

A STUDY ON BUYING BEHAVIOUR OF THE CONSUMER IN ONLINE SHOPPING WITH REFERENCE TO ELECTRONICS PRODUCTS

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

**YUVARAJ M
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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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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of Mr. YUVARAJ M (39410241) who have done the Project work entitled **A Study On Buying Behavior Of The Consumer In Online Shopping With Reference To Electronics Products** under my supervision from December 2020 to March 2021.

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I Yuvaraj M (39410241) hereby declare that the Project Report entitled **A Study On Buying Behavior Of The Consumer In Online Shopping With Reference** done by me under the guidance of **Dr. N. KUMAR, MA, M.Phil., PhD, MBA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTARCT

E-commerce has made life simple and innovative of individuals and groups; consumer Behaviour in online shopping is different from the physical market where he has access to see the product. The purpose of the research was to study the consumer behaviour in online shopping of electronics products. The main research question in how consumers behave while shopping online. Primary data was collected through the questionnaire survey and by emails from personal contacts. Price, time saving and convenience were identified as important factors which lead to certain buying behaviour in online shopping. The www is rebuilt around people where social circles influence and lead to online buying.

Keywords: Consumer behaviour, online shopping, E-commerce, service and electronic products

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CHAPTER-I

INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

This section will provide all information regarding the theory background, purpose, research questions, limitations of survey and theories. It presents the introduction of consumer behavior, online shopping, consumer behavior towards online shopping and online shopping of electronic goods.

CONSUMER BEHAVIOUR

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. “

Consumer behavior of every individual is different from other depending on buying choices which is influenced by buying habits and choices that are turn tampered by psychological and social drivers that affect purchase decision process.

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Consumer behaviour blends elements from psychology, sociology, social anthropology, marketing and economics, especially behavioural economics. It examines how emotions, attitudes and preferences affect buying behaviour.

Consumer behaviour towards online shopping is a field of interest for both scholars and professionals because internet has greatly influenced the preferences and buying pattern of customers. Internet is changing the way consumers shop and buy goods and services has rapidly evolved into a global phenomenon. This study focusing understand the preference of consumers in the

perspective of value of goods. The customers are very rational in this global world. They are not ready to buy goods which having higher value, because some dilemma about quality of the product. The purpose of this research is primary to identify and get insight into the value of products plays a vital role on online consumer while booking and purchasing goods and services.

ONLINE SHOPPING

Online shopping is the easy solution for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping.

Internet makes life simple and innovative. People are doing business online and trade has become more easy and fast due to this. Internet provides new ways to promote business. Website becomes the essence of online business as to show their services and products. Internet gathers all competitors and consumers in one place. It brings new lane to promote, advertise products and services in market (Barry Silverstein, 2002, p. 3). Total global E-commerce sale in 2011 have grown to Euro 690 billion (USD 961 billion) and recorded an increase of 20 % with an estimation of increase in the coming years and to cross the 1 trillion Euro mark in 2013. Asia pacific region is leading in terms of growth as compared to mature markets like US, UK, Japan and European countries. Asia Pacific recorded 130 % growth specially China in 2011. The online retailing is becoming an integral part of an economy and country and worldwide increasingly seeing trust and confidence in purchasing online. (AadWeening, 2012) "E-commerce is benefiting from several positive trends, including the continued rollout of broadband, increasing user comfort shopping online and the decline of certain brick-and-mortar retailers," (Imran Khan, 2011, P.416). Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is the best way to save time and money through purchasing online within their range of budget at home or in anywhere. Online consumers don't have limits to online shopping. They also use internet for comparison of prices of

goods and services, news, visit social networks and search information and so on. The recession has so much impact on online consumer behaviour (Rodriguez, 2009, p.3). Online shopping behaviour depends on variables, internet knowledge and experience and last factor is shopping incentives. These are key determinants to influence the behaviour of online consumers. Online seekers are the main sources of online shoppers always want to seek information within few clicks and reach to the most relevant information according to their requirements such as competitive brands, best price offers, product specification and consumer word-of-mouth.

In the twenty-first century, trade and commerce have been so diversified that multichannel has taken place and online shopping has increased significantly throughout the world (Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001). Globally, e-commerce constituted about 2.29 trillion dollar market (John, 2018) and expected to reach 4 trillion dollar by 2020 (eMarketer, 2016) due to the double-digit worldwide growth in sales (15%) and order (13%) (eMarketer, 2018) in all sorts of e-commerce such as business-to-business (B2B), business-to-consumer (B2C) (Zuroni & Goh, 2012).

Unlike a physical store, all the goods in online stores described through text, with photos, and with multimedia files. Many online stores will provide links for much extra information about their product. On the other hand, some online consumers are an adventurous explorer, fun seeker, shopping lover, and some are technology muddler, hate waiting for the product to ship. Consequently, online consumer behaviour (user action during searching, buying, using products) became a contemporary research area for an increasing number of researchers to understand this unique nature of online shopping.

The primary goal of a business is to offer product and services that best serve their consumer needs. A business which fulfil the customer needs with satisfaction very well is more successful than its competitors as satisfied buyers tend to make a repetitive purchase thus, the purpose of this study is to understand the consumer behaviour towards online shopping, their liking, disliking, and satisfaction level.

ADVANTAGES OF ONLINE SHOPPING

Online shopping is a form of electronic commerce whereby consumers directly buy goods or Services from a seller over the Internet without an intermediary service.

Easy to Find:

Finding a product online is much easier than looking for it in the local store. You can search any product easily by using the search engine feature of an online shopping website. But in store you have to look for it until you find it.

Products can be cheaper:

Sometime a product can be much cheaper in another country than your country. In this case it would be wise to shop online to save some money.

Save time and energy:

You don't have to waste your time in going to store and standing in front of the crowd.

Freedom of price flexibility:

You will enjoy the freedom of price flexibility. If you don't like the price of a product from an online shop, you can switch to another online store to look for cheaper price.

High satisfaction percentage:

Now a day shopping online is very reliable. The percentage of satisfaction is very high.

Buyer protection:

Dependable websites like E-bay provides buyer protection to motivate people to buy from their site. This highly trusted websites will give your money back if any seller does not deliver the item or deliver an item which does not match with the description.

Rare product:

Shopping online is very useful in buying rare products.

Privacy:

There are some products which you don't want to buy publicly. You can buy any kind of product from online web store anonymously to maintain your desired privacy.

E-business:

The progress of online business is actually helping millions of people. Now people can buy and sell from their home. People who cannot afford to buy or rent a shop, can easily open an online store and sell items from their home. This is playing a very important role in reducing the unemployment rate.

DISADVANTAGES OF ONLINE SHOPPING***Delay:***

The main disadvantage of online shopping is, you cannot receive the product immediately. You have to wait until the product arrives. Sometimes it is better to have an item instantly than keep waiting for it for many days. I would prefer to buy an item instantly if the delivery time is too long.

Inferior product:

You don't know about the actual quality of the product. Sometimes the description of the product might be different than the actual product. As a result, you might end up with inferior quality product.

Shipping Charge:

Shipping charge and shipping delays are one of the main disadvantages of shopping online. Items are generally cheaper in online web store. But sometime the addition of shipping charge makes the price similar or more expensive than your nearby local store.

Delivery Problem:

Sometimes you may face Delivery risk. Delivery risk occurs when the seller fails to deliver the original product or delivers a damaged (inferior/duplicate) product due to shipping problems.

Shopaholic:

Since it is very easy to search & purchase different items very easily and quickly from online, many people end up being an online shopaholic. That means they buy too many things they actually don't need. Online Shopaholic people think they are saving money because the cost is very low when you shop from online, but sometime it's actually a waste because you don't need them.

Scam:

As online shopping is becoming very common the number of online scam and fraud is also trusted websites would take care of any fraud to maintain their reputation.

Return problem:

Returning an item is difficult in case of online shopping. Although seller accepts sells return, they usually want the item within a short period of time and you also have to pay for the shipping charges.

Warranty issues:

Many electronic items are sold without international warranty. So make sure you contact with the seller to verify whether the item has international warranty or not.

THEORY

In this section theories related to Consumer behaviour towards online shopping of electronic goods, introduction of online consumer behaviour theories including consumer characteristics, online consumer behaviour, factors predicting online shopping, and consumer mind set are discussed. After introduction of these theories the factors involve in goal oriented online buyer, and in experimental motives of online shopping in details which will help to identify the main factors as why consumer behaviour depends and how it depends on environments are explained. Also bring into light online consumer behaviour, trust factor in e-commerce and Implication of online shopping of electronic products.

Introduction of theories related to online consumer behaviour

We have so many theories on online consumer behaviour such as Expectation confirmation theory, Innovative diffusion theory, Technology acceptance model, theory of planned behaviour, theory of reasoned action (Christy M. K. Cheung, 2003, p. 198).

Consumer behaviour responds differently with offline and online elements. According to Subhashish Dasgupta, based on their personality online consumers have two characteristics a) manifestation of offline consumer behaviour b) unique behavioural mode. Virtual communities also play an important role on online consumer behavioural. Virtual communities are also known as “Venuses for consumptions” (Dasgupta, 2006, p. 340).

From the research, it is analysed that with the passage of time online shopping of electronic goods increases day by day because retailers make new strategies and new design to facilitate online shopping and make ease to online consumer to do shopping at their home with hassles of physical appearance to huge malls and market in the busy life. With new era, the business environment has undergone a rapid innovation and inventions with the internet. Now consumer can easily access 20 many shopping websites and purchase goods according to selection with huge amount of alternatives without limitations (Yuan Gao, 2005, p. 10). Yuan Gao explained a casual model of information research on the internet. He

defines four types of antecedents including personal factors, product factors, media factors and situational factors.

Online buying behaviour

Online shopping consumer behaviour is also called online buying behaviour and internet shopping/ buying behaviour. Online shopping behaviour has direct relationship with these five elements such as e-stores, logistics support, product characteristics, websites' technological characteristics, information characteristic and home page presentation. According to studies, those people who have wired lifestyles and who have time constrained, they spend less time to buy things online.

Different authors define consumer behaviour characteristics differently. Researches on online consumer behaviour and characteristics have been done by so many market researchers and authors. The research on online consumer behaviour is important because it helps to understand when and how online consumer prepares themselves for purchasing. Turban has defined a model on consumer behaviour online. In this model, electronic environment consist of three variables such as independent variable (which is also called personal characteristics and environment characteristics), intervening or moderating variables (it is under vendor's control) and the decision making process (effected by independent and intervening variables) (Turban, 2010, p. 183).

Goal oriented online shopping behaviour

Goal oriented consumer behaviour is known as utilitarian shopping behaviour. It is deliberately, efficiently and preplanner with decision making purpose (Bidgoli, 2004, p. 272).

Goal oriented online consumer are task oriented, specific directed, rational and efficient in decision making. They are always seeking to complete their task quickly without delay because they are focused and determinant about their purpose of shopping. As aspect to online consumer, they always are goal oriented. The reason behind is that easiness attract them to buy electronic goods online. It is shown by research that goal oriented online shoppers prefer online shopping because it is convenient. Goal oriented online consumers have characteristic that

they have value convenience and they are likely to buy electronic goods over the internet (Yuan Gao, 2005, p. 56) 25

Experimental online shopping behaviour

Experimental is the hedonic mindset where consumer reacts more on the basis of experiments rather than cognitions or sensory attraction, consumer deemphasize on external elements and more respond to their past experience (Robert W. Proctor, 2005, p. 597).

Experiential consumer behaviour is characterized by non-direct search because they directly search online shopping particulars on their experience basis along with hedonic benefits (Pedersen, 2002, p. 3). This behaviour is more focused on pleasure and by seeking information on the basis of consumer's experience with sensory elements, this mind set is refer as "search as recreation", it is by nature has experimental influence and consumer wants to have experience new things which pursue him to be as motivator (Saaksjarvi 2007, p. 29). This situation would be explained in e-Shopping context as a consumer is visiting website in order to buy a particular item because he had already purchased that item from this website. He would have all necessary things to start transaction, all steps he would do easily because he would had experience.

Factors influence online consumer behaviour

There are so many factors involve that have influence on online consumer behaviour while he would do online shopping, in simple word, it is a complex mixtures of so many factors such as social, culture, education, race, personality, environment and resources availability. It involve many variables some are controllable and some are uncontrollable such as environment and consumer personality are uncontrollable variable which always prevail in every online transaction but some are in our span of control such as medium of exchange, medium of goods information, products or services characteristics, merchant or inventory characteristics. There are other factors as well like building trust factor, confidence, appealing website, proper and full information about goods and services by this purchasing decision would be more encouraged.

1.2 INDUSTRY PROFILE

Indian electronics industry saw growth in the early years of the 21st century, encouraged both by government policies and incentives and by international investment. Its key and most resource-intensive segment, a large number of industries, including telecommunications, information technology, industrial machinery and automation, medical electronics, automobile, engineering, power and solar photovoltaic, defense and aerospace, consumer electronics, and appliances. As of 2015, however, the skill gap in Indian industry threatened progress, with 65 to 70 per cent of the market relying on imports.

India's electronics market, one of the largest in the world in terms of consumption, has grown to USD 400 billion by 2020 from USD 69.6 billion in 2012, largely led by up-surge in demand, growing at a projected compound annual growth rate of close to 25% over the period.

In 2013-14, 65% of demand for electronic products was met through imports. According to a Frost & Sullivan-IESA data analysis, five high priority product categories together account for 60% of the overall electronic consumption. In descending order, these are mobile phones (38.85%), flat panel display television (7.91%), notebooks (5.54%) and desktops (4.39%). India's appliance and consumer electronics market, which was worth USD 9.7 billion in 2014, is predicted to grow at a compound annual rate of 13.4%, and reach USD 20.6 billion by 2020. Within consumer electronics segment, set-top boxes are seen as the fastest growing category, with Y-o-Y growth predicted to be 28.8% between 2014-2020, followed by the television category at 20%, refrigerators at 10%, washing machines at 8-9% and air-conditioners at around 6-7%.

1.3 NEED FOR THE STUDY

In today's market there is lot of competition in every sectors especially in electronic goods it is very high. In this way there is a higher pressure on the companies to know their consumers in a better way. Once the company understand the requirement of the consumer, they can create a plan of action to complete successfully and placed their product in the market according to the taste and choice of the customer.

Buyer behavior is studied to predict buyers' reaction in markets. If a firm understands its customers, it becomes successful in the market place. The success of any business is based on understanding the consumer and providing the kind of products that the consumer wants.

The consumer decides what to buy, when to buy and also what not to buy. One cannot thrust a product on a consumer. A marketer sells what the consumer wants. So, emphasis is placed on knowing what the consumers' wants.

Consumers respond favorably while evaluating the products that best satisfy their needs. A marketer studies how consumers spend their available resources on the consumption of related items. It includes the study of what they buy, when they buy it, where they buy it and how often they use it. So, a knowledge of consumer behavior will be of immense help to the marketer which will help to satisfy their needs.

He can understand the consumer's reaction to a firm's marketing strategies. It would help in planning and implementing marketing strategies.

1.4 STATEMENT OF THE PROBLEM

One can find numerous statistical and economic studies on customer satisfaction and loyalty with regards to physical store shopping. But this research on measuring the customer satisfaction and loyalty of online shoppers. This increases the importance of our research work and the need to study the online shopping. This study has enabled us to gather the views of online customers with respect to what they expect and what has made them remain loyal or satisfied to the product or service. The objective of this research work is to measure problems faced by customers in online shopping.

1.5 OBJECTIVES OF THE STUDY

➤ PRIMARY OBJECTIVE

- To study the consumer's various problems faced towards online shopping.

➤ SECONDARY OBJECTIVE

- To assess the attitude of consumer's towards online shopping.
- To analyses the consumer satisfaction towards online shopping.
- To study the factors influencing the consumer preference for online shopping.

1.6 SCOPE OF THE STUDY

The study is conducted for consumer of electronics products who are dispersed in different area. Because of the variation in consumer's need preference and purchase actions, the scope of the study was wide and large but the number was limited.

Project is clearly done for learning intention. The study is limited to the consumer buying behaviour and belief. A study will be beneficial for both company and its customers. The study is done by direct interaction with customers through the survey, survey consists of questionnaires related to the company which gives a clear picture about the company in the minds of customers, which helps the company to give a successful output by providing the requirement to the customer.

1.7 LIMITATIONS OF THE STUDY

- ✓ Time is one of the main constraints to interact with respondents.
- ✓ Belief of the customer may change according to a period of time.
- ✓ Financial statement is not provided by the company.
- ✓ Sample size was restricted to 150.

CHAPTER – II

2.1 REVIEW OF LITERATURE

1. Mr. Murthy, P Raja Babu, P. Srinivasa Reddy (2017) Retail industry has to play a one important role in contribution of gross domestic product in India. This study is conducted in Andhra Pradesh. This paper highlight the problem faced by near organised retail on small retailers this study is reveal the result. The primary data collected by structured questionnaire with 24 questions, sample size is 504 respondents in undivided Andhra Pradesh. Major object is impact of organised retail on unorganised retail. The outcomes are major impact of organised retail on unorganised retail found that are as product, price, place and promotion. 4p"s of marketing will determine the sale on both organised and unorganised retail. There is decrease in sale on unorganised retail because of impact of organised retail.

2. Viksa Dua, Anju Verma (2013) this study is conducted in Raipur city. Impact of Growing organised retail sectors over small retailer stores. Objectives are find out the major challenges faced by small retail stores, both suggest to organised and unorganised retail to attract their consumer. Primary data is collected by 150 questionnaires in Raipur city in Chhattisgarh. Sample collected by both small retailer and consumer of Raipur city. Findings are both retail have market opportunity but organised retail effect on small retailer but some consumer help them to survival in market. There is impact of organised retail on small retail but small retail find the new way to face them

3. Manju (2012), A study on consumer's satisfaction towards service quality of organized retail stores in Haryana: This research was collected via large sample survey based on descriptive study using in depth interviews to a customer who are visiting to a retail store. They used 500 useable questions receive & the test person's correlations test were performed to examine the dimensions of service quality & customers satisfaction. The study provides some insights on factors that consumers satisfaction.

4. Bitner (2012) Retail is amongst the fastest growing sectors in the country and India ranks 1st, ahead of Russia, in terms of emerging markets potential in retail

(Associated Chambers of Commerce and Industry of India). The retail environment is changing more rapidly than ever before.

5. Baker, Berry and Parasuraman, (1988), Retail is characterized by intensifying competition from both domestic and foreign companies, a spate of mergers and acquisitions, and more sophisticated and demanding customers who have great expectations related to their consumption experiences.

6. Asha (2017) this study conducted in Chennai. Now day's shopping malls are symbol of modern life style. People have more advantages in shopping mall is a place of both hangout and shopping purpose. People are more comfortable with "one stop shop". This study majorly tells about purchasing behaviour of the visitors and how demographical factor influence the consumer purchase behaviour and to understand the consumer preference in shopping mall. This study adopts the descriptive research method and sample techniques is convenience sampling, sample size is 75 respondents with help of structured questionnaire. The major outcomes are demographical factor play a major role in consumer purchasing behaviour in shopping mall. Most of consumer prefers shopping mall because of one stop shopping, entertainment purpose, and quality product with wide collection. Major segment of people prefer shopping mall for cloths, footwear and food.

7. Dr. Archana and Dhiman Kuvad (2017) this study was conducted in Gujarat state. Retail sector in India has been growing fast in last decade. Foreign investment, global economic condition, and new economic policies that reason modern retail have take place. Shopping malls are rapid growth in tier I and tier II cities also. This study tells about the consumer behaviour in shopping mall. Major objectives of this study is understand the purchasing behaviour of who are visit the shopping mall and gender difference in buying behaviour in shopping mall. This study is quantitative analysis and with the help of questionnaire primary data will collected sample size is 50 male and 50 female respondents. The outcomes of this research is Gujarat state people have enjoy the shopping experience and most of respondents not aware of safety measure in shopping mall and there is no differences in purchasing behaviour of men and woman. Men agreed they visit shopping mall for entertainment and woman main purpose to visit shopping mall for purchasing and some time visit for entertainment purpose.

8. Adnan (2014) established that perceived advantages and psychological factors had a positive impact on consumer attitudes and buying behaviour in Pakistan. In Kenya, a previous study conducted in Nairobi County revealed that some of the reasons for adoption of online shopping include timesaving, easy comparison of alternative products, fairer prices of online goods, expert/user review of products and access to a market without borders (Ngugi, 2014).

9. Bashir, (2013) Online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is the best way to save time and money through purchasing online within their range of budget at home or in anywhere. Online consumers don't have limits to online shopping.

10. Broekhuizen & Huizingh, (2009) Making web designs and portals novel and sophisticated and web atmospherics friendly is a key to attract visitors. Moreover, if online stores want to convert visitor into buyer, they should improve their website by offering customer a comfortable, logical, interesting and hassle-free process and easy language by creating fast website with functional design as smooth as possible.

11. Adrita Goswami et.al (2013) Studied "Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town" study concludes that online customers are Satisfied. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers.

12. Dubrovski, (2001) New electronic communication marketing variables have exploded the alternatives available to customers globally. These changes have redefined many of the old views of marketing, trade and power. Further more, many researchers recognize and accept that customer satisfaction is a logical measurement of success in market exchange.

13. Simranjit Singh, Sonia Bajwa (2017) had carried out a research study on "buying behaviour of consumer towards counterfeit products: a case study of moga

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.

14. 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.

15. 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 analysed 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 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.

16. 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.

17. Snehal Chincholkar (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.

18. 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 major focus of the research was to assess attitudes of customers towards online shopping within Kathmandu. The sample size of the research was 100 respondents from Kathmandu, Lalitpur and Bhaktapur. The researchers had used the Statistical Package for Social Sciences (SPSS) for data analysis purpose. As a result of data analysis, the researchers conclude that majority respondents i.e. 86% were found to be aware about online shopping. Similarly, 89% of the respondents were positive about the online shopping of grocery items whereas the rest were negative. The Result also depicts that 52% respondents were aware about existing online portals. The freshness and delivery timing were given more importance than payment system and pricing while shopping vegetables and fruit items online.

19. A. T. Jagannathan, 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.

20. 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 analyse 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.

21. Pritam P. Kothari, Shivganga S. Maindargi (2016) 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.

22. 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.

23. 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.

24. K.S. Silpa, P.U. Rajshree, 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.

25.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.

26. 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.

27. 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 analyse 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 be 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.

28. R.Shanthi, Desti Kannaiah (2015) performed a research study on “Consumer’s Perception on Online Shopping”. The main objective of the research was to know the type of products purchased by consumers through online shopping and to identify the factors influencing consumer buying online. The sample size of the research was 100 respondents from Madras University and Madras Christian College. The researcher had explained the factors influence Consumer to buy online, which are as follows that are Product information, online payment, Convenience, Consumer Attitude, Easy Accessibility, Flexibility. From the data analysis result, the researcher concludes 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.

29. 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. Finally the

researcher concluded that online shopping is gaining more popularity among people, especially among the younger generation and become equally popular among all age groups.

30. Kalpana Mathur, Arti Sharma (2014) performed a research study on “A Study of online Shopping Habits of Consumers in India”. The main objective of the research was to examine the online shopping habits of consumers in India, to identify factors which determine the online shopping trends and to examine the growth of online shopping in India. The sample size of the research was 100 respondents of different status businessmen, professionals, students and employees. The researcher had used tools like tables, percentage, chi square test and ranking method for analyzing primary and secondary data. MS Excel and Statistical Package for the Social Sciences (SPSS) used for analysis purpose. From the data analysis result, the researcher concludes 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 i.e. COD irrespective of respondents income group.

31. Pratiksinh Vaghela (2014) performed a research work on “A Study on Consumer Perception towards Online Shopping”. The main objective of the research was to study the perception of the customers towards online shopping and also discriminate this perception gender wise. The sample size of the research was 150 respondents from varachha region Surat. The author had used tools like tabulation, chi-square test, frequency distribution, cross tabs, and charts with the help of the Statistical Package for Social Sciences (SPSS) software for analysis purpose. After the analysis, finally researcher 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.

32. Renuka Sharma, Kiran Mehta, Shashank Sharma (2014) performed a research work on “Understanding Online Shopping Behaviour of Indian Shoppers”. The main objective of the research was to understand the online buying behaviour of consumers in India and to get information about the scope of improvement in online shopping website. The sample size of the research was 120 respondents. The researcher had used the tools like simple charting and tabulation for data analysis purpose. After the data analysis and interpretation, 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.

CHAPTER – III

3.1 RESEARCH METHODOLOGY

There search methodology deals with various aspects of research, it talks about the types of research to be used, there search plans, how data can be collected either by primary or secondary sources. It also plans what type of questionnaire to be followed and what ranking scales. The research decides about the sample frame (size), research boundary and the various statistical tools to be used in data analysis and interpretation.

3.2 RESEARCH MEANING

Research is an art of scientific investigation. According to Redman and Mary defines research as a “systematic effort to gain knowledge”. Research methodology is way to systematically solve there search problem. It is a plan of action for a research project and explains in detail how data are collected and analysed.

3.3 RESEARCH DESIGN

A research design is the arrangement of conditions for collecting and analysis of detain a manner that aims to combine relevance to the research purpose with economy in procedure. According to Kerlinger research design is the plan, structure and strategy of investigation conceived so as to obtain answers to research question and to control variance.

3.4 SOURCE OF DATA

Primary and secondary data were used.

3.4.1 PRIMARY DATA

Standardized questionnaire is used for data collection. A questionnaire consists of a number of questions printed or type in a definite order on a form or set of forms. The Respondent has to answer the question on their own. Apart from this observations and interview has also been used as a source for primary data collection.

- Interviews

3.4.2 SECONDARY DATA

Secondary data means data that are already available i.e. they refer to the data which have already been collected and analyzed by someone else. Secondary data may either be published data or unpublished. It is collected from;

- Journals
- Magazines
- Websites

3.5 SAMPLE SIZE

150 respondents are chosen as a sample size for the study.

3.6 SAMPLE TECHNIQUE

I even have used non probability sampling and convenience sampling technique.

3.6.1 NON-PROBABILITY SAMPLING

Non probability sampling procedure, which doesn't afford any basis for estimating the probability that every time within the population has been included within the sample.

3.6.2 CONVENIENCE SAMPLING

Convenience sampling (also referred to as availability sampling) may be a specific sort of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

3.7 STRUCTURE OF QUESTIONNAIRE

According to Robert Gatewood, Hubert S. Field, Murray Barrick, measurement includes the systematic application of rules for allocating numerical values to objects to represent the quantities of a person's attributes or traits. The first evaluation is Rules, attribute, psychological factors, metrics or units. Likert 5 scales are used in this study. A Likert scale is commonly used to measure attitudes, knowledge,

perceptions, values and behavioural changes. A Likert type scale involves a series of statements that respondents may choose from in order to rate their responses to evaluative questions.

3.8 PERIOD OF STUDY

The period of time taken to conduct the survey and prepare the research paper is 3 months.

3.9 STATISTICAL TOOLS FOR ANNALYSIS

- ❖ Simple Percentage Method
- ❖ Chi-square test
- ❖ ANOVA

SIMPLE PERCENTAGE METHOD

Percentage refers to a special kind of ratio in making comparison between two or more data and to describe relationships. Percentage can also be used to compare the relation terms the distribution of two or more sources of data

$$\text{Percentage of Respondents} = \frac{\text{Number of Respondents}}{\text{Total Respondents}} \times 100.$$

CHI-SQUARE TEST

The real world data of a system follow some distribution depending on the characteristic of the system. After collecting data from the system of interest, the essential step is to fit the data to the nearest distribution, which represents the data, more meaning fully for future analysis. Such fitting of data to the nearest distribution is done using the goodness of fit test. The goodness of fit given set of data is performed using chi-square test. The combination of hypothesis for this situation is

- ❖ Ho: The given data follow an assumed distribution.
- ❖ H1: The given data do not follow an assumed distribution.

CHAPTER – IV

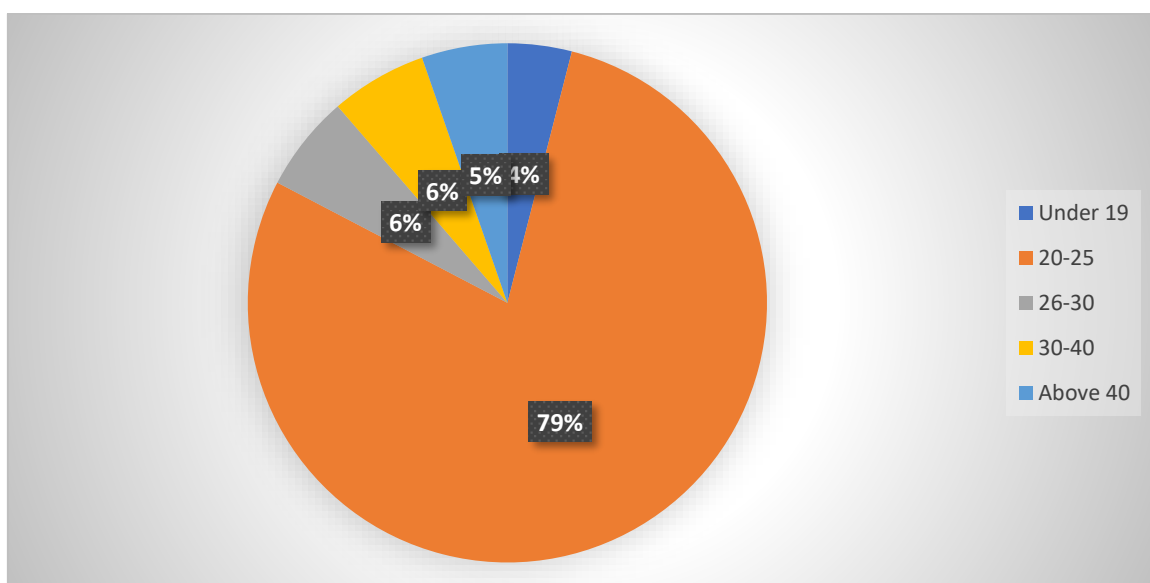
ANALYSIS AND INTERPRETATION OF THE DATA

4.1 PERCENTAGE ANALYSIS

Table No: 4.1.1 Age Group of the Respondents

Age	No of respondents	Percentage
Under 19	6	4%
20-25	118	79%
26-30	9	6%
30-40	9	6%
Above 40	8	5%
Total	150	100%

Graph No: 4.1.1 Age Group of the Respondents



Interpretation:

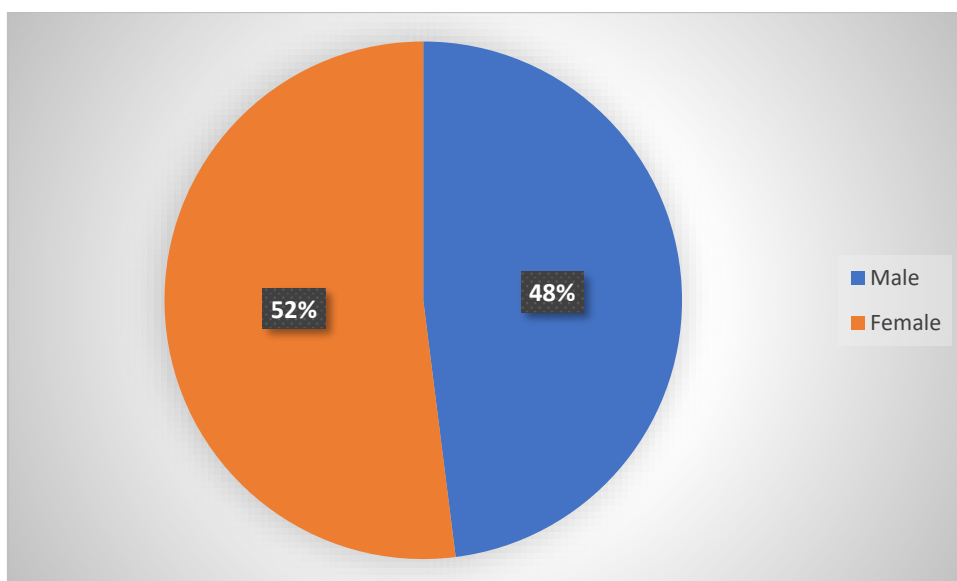
From the above table, it is observed that 4% of the respondents belong to the age group Under 19, 79% between 20-25 age, 6% between 26-30 age, 6% between 30-40 age, 5% between above 40 age.

The questionnaire responses mainly show the young generation (20-25) which is actively part of the research.

Table No: 4.1.2 Gender of the Respondents

Gender	No of respondents	Percentage
Male	72	48%
Female	78	52%
Total	150	100%

Graph No: 4.1.2 Gender of the Respondents



Interpretation:

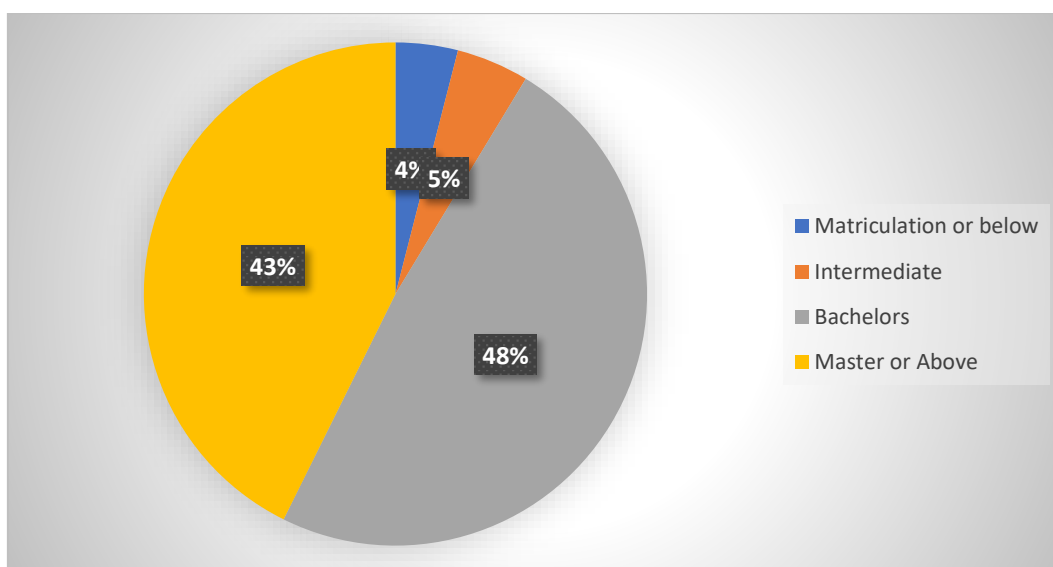
From the above table, it is observed that 48% of the respondents belong to the Male and 52% of the respondents belong to the Female.

The questionnaire respondents show the Majority are female and rest of them are male.

Table No: 4.1.3 Level of education of the respondents

Level of education	No of respondents	Percentage
Matriculation or below	6	4%
Intermediate	7	5%
Bachelors	73	48%
Master or Above	64	43%
Total	150	100%

Graph No: 4.1.3 Level of education of the respondents



Interpretation:

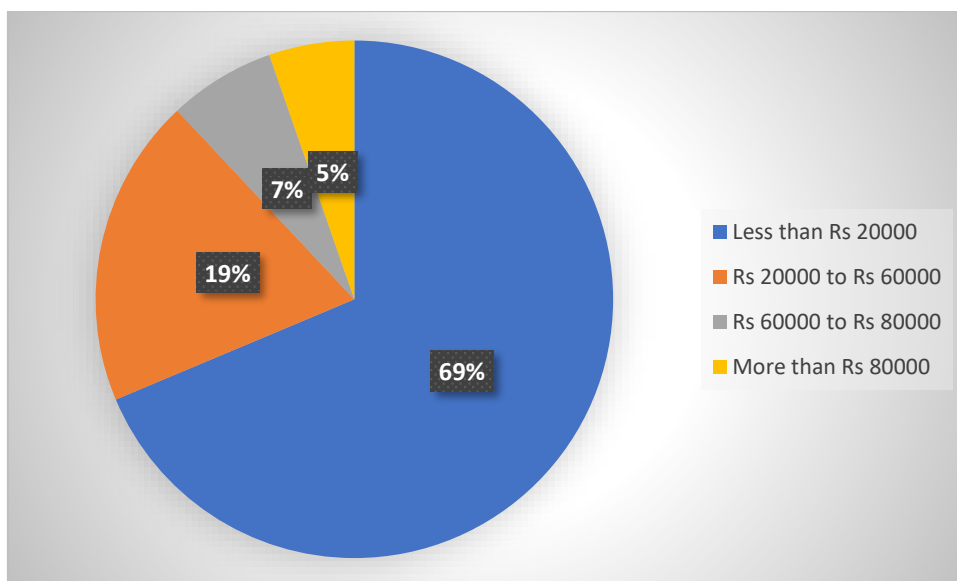
From the above table, it is observed that only 4% of the respondents are Matriculation or below, Intermediate are 5% in the respondents, Bachelors are 48% in the respondents, and Master or Above are 43% in the respondents

The questionnaire show the majority are bachelors and very few done with matriculation or below.

Table No: 4.1.4 Monthly Income of the respondents

Monthly Income	No of respondents	Percentage
Less than Rs 20000	103	69%
Rs 20000 to Rs 60000	29	19%
Rs 60000 to Rs 80000	10	7%
More than Rs 80000	8	5%
Total	150	100%

Graph No: 4.1.4 Monthly Income of the respondents



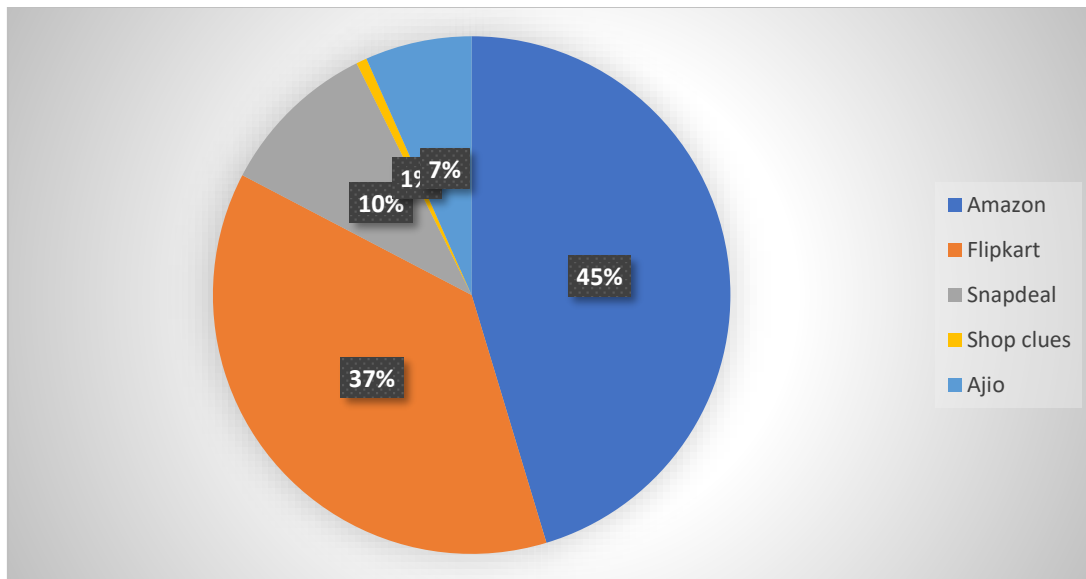
Interpretation:

From the above table, it is observed that 103 respondents are 69% in the less than Rs 20000, 29 respondents are 19% in the Rs 20000 to Rs 60000, 10 respondents are 7% in the Rs 60000 to Rs 80000, respondents are 5% in the More than Rs 80000

Table No: 4.1.5 Website prefer to buy a product of the respondents

Website	No of respondents	Percentage
Amazon	68	45%
Flipkart	56	37%
Snapdeal	15	10%
Shop clues	1	1%
Ajio	10	7%
Total	150	100%

Graph No:4.1.5 Website prefer to buy a product of the respondents



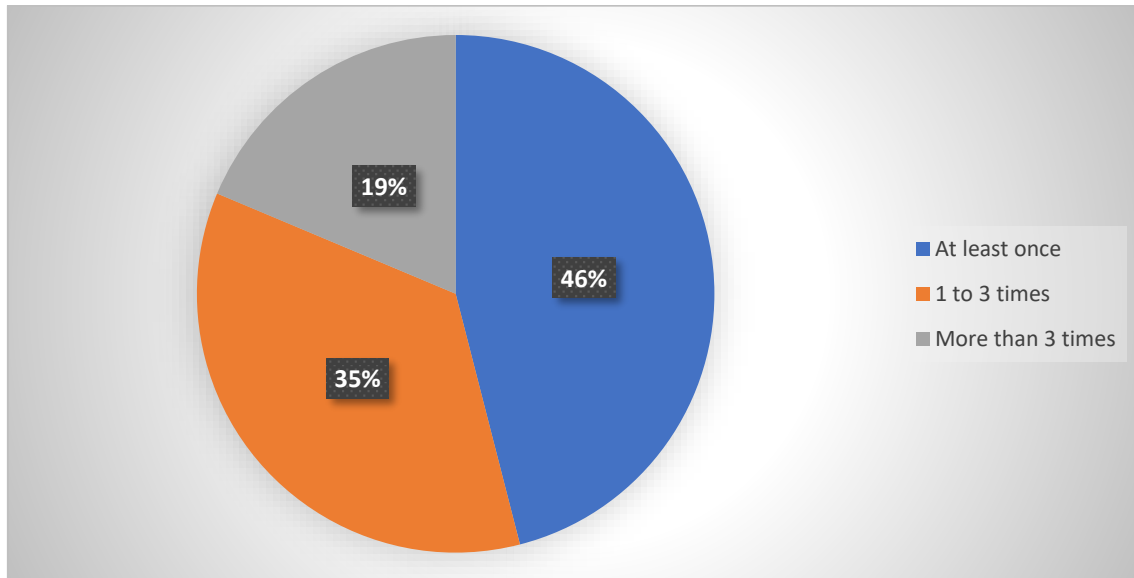
Interpretation:

From the above table, it observed that 68 respondents are 45% in amazon, 56 respondents are 37% in flipkart, 15 respondents are 10% in snapdeal, 1 respondents are 1% in shopclues and 10 respondents are 7% in ajoy.

Table No: 4.1.6 Shop electronics product over internet during the last year of the respondents

During the last year	No of respondents	Percentage
At least once	69	46%
1 to 3 times	53	35%
More than 3 times	28	19%
Total	150	100%

Graph No: 4.1.6 Shop electronics product over internet during the last year of the respondents



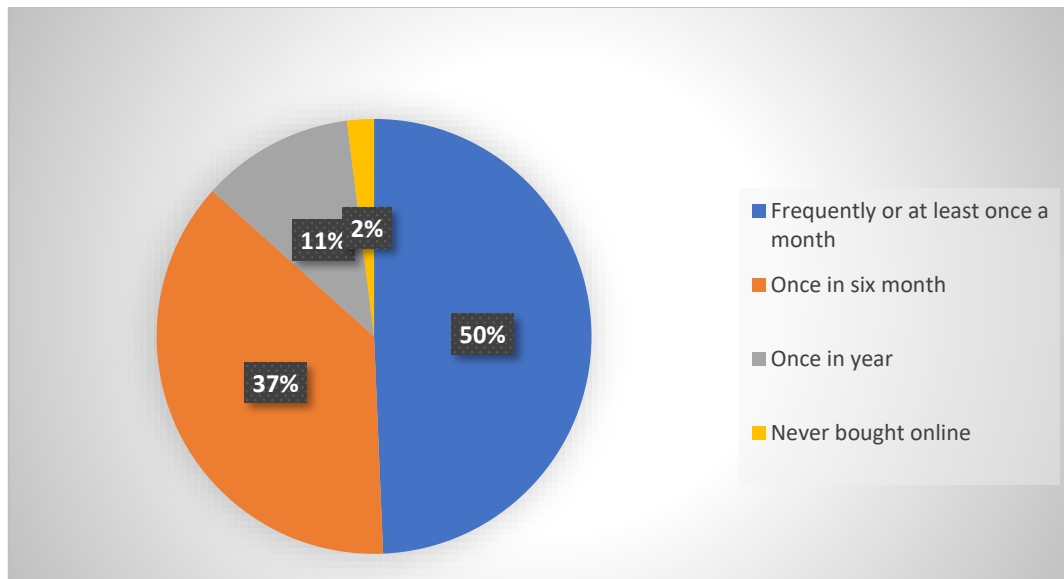
Interpretation:

From the above table, it observed that 69 respondents are 46% in at least once, 53 respondents are 35% in 1 to 3 times and 28 respondents are 19% in more than 3 times.

Table No: 4.1.7 Frequently buy online of the respondents

Frequently buy online	No of respondents	Percentage
Frequently or at least once a month	74	50%
Once in six month	56	37%
Once in year	17	11%
Never bought online	3	2%
Total	150	100%

Graph No: 4.1.7 Frequently buy online of the respondents



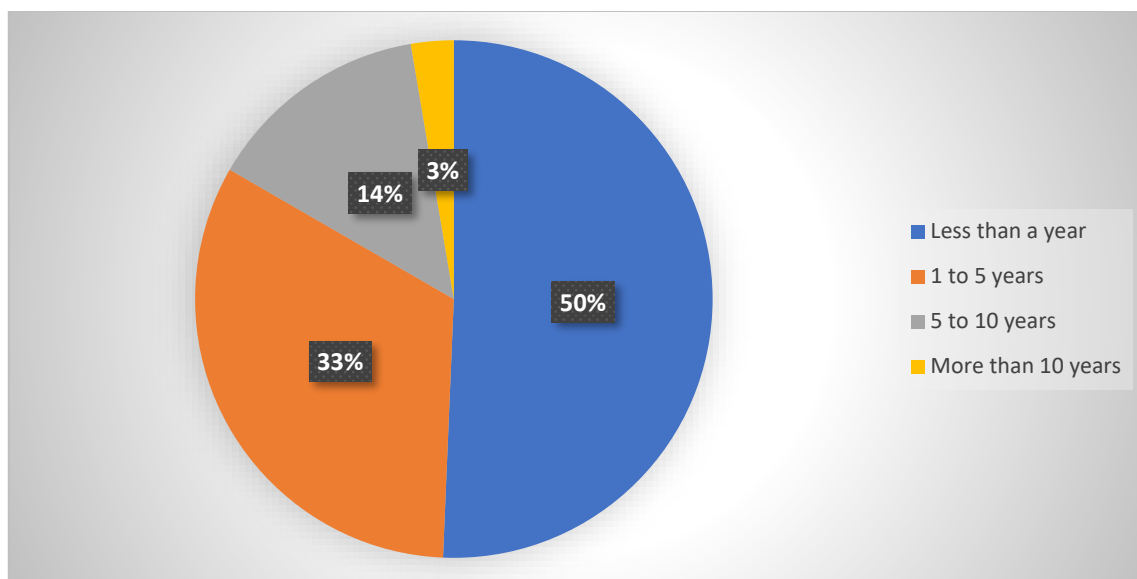
Interpretation:

From the above table, observed that 74 respondents are 50% in frequently or at least once a month, 56 respondents are 37% in once in six month, 17 respondents are 11% in once in year and 3 respondents are 2% in never bought online.

Table No:4.1.8 How long have you been shopping online of the respondents

How long have you been online shopping	No of respondents	Percentage
Less than a year	76	50%
1 to 5 years	49	33%
5 to 10 years	21	14%
More than 10 years	4	3%
Total	150	100%

Graph No:4.1.8 How long have you been shopping online of the respondents



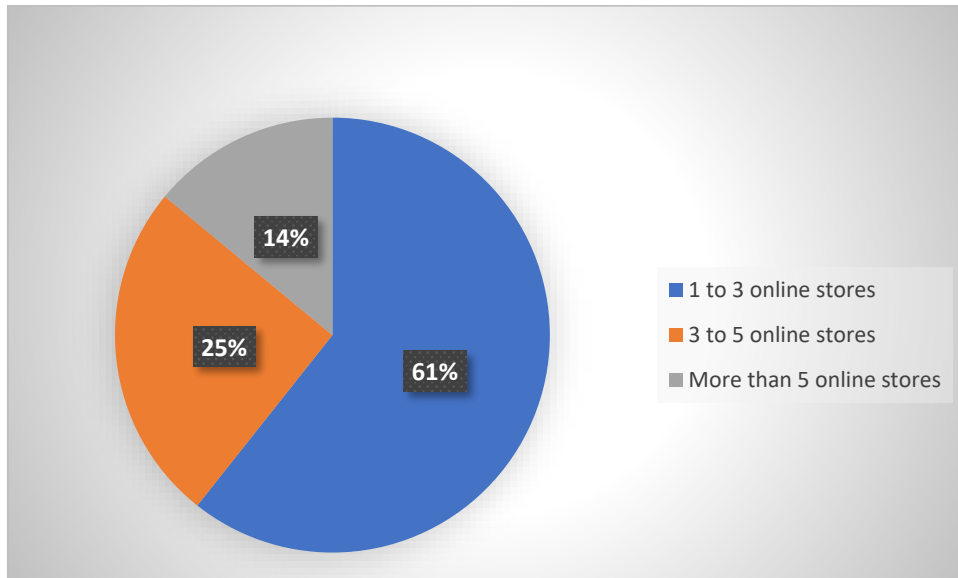
Interpretation:

From the above table, that 76 respondents are 50% in online shopping for less than a year, 49 respondents are 33% in online shopping for 1 to 5 years, 21 respondents are 14% in online shopping for 5 to 10 years and 4 respondents are 3% in online shopping for more than 10 years.

Table No:4.1.9 How many stores on average do you visit before purchasing a product of the respondents

How many stores in visit	No of respondents	Percentage
1 to 3 online stores	91	61%
3 to 5 online stores	38	25%
More than 5 online stores	21	14%
Total	150	100%

Graph No :4.1.9 How many stores on average do you visit before purchasing a product of the respondents



Interpretation:

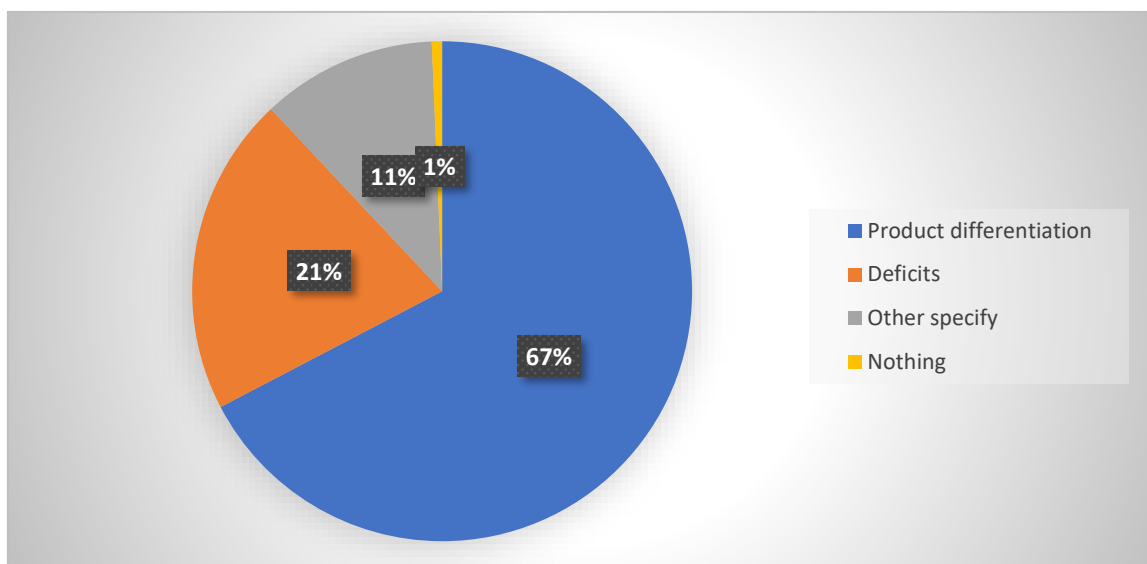
From the above table, 91 respondents are 61% in 1 to 3 online stores, 38 respondents are 25% in 3 to 5 online stores and 21 respondents are 14% in more than 5 online stores.

Table No:4.1.10 Problem faced after purchase of the respondents

Problem faced after purchase	No of respondents	Percentage
Product differentiation	101	67%
Deficits	31	21%
Other specify	17	11%
Nothing	1	1%

Total	150	100%
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Graph No: 4.1.10 Problem faced after purchase of the respondents



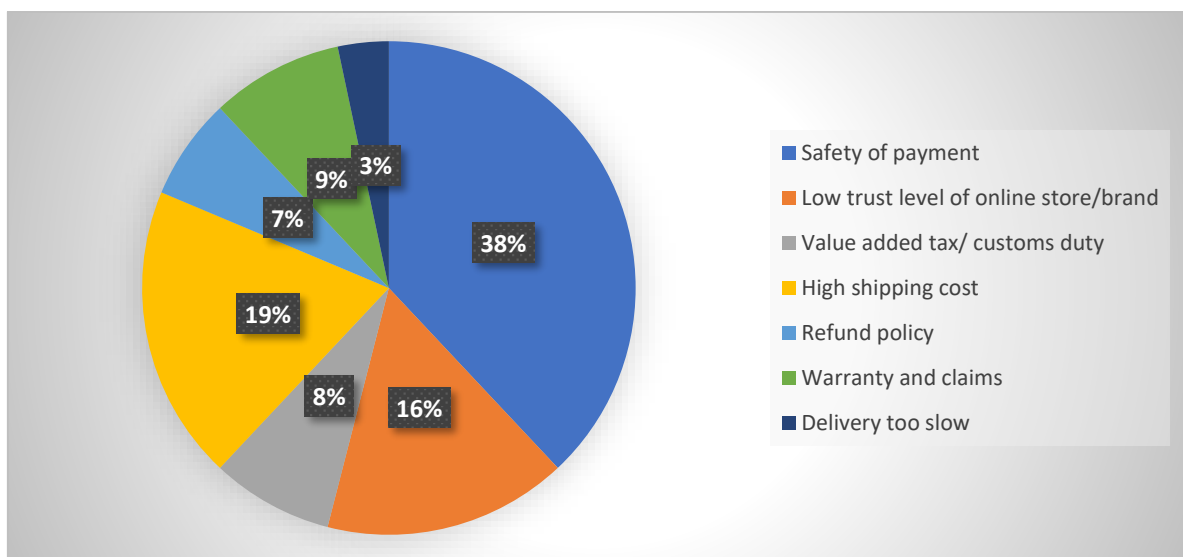
Interpretation:

From the above table, 101 respondents are 67% in product differentiation, 31 respondents are 21% in deficits, 17 respondents are 11% in other specify and 1 respondent are 1% in nothing.

Table No: 4.1.11 Main barriers which keep you away from shopping online of the respondents

main barriers which keep you away from shopping online	No of respondents	Percentage
Safety of payment	57	38%
Low trust level of online store/brand	24	16%
Value added tax/ customs duty	12	8%
High shipping cost	29	19%
Refund policy	10	7%
Warranty and claims	13	9%
Delivery too slow	5	3%
Total	150	100%

Graph No: 4.1.11 Main barriers which keep you away from shopping online of the respondents



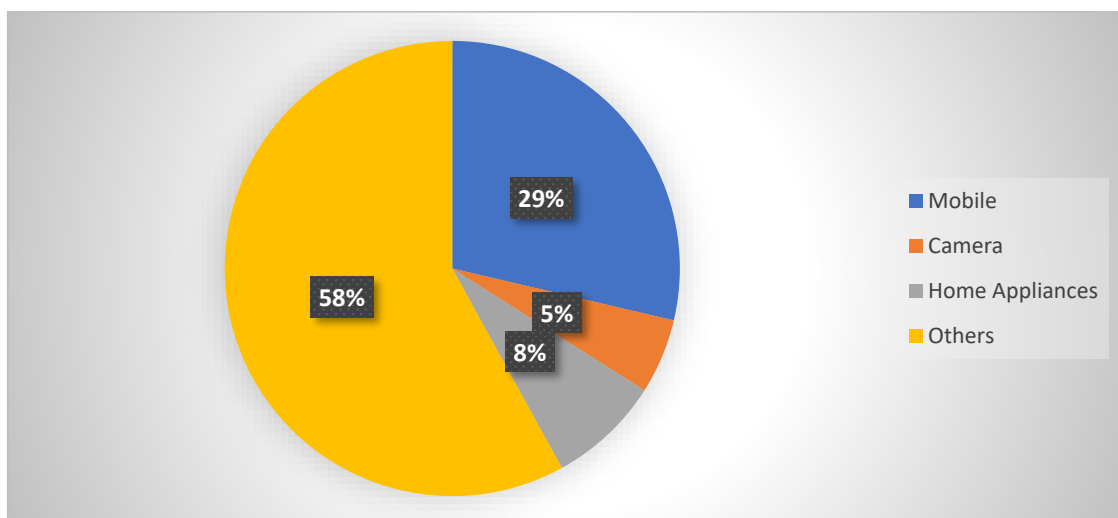
Interpretation:

From the above table, 57 respondents are 38% in safety of payment, 24 respondents are 16% in low trust level of store/brand, 12 respondents are 8% in value added tax/custom duty, 29 respondents are 8% in high shipping cost, 10 respondents are 19% in refund policy, 13 respondents are 7% in warranty and claims and 5 respondents are 3% in delivery too slow.

Table No: 4.12 Products do you buy normally in online of the respondents

Products do you buy normally in online	No of respondents	Percentage
Mobile	43	29%
Camera	8	5%
Home Appliances	12	8%
Others	87	58%
Total	150	100%

Graph No: 4.12 Showing the products do you buy normally in online of the respondents



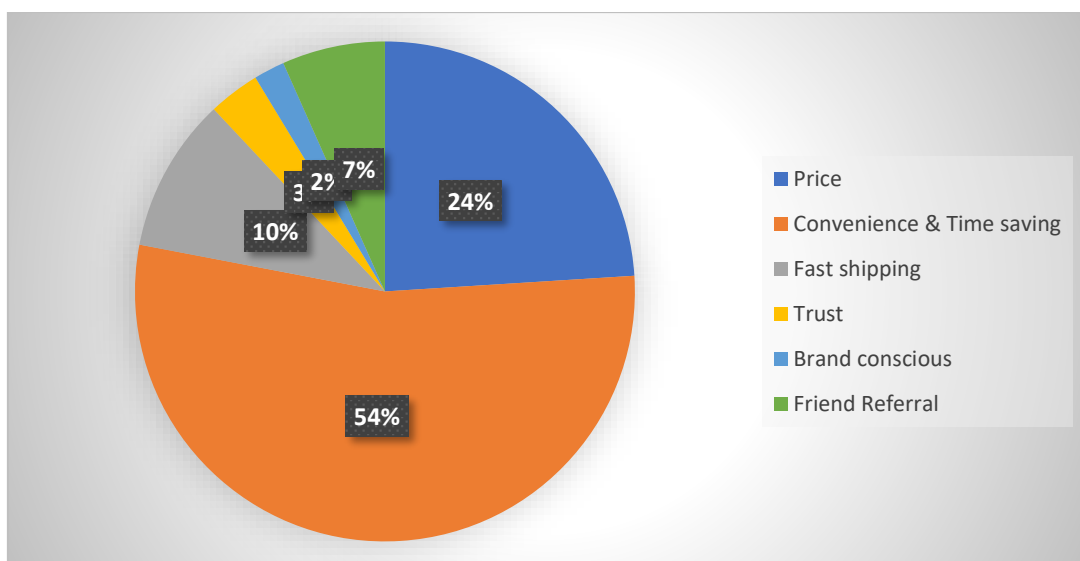
Interpretation:

From the above table, 43 respondents are 29% in mobiles, 8 respondents are 5% in camera, 12 respondents are 8% in home appliances, 87 respondents are 58% in others.

Table No: 4.1.13 Main reason for online shopping of the respondents

Main reason for online shopping	No of respondents	Percentage
Price	36	24%
Convenience & Time saving	81	54%
Fast shipping	15	10%
Trust	5	3%
Brand conscious	3	2%
Friend Referral	10	7%
Total	150	100%

Graph No: 4.1.13 Showing the Main reason for online shopping of the respondents



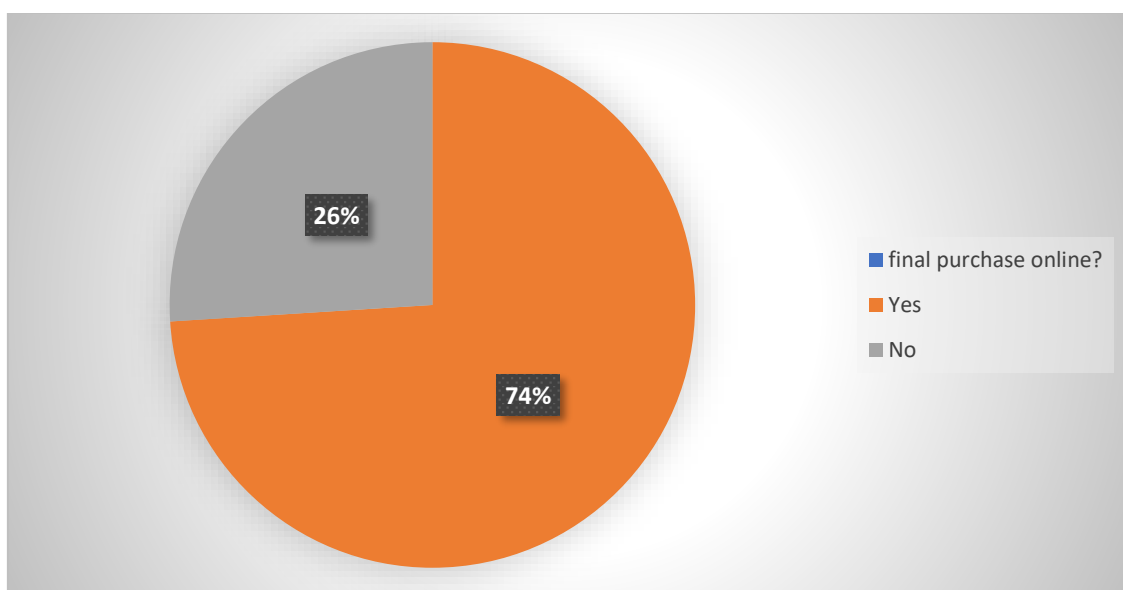
Interpretation:

From the above table, it observed that 36 respondents are 24% in price, 81 respondents are 53% in convenience & time saving, 15 respondents are 10% in fast shipping, 5 respondents are 3% in trust, 3 respondents are 2% in brand conscious and 10 respondents are 7% in friend referral.

Table No: 4.1.14 Go to a retail store first before making your final purchase online of the respondents

Do you go to retail store first before making your final purchase online?	No of respondents	Percentage
Yes	111	74%
No	39	26%
Total	150	100%

Graph No: 4.1.14 Go to a retail store first before making your final purchase online of the respondents



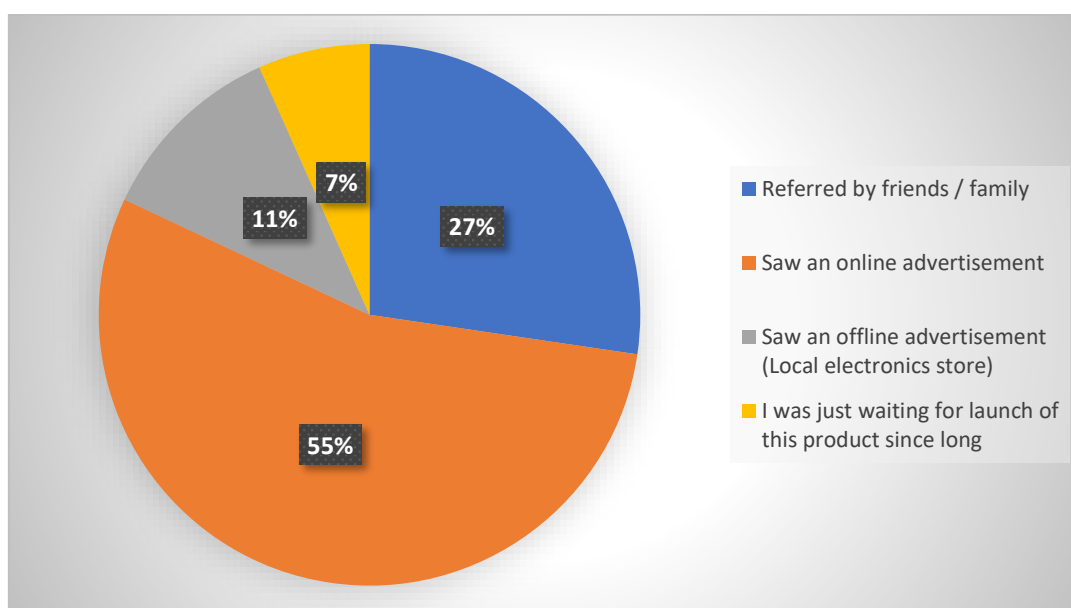
Interpretation:

From the above table, 111 respondents are 74% in yes for first before making your final purchase online and 39 respondents are 24% in no for first before making your final purchase online.

Table No: 4.1.15 How did you get the idea of buying specific electronics product through an online store of the respondents

How did you get the idea of buying specific electronics product through an online store	No of respondents	Percentage
Referred by friends / family	41	27%
Saw an online advertisement	82	55%
Saw an offline advertisement (Local electronics store)	17	11%
I was just waiting for launch of this product since long	10	7%
Total	150	100%

Graph No: 4.1.15 How did you get the idea of buying specific electronics product through an online store of the respondents



Interpretation:

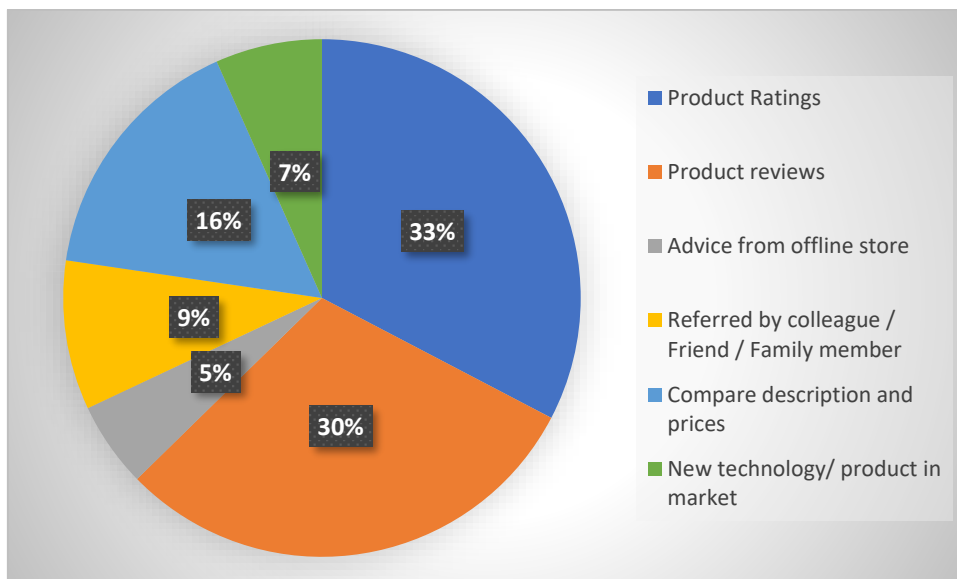
From the above table, 41 respondents are 27% in referred by friends /family for buying specific electronics product through an online store, 82 respondents are 55% in saw an online advertisement for buying specific electronics product through an online store, 17 respondents are 11% in saw an offline advertisement for buying specific electronics product through an online store and 10 respondents are 7% in I was just waiting for launch of this product since long for buying specific electronics product through an online store.

Table No: 4.1.16 How do you find the specific electronics product fitting to you own needs of the respondents

How do you find the specific electronics product fitting to you own needs	No of respondents	Percentage

Product Ratings	49	33%
Product reviews	45	30%
Advice from offline store	8	5%
Referred by colleague / Friend / Family member	14	9%
Compare description and prices	24	16%
New technology/ product in market	10	7%
Total	150	100%

Graph No:4.1.16 How do you find the specific electronics product fitting to you own needs of the respondents



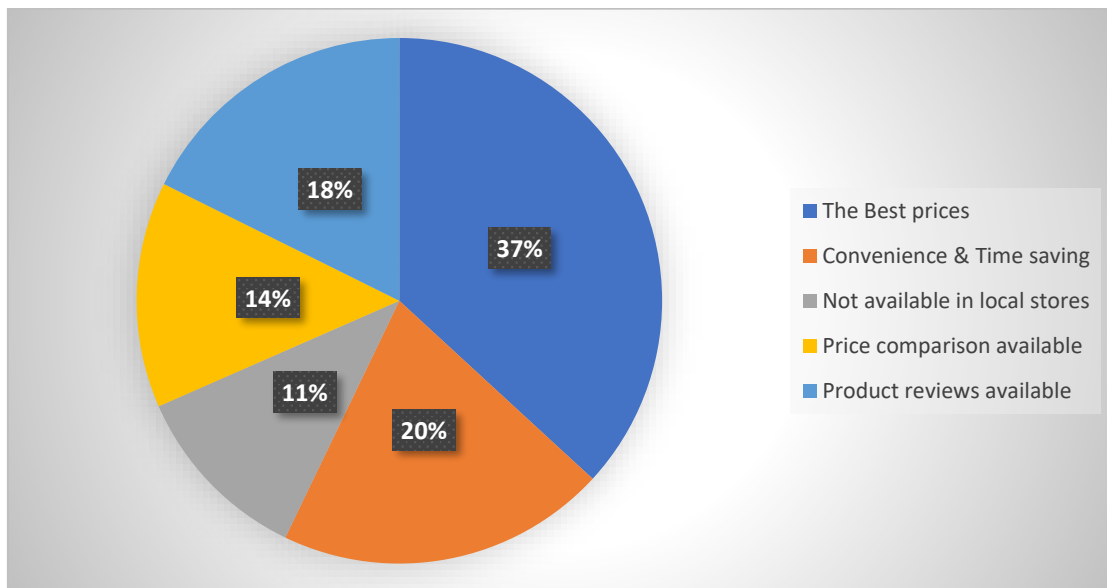
Interpretation:

From the above table, 49 respondents are 33% in product ratings for specific electronics product fitting to you own needs, 45 respondents are 30% in product reviews for specific electronics product fitting to you own needs, 8 respondents are 5% in advice from offline store for specific electronics product fitting to you own needs, 14 respondents are 9% in referred by colleague for specific electronics product fitting to you own needs, 24 respondents are 16% in compare description and prices for specific electronics product fitting to you own needs and 10 respondents are 7% in new technology / product in market.

Table No: 4.1.17 Crucial factors which affect your decision making in the final selection of the product (Select all which apply) of the respondents

crucial factors which affect your decision making in the final selection of the product (Select all which apply)	No of respondents	Percentage
The Best prices	98	37%
Convenience & Time saving	54	20%
Not available in local stores	30	11%
Price comparison available	37	14%
Product reviews available	47	18%
Total	150	100%

Graph No: 4.1.17 Crucial factors which affect your decision making in the final selection of the product (Select all which apply) of the respondents



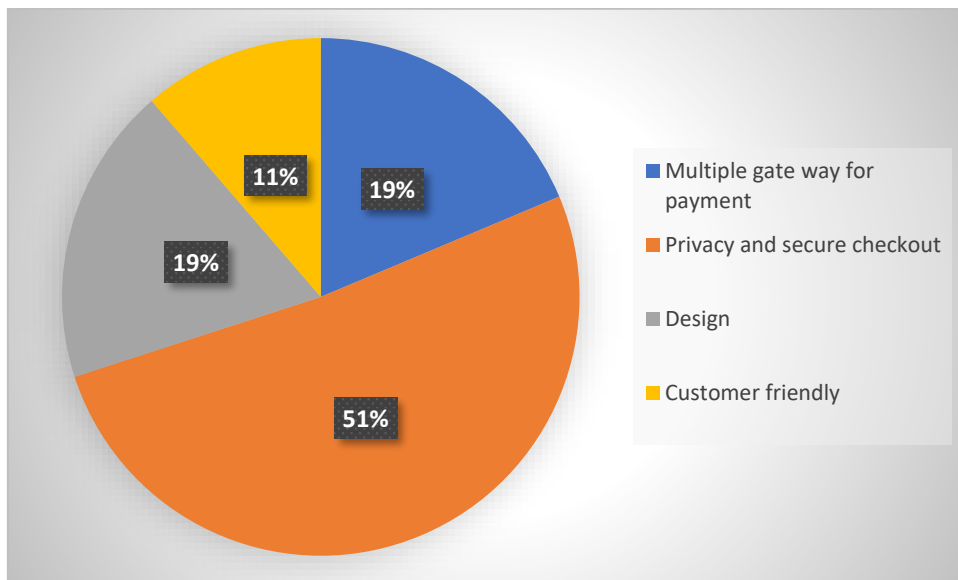
Interpretation:

From the above table, it observed that 98 respondents are 37% in the best prices for crucial factors which affect your decision making in the final selection of the product (Select all which apply), 51 respondents are 20% in convenience & time saving crucial factors which affect your decision making in the final selection of the product (Select all which apply), 30 respondents are 11% in not available in local stores for crucial factors which affect your decision making in the final selection of the product (Select all which apply), 37 respondents are 14% in price comparison available for crucial factors which affect your decision making in the final selection of the product (Select all which apply) and 47 respondents are 18% in product reviews available for crucial factors which affect your decision making in the final selection of the product (Select all which apply).

Table No: 4.1.18 Feature you think necessary for online shopping of the respondents

Feature you think necessary for online shopping	No of respondents	Percentage
Multiple gate way for payment	28	19%
Privacy and secure checkout	77	51%
Design	28	19%
Customer friendly	17	11%
Total	150	100%

Graph No: 4.1.18 Feature you think necessary for online shopping of the respondents



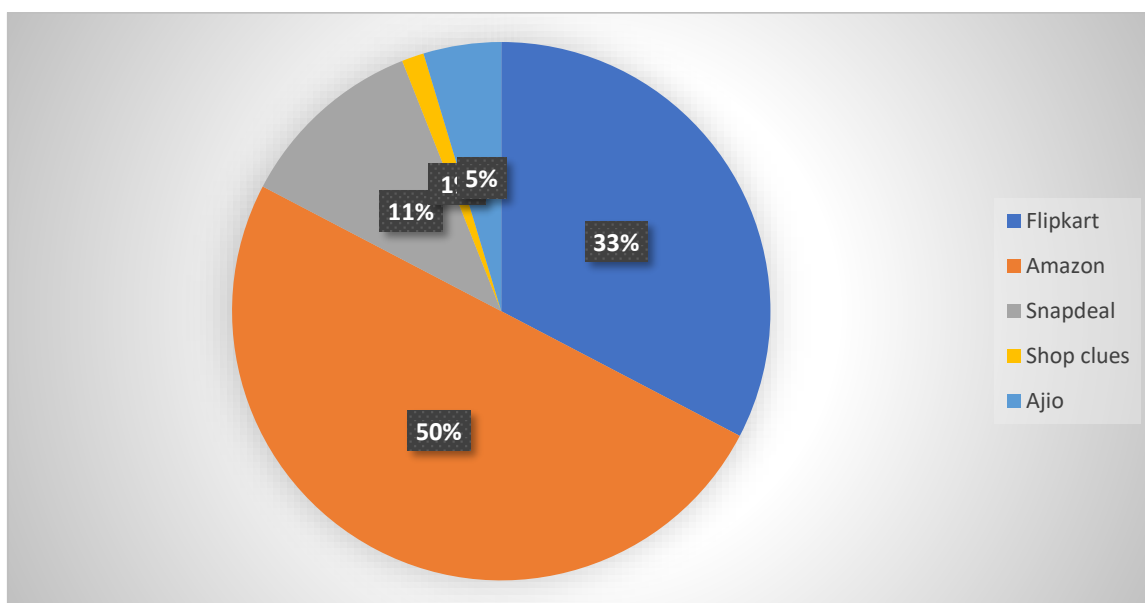
Interpretation:

From the above table, it observed that 28 respondents are 19% in multiple gate way for payment feature you think necessary for online shopping, 77 respondents are 51% in privacy and secure checkout for feature you think necessary for online shopping, 28 respondents are 19% in design for feature you think necessary for online shopping and 17 respondents are 11% in customer friendly for feature you think necessary for online shopping.

Table No: 4.19 Which online store has a better customer friendly like exchange / return / replacement policy of the respondents

Which online store has a better customer friendly like exchange / return / replacement policy	No of respondents	Percentage
Flipkart	49	33%
Amazon	75	50%
Snapdeal	17	11%
Shop clues	2	1%
Ajio	7	5%
Total	150	100%

Graph No: 4.1.19 Which online store has a better customer friendly like exchange / return / replacement policy of the respondents



Interpretation:

From the above table, it observed that 49 respondents are 33% in Flipkart for which online store has a better customer friendly like exchange / return / replacement policy, 75 respondents are 50% in amazon for which online store has a better customer friendly like exchange / return / replacement policy, 17 respondents are 11% in Snapdeal for which online store has a better customer friendly like exchange / return / replacement policy, 2 respondents are 1% in Shopclues for which online store has a better customer friendly like exchange / return / replacement policy and 7 respondents are 5% in ajo for which online store has a better customer friendly like exchange / return / replacement policy.

4.2 CHI-SQUARE TEST

Null Hypothesis: There is no association between age group and retail store first before making your final purchase online.

Alternative Hypothesis: There is association between age group and retail store first before making your final purchase online.

Cross Tabulation:

Age Group * Do you go to a retail store first before making your final purchase online?					
			Do you go to a retail store first before making your final purchase online?		Total
			No	Yes	
Age Group	20-25	Count	30	88	118
		Expected Count	30.7	87.3	118.0
	26-30	Count	0	9	9
		Expected Count	2.3	6.7	9.0
	30-40	Count	4	5	9
		Expected Count	2.3	6.7	9.0
	Above 40	Count	3	5	8
		Expected Count	2.1	5.9	8.0
	Under 19	Count	2	4	6
		Expected Count	1.6	4.4	6.0
Total		Count	39	111	150
		Expected Count	39.0	111.0	150.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.491 ^a	4	.240
Likelihood Ratio	7.530	4	.110
N of Valid Cases	150		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.56.			

Symmetric Measures			
		Value	Approximate Significance
Nominal by Nominal	Phi	.191	.240
	Cramer's V	.191	.240
N of Valid Cases		150	

RESULT

Since P value .240 is greater than >0.05 , we are reject alternative hypothesis and accept null hypothesis. So that there is no association between age group and retail store first before making your final purchase online.

4.3 ONE-WAY ANOVA

H0: There is no significance difference between the specific products and retail store.

H1: There is a significance difference between the specific products and retail store.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Specific products	Between Groups	28.000	7	4.000	.125	.975
	Within Groups	32.000	1	32.000		
	Total	60.000	8			
Retail store	Between Groups	29.500	7	4.214	8.429	.259
	Within Groups	.500	1	.500		
	Total	30.000	8			
Feature	Between Groups	37.500	7	5.357	1.190	.610
	Within Groups	4.500	1	4.500		
	Total	42.000	8			

RESULT

Since the P value .975 is greater than 0.05, we accept alternative hypothesis and reject null hypothesis. Therefore, there is a significance difference between the specific products and retail store.

CHAPTER – V

5.1 FINDINGS

- ✓ From the above analysis, about 79% respondents are majority in between 20-25 age group.
- ✓ From the above analysis, that 52% of the respondents are majority belong to the Female.
- ✓ From the above analysis, it is observed that Bachelors are 48% respondents are majority.
- ✓ From the above analysis, it is observed that 103 respondents are majority of the 69% in the less than Rs 20000.
- ✓ From the above analysis, it observed that 68 respondents are 45% in amazon are majority.
- ✓ From the above analysis, it observed that 69 respondents are 46% in at least once are majority.
- ✓ From the above analysis, observed that 74 respondents are majority of the 50% in frequently or at least once a month.
- ✓ From the above analysis, that 76 respondents are majority of the 50% in online shopping for less than a year.
- ✓ From the above analysis, 91 respondents are majority of the 61% in 1 to 3 online stores.
- ✓ From the above analysis, 101 respondents are majority of the 67% in product differentiation.
- ✓ From the above analysis, 57 respondents are majority of the 38% in safety of pay.
- ✓ From the above analysis, 87 respondents are majority of the 58% in others for do you buy a products.
- ✓ From the above analysis, it observed that 81 respondents are majority 54% in convenience & time.
- ✓ From the above analysis, 111 respondents are majority of the 74% in yes for first before making your final purchase online.
- ✓ From the above analysis, 82 respondents are majority of the 55% in saw an online advertisement for buying specific electronics product.

- ✓ From the above analysis, 47 respondents are 33% in product reviews available for crucial factors which affect your decision making in the final selection of the product (Select all which apply).
- ✓ From the above table, it observed that 98 respondents are 37% in the best prices for crucial factors which affect your decision making in the final selection of the product (Select all which apply),
- ✓ From the above analysis, it observed that 77 respondents are majority of the 51% in privacy and secure checkout for feature you think necessary for online shopping.
- ✓ From the above analysis, it observed that 75 respondents are majority of the 50% in amazon for which online store has a better customer friendly like exchange / return / replacement policy.
- ✓ From the above analysis, Since the P value .240 is greater than 0.05, we are reject alternative hypothesis and accept null hypothesis. So that there is no association between age group and retail store first before making your final purchase online. (chi-square test)
- ✓ From the above analysis, Since the P value .975 is greater than 0.05, we accept alternative hypothesis and reject null hypothesis. Therefore, there is a significance difference between the specific products and retail store. (ANOVA)

5.2 SUGGESTION

- ❖ The overall project mainly shows that the study consumer buying behaviour is how much important for the company to attract the customers.
- ❖ About the service rendered is satisfactory. But the inferred to appoint technicians of the product is to instant check and door delivery facilities should be provide for the products like televisions, refrigerators and washing machine. The various suggestions are provided like.
- ❖ Showroom should have to provide good parking facility according to the maximum number of customers, because the respondents have given low rating for this attributes.
- ❖ Since few respondents have given lowest rating for frontline sales executives, sales persons have to maintain good relationship with the customers and the sales person should improve his knowledge in providing answers when asked by the customers.
- ❖ It has to concentrate on following attributes.
- ❖ Promotional actions to reach the customers about the sales.
- ❖ Company marketing team has to work more to manipulate the customers, because customers have given lowest rating for this attribute.
- ❖ Since the customers buy electronics more during festival time, company should endow with more offers and discounts during these time to increase sales.
- ❖ According to analysis the respondents could not find handy in finding the goods in proper place, the company has to effort on the layout design to improve the customer convenience.
- ❖ It should also work on the price of the products because, maximum number of the respondents are not happy with the price of the goods hence they have given the lowest rating for this point also.

5.3 CONCLUSION

This study was accomplished to determine the consumer behaviour towards online shopping for electronic products. Online shopping is increasing, but acceleration of online shopping is not as rapid as compared to other developed countries like USA and UK. In research, online consumer behaviour theories applied named as goal oriented online buyer and experimental motives of online shopping and highlighted into consumer characteristics, online consumer behaviour, factor predicting online shopping and consumer mindset in online shopping.

The online shopping is getting popular among the young generation as they feel it more comfortable, time saving and convenient. It is analysed from the survey that when a consumer makes a mind to purchase online electronic products he or she is affected by multiple factors. The main crucial identified factors are time saving, the best price and convenience. The best price factor is popular among the people because generally in online markets prices are lower as against the physical markets. People compare prices in online stores and then review all feedbacks and rating about product before making the final selection of product and decision. To purchase online things the electronic products are in demand because of the best price, convenience and time saving.

The main barrier in the process of online shopping is the safety issue. People are afraid to share their personal information and financial information on internet. Credit cards are also available to all in general as majority of the consumers are young generation and into avail credit cards in not a simple process. Due to which consumers are reluctant to make online purchasing, then second the most familiar barrier is the low level of trust on online stores therefore, sellers have to make proper strategies to increase the consumer's level of trust on them.

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APPENDIX-I

I am Yuvaraj M, pursuing Masters of Business Administration at Sathyabama Institute of Science and Technology. I am conducting a research study. These records are being collected only for academic purposes only. Please take a few moments to complete the survey.

QUESTIONNAIRE

1. What is your name?

2. What is your gender?

a) Male b) Female

3. Your age?

a) Below 18 b) 18-25 c) 26-30 d) 31-35 e) 35 or more

4. What is your level of education?

a) Matriculation or below b) Intermediate c) Bachelors d) Masters or others

5. What is your monthly income?

a) Less than Rs.20,000 b) Rs.20,000 to Rs.60,000 c) Rs.60,000 to Rs.80,000 d) More than 80,000

6. Which website you prefer to buy a products?

a) Flipkart b) Amazon c) Snapdeal d) Shopclues e) Ajio

7. Approximately how many times did you shop electronics product over internet during the last year?

a) At least once b) 1 to 3 times c) More than 3 times

8. How frequently do you buy online?

a) Frequently or at least once a month b) Once in six month c) Once a year d) Never bought online

9. For how long have you been shopping online?

a) Less than a year b) 1 to 5 years c) 5 to 10 years d) More than 10 years

10. Do you visit different online electronics stores before the actual purchase, how many stores on average do you visit before purchasing a product?

a) One to three online stores b) 3 to 5 online stores c) More than 5 stores

11. What have you bought online?

12. What is the problem faced after purchase?

a) Product differentiation b) Deficits c) others specify

13. What are the main barriers which keep you away from shopping online?

a) Safety of payment b) Low trust level of online store / Brand c) Value added tax / customs duty d) High Shipping Cost e) Refund Policy f) Warranty and claims g) Delivery too slow

14. What products do you normally online?

a) Books b) Mobile / computer / camera c) Home appliances d) others (please specify)

15. Main reason for online shopping?

a) Price b) Convenience & time saving c) Fast shipping d) Trust e) Brand conscious f) Friend Referral

16. Do you go to retail store first before making your final purchase online?

a) Yes b) No

17. How did you get the idea of buying specific electronics product through an online store?

a) Referred by friend / family b) Saw an online advertisement c) Saw an offline advertisement (Local Electronics store) d) I was just waiting for launch of this product since long

18. How do you find the specific electronics product fitting to you own needs?

a) Product Ratings b) Product reviews c) Advice from offline store d) Referred by colleague / Friend / Family member e) Compare description and prices f) New technology/ product in market

19. What are the crucial factors which affect your decision making in the final selection of the product (Select all which apply)

a) The Best prices b) Convenience & Time saving c) Not available in local stores d) Price comparison available e) Product reviews available

20. Feature you think necessary for online shopping?

a) Multiple gate way for payment b) Privacy and secure checkout c) design
d) Customer friendly

21. Which online store has a better customer friendly like exchange / return / replacement policy?

a) Flipkart b) Amazon c) Snapdeal d) Shopclues e) Ajio

22. What are the reason which keeps customer away from online shopping particularly in electronics products?

23. Your valuable suggestion

A STUDY ON BUYING BEHAVIOUR OF THE CONSUMER IN ONLINE SHOPPING WITH REFERENCE TO ELECTRONICS PRODUCTS

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KUMAR N

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ABSTRACT

E-commerce has made life simple and innovation for people and groups, consumer Behaviour in online shopping is different from the physical market where he has access to ascertain the merchandise. The purpose of the research was to study the consumer behaviour in online shopping of electronics products. The main research question is how consumers behave while shopping online. Primary data are collected through the questionnaire survey and by emails from personal contacts. Price, time-saving, and convenience were identified as important factors which cause certain buying behaviour in online shopping.

Keywords: Consumer behaviour, online shopping, E-commerce, service, and electronic products

INTRODUCTION

This section will be provide all information regarding the theory background, purpose, research questions, limitations of the survey, and theories. It presents the introduction of consumer behaviour, online shopping, consumer behaviour towards online shopping of electronic goods. Consumer behaviour is the study of individuals, groups, or organizations and the process they use to select, secure, and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes on the consumer and society. The consumer behaviour of every individual is different from others depending on buying choices which are influenced by buying habits and that are turn tampered with by psychological and social drivers that affect the purchase decision process.

REVIEW OF LITERATURE

1. **Mr. Murthy, P Raja Babu, P.Srinivasa Reddy (2017)** Retail industry has to play one important role in the contribution of gross domestic product in India. This study is conducted in Andhra Pradesh. This paper highlight the problem faced by near organized retail on small retailers this study reveals the result. The primary data collected by structured questionnaire with 24 questions, the sample size is 504 respondents in undivided Andhra Pradesh. The major object is the impact of organized retail on unorganized retail. The outcomes are the major impact of organized retail on unorganized retail found that are as product, price, place, and promotion. 4p's of marketing will determine the sale on both organized and unorganized retail. There is a decrease in sales on unorganized retail because of the impact of organized retail.
2. **ViksaDua, Anju Verma (2013)** this study is conducted by Raipur city. Impact of Growing organized retail sectors over small retailer stores. Objectives are to find out the major challenges faced by small retail stores, both suggest organized and unorganized retail to attract their consumer. Primary data are collected by 150 questionnaires in Raipur city in Chhattisgarh. Sample are collected by both small retailer and consumer of Raipur city. Findings are both retail have a market opportunity but organized retail effect on the small retailer but some consumer helps them to survival in the market. There is the impact of organized retail on small retail but small retail find a new way to face them.
3. **Manju (2012)**, A study on consumer's satisfaction towards service quality of organized retail stores in Haryana: This research was collected via a large sample survey based on a descriptive study using in-depth interviews with a customer who is visiting a retail store. They used 500 useable questions receive & the test person's correlations test was performed to examine the dimensions of service quality & customer satisfaction. The study provides some insights on factors that consumers satisfaction.
4. **Bitner (2012)** Retail is amongst the fastest growing sectors in the country and India ranks 1st, ahead of Russia, in terms of the emerging market potential in retail (Associated Chambers of Commerce and Industry of India). The retail environment is changing more rapidly than ever before.
5. **Baker, Berry, and Parasuraman, (1988)**, Retail is characterized by intensifying competition from both domestic and foreign companies, a spate of mergers and acquisitions, and more sophisticated and demanding customers who have great expectations related to their consumption experiences.

OBJECTIVES OF STUDY

- To study the consumer various problem faced towards online shopping.
- To assess the attitude of the consumer towards online shopping.
- To analyses the buyer satisfaction towards online shopping.
- To review the factors influencing the buyer preference for online shopping.

RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is the arrangement of conditions for collecting and analysis of detaining manner that aims combine relevance to the research purpose with the economy. A research design is the plan, structure, and strategy of investigation to obtain answers to the research and control variance.

STRUCTURE OF QUESTIONNARIE

According to Robert Gatewood, Hubert S. Field, Murray Barrick, measurement includes the systematic application of rules for allocating numerical values to objects to represent the quantities of a person's attributes or traits. The first evaluation is Rules, attributes, psychological factors, metrics, or units. Likert 5 scales are ed to measure attitudes, knowledge, perceptions, values, and behavioral changes.

SAMPLE SIZE

150 respondents are chosen as a sample size for the study.

PERIOD OF STUDY

The period of time taken to conduct the survey and prepare the research paper is 3 months.

STATISTICAL TOOLS FOR ANALYSIS

- ☐ Simple Percentage Method
- ☐ Chi-square test
- ☐ ANOVA

DATA ANALYSIS

Chi-square test

Null Hypothesis: There is no association between age group and retail store first before making your final purchase online.

Alternative Hypothesis: There is an association between age group and retail store first before making your final purchase online.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.491 ^a	4	.240
Likelihood Ratio	7.530	4	.110
N of Valid Cases	150		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.56.			

RESULT

Since P value .240 is greater than 0.05, we are reject the alternative hypothesis and accept the null hypothesis. So that there is no association between age group and retail store first before making your final purchase online.

FINDING

- From the above analysis, about 79% of respondents are the majority in between 20-25 age group.
- From the above analysis, that 52% of the respondents are majority belong Female.
- From the above analysis, Since the P-value .240 is greater than 0.05, we are reject the alternative hypothesis and accept the null hypothesis. So that there is no association between age group and retail store first before making your final purchase online. (chi-square test)
- From the above analysis, Since the P-value .975 is greater than 0.05, we accept the alternative hypothesis and reject the null hypothesis. Therefore, there is a significant difference between the specific products and retail stores. (ANOVA)

SUGGESTION

- The overall project mainly shows that the study of consumer buying behavior is how much important for the company to attract customers.
- About the service rendered is satisfactory. But the inferred to appoint technicians of the product is to instantly check and door delivery facilities should be provided for the products like televisions, refrigerators and washing machine. The various suggestions are provided like
- Showroom should have to provide good parking facility according to the maximum number of customers because the respondents have given the low rating for this attributes.

CONCLUSION

This study was accomplished to determine the consumer behavior towards online shopping for electronic products. Online shopping is increasing, but the acceleration of online shopping is not as rapid as compared to other developed countries like the USA and UK. In research, online consumer behavior theories applied named as a goal-oriented online buyer and experimental motives of online shopping and highlighted into consumer characteristics, online consumer behavior, factor predicting online shopping, and consumer mindset in online shopping.

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