the above table it is interpreted that the 13.33% of respondents says very satisfied, 43.33% says satisfied, 26.66% says neutral, 10% says dissatisfied, 6.66% says very dissatisfied for information provided in online shopping.

### **Inference**

Majority (43.33%) of the respondents says Satisfied in information provided for the product.

**Table 4.1.13: Respondents satisfaction level of the product quality**

| S.No  | Particulars | Respondents | Percentage |
|-------|-------------|-------------|------------|
| 1     | Very low    | 10          | 7          |
| 2     | Low         | 25          | 7          |
| 3     | Neutral     | 40          | 27         |
| 4     | High        | 55          | 37         |
| 5     | Very high   | 20          | 13         |
| Total |             | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.13: Respondents satisfaction level of the product quality**

### **Interpretation**

From the above table it is interpreted that 6.66% the number of respondents says very low, 16.66% is low, 26.66% is neutral, 36.66% is high, 13.33% is very high for the product quality.

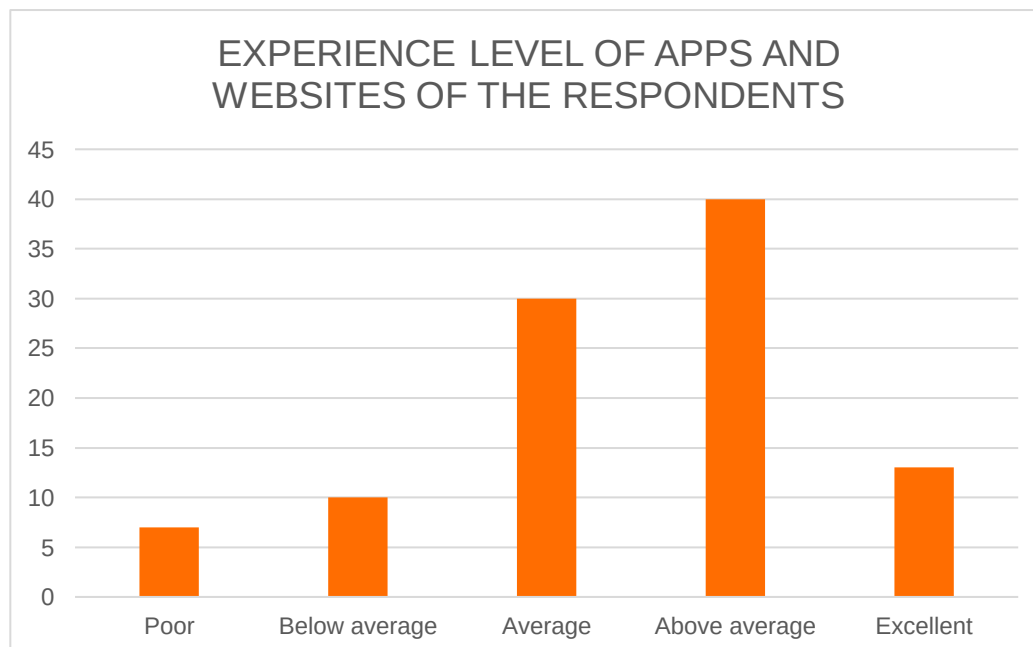
### **Inference**

Majority (36.66%) of the respondents are says High for the product quality.

**Table 4.1.14: Respondents satisfaction level of apps and websites**

| S.No  | Particulars   | Respondents | Percentage |
|-------|---------------|-------------|------------|
| 1     | Poor          | 10          | 7          |
| 2     | Below average | 15          | 10         |
| 3     | Average       | 45          | 30         |
| 4     | Above average | 60          | 40         |
| 5     | Excellent     | 20          | 13         |
| Total |               | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.14: Respondents satisfaction level of apps and websites**

#### **Interpretation**

From the above table it is interpreted that the number of respondents says 6.66% Poor, 10% in Below average, 30% in average, 40% in Above average, 13.33% in excellent during the online shopping.

#### **Inference**

Majority (40%) of the respondents are says Above average during online shopping.

**Table 4.1.15: Respondents delivery rating on online shopping**

| S.No  | Particulars | Respondents | Percentage |
|-------|-------------|-------------|------------|
| 1     | 1           | 0           | 0          |
| 2     | 2           | 25          | 17         |
| 3     | 3           | 50          | 33         |
| 4     | 4           | 40          | 26         |
| 5     | 5           | 35          | 23         |
| Total |             | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.15: Respondents delivery rating on online shopping**

#### **Interpretation**

From the above table it is interpreted that the number of respondents 0 % has choose 1, 16.66% has choose 2, 33.33% has choose 3, 26.66% has choose 4, 23.33% has choose 5 for product delivery.

#### **Inference**

Majority (33.33%) of respondent says Average for delivery of products.

**Table 4.1.16: Respondents overall rating for online shopping**

| S.No  | Particulars | Respondents | Percentage |
|-------|-------------|-------------|------------|
| 1     | 1           | 0           | 0          |
| 2     | 2           | 25          | 17         |
| 3     | 3           | 35          | 23         |
| 4     | 4           | 50          | 33         |
| 5     | 5           | 40          | 27         |
| Total |             | 150         | 100        |

**Source: Primary data.**



**Chart 4.1.16: Respondents overall rating for online shopping**

#### **Interpretation**

From the above table it is interpreted that the number of respondents 0% has choose 1, 16.66% has choose 2, 23.33% has choose 3, 33.33% has choose 4, 26.66% has choose 5 for overall rating for online shopping.

#### **Inference**

Majority (33.33%) of the respondents says Above average for overall rating.

## CHAPTER 5

### 5.1 FINDINGS

- 1) Majority (43%) of the respondents are age between 18 to 28 years..
- 2) Majority (52%) of the respondents are Male.
- 3) Majority (63%) of the respondents are Unmarried.
- 4) Majority (43.33%) of the respondents are Students.
- 5) Majority (53.33%) of the respondents says Rs.1000 to Rs.4000 to spend on online shopping.
- 6) Majority (40%) of the respondents are says Flipkart.
- 7) Majority (40%) of the respondents says shop Once in a week.
- 8) Majority (33%) of the respondents opinions are Ease of process in online shopping.
- 9) Majority (38.66%) of the respondents says speed is a factor to shop online.
- 10) Majority (46.66%) of the respondents says Very convenience and time saving in online shopping.
- 11) Majority (44.33%) of the respondents says 6 months to a year of time spending on online shopping.
- 12) Majority (43.33%) of the respondents says Satisfied in information provided for the product in online shopping.
- 13) Majority (36.66%) of the respondents says high for the product quality.
- 14) Majority (40%) of the respondents says Above average during online shopping.
- 15) Majority (33.33%) of the respondents says 5 in for delivery of products.

16) Majority (33.33%) of the respondents says 4 in Above average for overall rating.

## **5.2 SUGGESTION**

- The overall experience index from the study reveals that the online shopping is performing very well and customers buying are much experience with the service given by them.
- 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.
- 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 expérience.
- 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.
- 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.

### **5.3 CONCLUSION**

The Online shopping are the best moving equal to trends. 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 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.

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## **Appendix(Questionnaire)**

### **1)Personal Details**

i.Age:

- a) 15-18yrs
- b) 18-28yrs
- c) 28-40yrs
- d) 40 and above

ii.Gender:

- a)Male
- b)Female

iii.Martial Status:

- a)Married
- b)Unmarried

iv.Designation

- a)Pvt.job
- b)Govt.job
- c)Business
- d)Student
- e)Others:\_\_\_\_\_

2).How much money do you spend on average in online shopping.

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

3).How often do you shop on online shopping?

- a)Once in a week
- b)Once in month
- c)Once in a year
- d)Never

4).Where do you mainly shop online

- a)Amazon
- b)Flipkart
- c)Ebay
- d)Ajio
- e)Snapdeal
- f)Other:\_\_\_\_\_

5).What would be the reason that makes you prefer to purchase a product online  
(select one or two that are most important to you)

- a)Ease of Process
- b)Time Saving
- c)Wider options of products in one location
- d)Price difference from real shops

e)Just for the fun part

6).What is most important thing that you will prefer in online shopping.

a)Speed

b)Reliability

c)Price

d)Free shipping

e)Other: \_\_\_\_\_

7).Why are you choose online shopping?

a)Very convenience and time saving

b)Low price but good quality

c)Products variety

d)Other: \_\_\_\_\_

8).How long do you have been using online shopping.

a)Less than six months

b)Six months to a year

c)1 - 2years

d)3 or more years

e)Other: \_\_\_\_\_

9).How satisfied are you with the product information provided in online shopping?

a)Very satisfied

b)Satisfied

c)Neutral

d)Dissatisfied

e)Very dissatisfied

10).How would you rate your experience navigating towards online shopping through our website/mobile applications?

a)Poor

b)Below average

c)Average

d)Above average

e)Excellent

11).Rate the qualities of the product which you were brought through online shopping?

a)Very low

b)Low

c)Neutral

d)High

e)Very high

12).What is your rating on good delivery in online shopping?

1 2 3 4 5

Very dissatisfied 0 0 0 0 0 Very satisfied

13).Overall Rating for online shopping?

1 2 3 4 5

Not at all likely 0 0 0 0 0 Extremely likely

14).Specify it in the box how can we improve our services in online shopping?\_\_\_\_\_

