

CUSTOMER'S PERCEPTION TOWARDS ONLINE SHOPPING APPLICATION

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

HEMAVATHI M
Register No. 39410068



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **HEMAVATHI.M 39410068** who have done the Project work entitled "**CUSTOMER'S PERCEPTION TOWARDS ONLINE SHOPPING APPLICATIONS**" under my supervision from January 2021 to March 2021.

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DECLARATION

I **HEMAVATHI.M 39410068** hereby declare that the Project Report entitled **“Customer’s perception towards Online Shopping Applications”** done by me under the guidance of **Dr. TR. Kalai Lakshmi, M.A., M.B.A., M.Phil., Ph.D.,** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

Customer perception is important for every company in e-commerce industry because it gives an idea about customers' buying behavior, their loyalty towards them and also determines the idea of advertisement and communicating to the target customers.

This study explains the views of customers on the influencing factors, attracting features, satisfied parameters, issues faced by customers and some of the suggestions regarding the improvement of services. The study uses Questionnaire to collect primary data from the customers. The study found that every customer has their perception towards their buying behavior but most of the customers prefer some of the features as important. The features are Home delivery, various payment methods, Easy User Interface, Discounts/Offer provided, Return and refund options, tracking of delivery items etc. Statistical tools used are percentage analysis, Chi square in spss and ANOVA in spss.

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CHAPTER - 1

INTRODUCTION

1.1. INTRODUCTION:

The Internet has reached wide range of people around the world and is still increasing as the number of utilizers of internet increase. This leads the world to introduce facilities that can be used through devices that we hold with us. And one of the facilities that made the life of shopping lovers simple is the online shopping applications.

In the earlier days, the people needed to go around the market area to spend a day for shopping but does not get satisfied even spending a day draining energy. That was made simpler by introducing websites for shopping. After the arrival of websites, Applications were introduced to make the customers feel even more convenient than they felt for websites. This project will help the e-commerce companies to know about their customer perception towards their applications and how much they are convenient and satisfied with the facilities available in their applications and also the issues faced by the customers are analyzed.

Customer perception can make or break a brand. When customers receive good products, it will create a positive perception on the company's image, but if the customers had a bad experience, then it will bring a negative perception on the company's image. When companies work towards strengthening the bond between customers and company, customer perception improves and will gives a way for a better competitive edge. This can happen only when the company researches on the customers' perception towards their online shopping application. Knowing the perception of the customers will help the company to improvise their service towards them.

1.2. INDUSTRY PROFILE:

Internet has been a game changer in the way people shop. Many companies are using the online platform with the aim of cutting edge marketing costs, thereby reducing the price of their products and services to stay ahead in the highly competitive market. It is easier for the company to develop by getting

feedbacks from their customers through online. It is much easier to reach new customer in this platform through various e-marketing strategies.

Although most of the revenue transaction comes from B2B platforms, the practitioners of b2c platform should not lose hope. It has been a decade when b2c E-commerce evolved. Scholars and practitioners of electronic commerce constantly strive to get an improved insight into customer behavior in cyberspace.

Along with the development of e-retailing, researchers continue to explain E-consumers behavior from different perspective. Many of their studies have posited new emergent factors or assumption which are based on the traditional models of consumer behavior and examine their validity in the Internet context.

There are e-commerce Apps and also websites that belong to the industry. They both have their advantage and disadvantages. A mobile website is made to use on a cell phone or tablet, so users can shop easily and make purchase. While Mobile applications are programs created for cell phones only. They transform into the powerhouses of fun and entertainment. Mobile applications guarantee the best mobile experience for the clients.

1.2.1. THE DIFFERENT TYPES OF BUSINESS MODELS IN E-COMMERCE:

1.2.1.1. BUSINESS TO BUSINESS (B2B):

This business model is nothing but E-commerce between companies. The b2b business model E-commerce deals with relationship between and among businesses. Almost 80% of the companies use this type of model. B2b grows faster than any other business model. It has the potential to improve the efficiency and effectiveness of a company's sales. Instead of receiving orders through humans, they receive through telephone, E-mail by reducing the overhead costs.

1.2.1.2. BUSINESS TO COMMERCE (B2C):

This kind of business takes place between companies and customers. In this type of business model people purchase all kind of goods like physical goods, informational goods such as software or e-books. Business-to-consumer describes activities of businesses serving end consumers with products and/or services. E.g., Makemytrip, Paytm (One97)

1.2.1.3. BUSINESS TO GOVERNMENT (B2G):

B2G includes any kind of relationship between public authorities, such as the government, and companies. Public services are contact points for legal matters, for example, but may also interact with companies in the form of lobbying. A third form of cooperation between companies and public authorities also understood as a B2G relationship is the public-private partnership (PPP).

To simplify processes for both companies and public authorities, communication in the B2G is increasingly taking place online. For companies, the significantly faster applications processing is ideal, and means a more efficient transaction can take place. For example, you can download forms directly or transfer your tax dues. B2G is usually intended to be a long-term working relationship, and is characterized by a high order volume. It is therefore vital that both sides have fast and well-functioning communication.

1.2.1.4. CUSTOMER TO CUSTOMER (C2C):

Customer to customer (C2C) is a business model whereby customers can trade with each other, typically in an online environment. Two implementations of C2C markets are auctions and classified advertisements. C2C marketing has soared in popularity with the arrival of the Internet and companies such as eBay, and Craigslist.

Customers benefit from the competition for products and often find items that are difficult to locate elsewhere. Also, margins can be higher than traditional pricing methods for sellers because there are minimal costs due to the absence of retailers or wholesalers. C2C sites are convenient because there is no need to visit a brick-and-mortar store. Sellers list their products online, and the buyers come to them.

1.2.2. MOBILE-COMMERCE IN INDIA:

E-commerce Industry in India has always has its scope in the nation. The e-commerce industry has been seeing rapid growth in recent years. The shopping trends have changed and so has the customer behavior. According to statistics,

58% of people expect to shop more online now than they did before. And shopping apps are rising up to the challenge.

E-commerce Industry has changed its own way of Business that is carried out in India. The Indian market of E-commerce is expected to grow from US\$ 38.5 Billion as of 2017 to US\$ 200 Billion by 2026. The industry growth is basically due to the increase in the usage of Internet and Smartphones in India. Driven by the 'Digital India' program, the number of internet connections and users has been significantly increased to 760 Million as of August 2020. Out of the total Internet connections, 61% were from Urban areas, of which 97% of the connections were wireless which is a great sign to develop E-commerce Industry.

Online shopping is a section of electronic commerce where people buy things over the internet. It mostly uses two mediums, one is shopping websites and the other is mobile applications. Ever since smartphones have become an everyday part of our lives, mobile apps have considerable influence on most things we do. Thus, Online shopping apps or M-commerce apps have started ruling the e-commerce industry.

M-commerce is the buying and selling of goods and services through wireless technology. i.e. handheld devices such as cellular telephones and personal digital assistants (PDAs). Mobile commerce is any transaction, involving the transfer of ownership or rights to use goods and services, which is initiated and/or completed by using mobile access to computer-mediated networks with the help of an electronic device.

1.2.3. TOP ONLINE SHOPPING APPLICATIONS AT PRESENT:

- **AMAZON**

Amazon has an amazing pace from the date it has started which made them to achieve this much reach now. Amazon app has its easily understandable User Interface which is classic and it also delivers goods from worldwide range. Goods from abroad are Electronics, Mobile accessories, Books, Home appliances etc. It also has a reasonable record in India. Mostly recognized features of Amazon are fast delivery, reasonable price and worldwide reach.

- **FLIPKART**

Flipkart Company was started in 2007 with the main focus on Books sales which has captured the customers from India. Slowly, Flipkart has built its own customer base and Services which brought its number 1 position in India. Flipkart was the top Shopping Application in India until FDI eased its norms on restrictions on foreign companies to invest in the Indian e-commerce Market which brought Flipkart to face the competitors around World. The reason for its Reach in India is its festival Offers and Periodic Big deals.

- **MYNTRA**

Myntra is a well-known shopping Application in India for its up-to-date trendy cloths in the store. Myntra is famous for the variety of clothing for both men and women in a single store. They provide the latest trends to the customers with great price and Quality clothes. Fashion Enthusiasts choose Myntra App as their first choice for classy and trendy dresses. The reason why customers choose Myntra can be because it has best selection of clothing, easy return policy and also Availability of Quality clothes.

- **AJIO**

The name 'AJIO' came from the most famous name 'Jio' from the Reliance Enterprises. Their slogan is "Doubt is Out" which is creating a hope in the shopping application and its products. Although Ajio has many categories of products, customers mostly use the app for clothes purchases than other categories. It has the better collection of International brands in the Application. Ajio app provides free shipping and discount offers than other Applications.

- **NYKAA**

Nykaa Application has many categories of products but it is known for its baby products. Nykaa application was founded in Mumbai and now it has gained vast customer base. This Application has a very interesting user interface which can be an eye soothing to the customers. The specialty of this App is it sells the region based skin care products from various regions

around the world to its customers. This App provides Quality products to the customers.

- **CLUB FACTORY**

Club Factory first started as stores in the beginning of its business. And it slowly started its shopping application. This Application has many categories of items in it and it has better performance in delivering the product. And also the Quality of the products is also great.

- **CRAFTSVILLA**

Craftsvilla is the shopping Application which has many products of Ethnic culture and the tradition of India. The site of Craftsvilla is better than the Application's User Interface as it needed some modification to it. Application design and its interface is the mostly received complaint for Craftsvilla.

- **TATACLIQ**

The Tata Company is the well-known company in India. It has started an Online Shopping platform for its customers for their convenience in buying. At first they have struggled but now they are now growing slowly and steadily in this market. They have the faster Refunding process and the services provided by the application are very interactive and intuitive. Tatacliq also provides products with lower price and better warranties.

- **PAYTM MALL**

Paytm Mall is launched by Paytm which is one of the top Online Payment Systems in India. This Online Shopping Application has a wide range of product categories like Electronics, Fashion, furnishing etc. The main advantage for the customers using this application is that they can use promo-code for exclusive offers and cash-backs. This Application will bring trustworthiness of the customer as it it-self is connected to a leading financial service.

- **SHOPCLUES**

ShopClues are mainly known for its greater selection of products, reasonable price and shorter delivery duration. This Shopping application has gained trust from the customers. In ShopClues there are many categories of products and the customers also see quality products in this Shopping Application. They also have customer friendly policy which helps

the customers to understand it easily. ShopClues App have superior quality products from the merchandise.

- **EBAY**

eBay is one of the top sites that were used in India. It also launched its Online Shopping Application. It is not used like before as there are many competitors up ahead. But the application did have all type of products which was once brought by the customers. They still top the search results but needed to improve some of the Application facilities to retain its old glory.

- **SNAPDEAL**

Snapdeal is one of the most used apps for the purchase of books and electronic products. This Shopping Application has many products that are noticeable than only clothing. Customers prefer this application for computer, mobile phones, books, electronics, home appliances and many other product categories. But right now the application is needed to put in some more efforts to retain its market position.

1.2.4. FUTURE OF E-COMMERCE IN INDIA:

The Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. India e-commerce sector will reach US\$99 billion by 2024 from US\$30 billion in 2019, expanding at a 27% CAGR, with grocery and fashion/apparel likely to be the key drivers of incremental growth. The Indian e-commerce sector is ranked 9th in cross-border growth in the world, according to Payoneer report. Indian e-commerce is projected to increase from 4% of the total food and grocery, apparel and consumer electronics retail trade in 2020 to 8% by 2025.

As most Indians have started shopping online rather than stepping outside their houses, the Indian e-commerce sector witnessed an increase. Also, as per the Mckinsey report, ~96% consumers have tried a new shopping behavior; 60% consumers are expected to shift to online shopping in the festive season and continue shopping online beyond the COVID-19 pandemic. Huge investments from global players – such as Facebook, which is investing in Reliance Jio – are

being recorded in the e-commerce market. Google also reported its first investment worth US\$ 4.5 billion in Jio Platforms. This deal was followed by the purchase of Future Group by Reliance Retail, expanding the presence of the Ambani Group in the e-commerce space.

Much of the growth in the industry has been triggered by increasing internet and smartphone penetration. As of August 2020, the number of internet connections in India significantly increased to 760 million, driven by the 'Digital India' program. Out of the total internet connections, 61% connections were in urban areas, of which 97% connections were wireless.

Smartphone shipments in India increased by 8% to reach 50.0 million units in the first-quarter of 2020, driven by positive shipments of all smartphone vendors in the market. Samsung led the Indian smartphone market with 24% shipping share, followed by Xiaomi at 23%. The Government of India's policies and regulatory frameworks such as 100% Foreign Direct Investment (FDI) in B2B E-commerce and 100% FDI under automatic route under the marketplace model of B2C E-commerce are expected to further propel growth in the sector. As per the new FDI policy, online entities through foreign investment cannot offer the products which are sold by retailers in which they hold equity stake.

1.3. NEED FOR THE STUDY:

People are becoming more comfortable with the online life activities. There are increasing number internet users in the world and the population is also increasing. The number of Online Shopping Applications users is also increasing and the demand and expectations from the customers towards the application is also increasing. So, it is needed to study the perception of a customer to know what they need and their demand towards the shopping Application.

1.4. SCOPE OF THE STUDY:

- The study on customer's perception provides the companies, the growing demands in the e-commerce industry.
- Understanding customer's perception helps the company to gain opportunities among the competitors in e-commerce Industry.
- The study will provide the insights of the customer expectations.

- Customer Perception is studies how the customer has their opinion towards the features and facilities of Online shopping Applications.

1.5. OBJECTIVES OF THE STUDY:

‘Objectives of the study’ describes about what the research is trying to achieve and it also summarizes the accomplishments to be achieved by the researcher in the study. There are Primary objective and Secondary objective to a study. Primary objective should be an abridged form of the statement of the problem. Secondary Objective should try to establish a relation between two or more variable related to the study.

1.5.1. PRIMARY OBJECTIVE:

- To analyze the customer’s Perception towards Online Shopping Applications.

1.5.2. SECONDARY OBJECTIVES:

- To determine the customer’s Attitude towards the influencing factors of online shopping applications.
- To determine the key issues faced by the customers on online shopping applications.
- To determine the customer’s perception towards the features that is attractive to the customers.
- To analyze the customer’s perception towards the convenient and beneficial factors in Online Shopping Applications.

1.6. LIMITATIONS OF THE STUDY:

- The study has collected the data from the people of Urban Area. So, further more data collection from rural people may have few changes in their opinion.
- Due to time constrict, only 200 responses were collected from the customers of shopping application.
- The analysis may be biased as the results are based on the information provided by the respondents.

CHAPTER – 2

REVIEW OF LITERATURE

- **Komal et. al. (2020)** The research concluded that online shopping is easy and time saving and also saves time, children pressure is low, discounts and offers, availability of easy product rating, provides expert feedback, return policy etc.,. The issues are delivery time and goods are not supplied as per the order, returning process, incomplete and inappropriate information which are faced by women online shoppers.
- **Tanzeel and Shivani (2020)** explain that e-commerce has been very advantageous for the customers creating value beyond geographical boundaries and generating the growth of business. The majority of the customers are highly satisfied with the products and services by Amazon. The study explains that other factors such as discounts and offers, on time delivery, easy return and exchange, secured transactions etc., Not only the younger generation is prone to the online shopping via Amazon but also people above 40 years of age also prefer Amazon which shows the consideration of Amazon towards different age peoples. Online platforms are not trusted by many in India so the paper helped in identifying the satisfaction towards exchange/refund policy.
- **Mohammed and Chandu (2020)** stated that mostly young people are appended to internet shopping than senior individuals. Also those who shop online will also books tickets online as it is less expensive than market cost. The most affecting factors are cost, security, Guarantees and warrantees, conveyance time, notoriety of the organization and protection of data. Flipkart.com is the main web based shopping sites in India. The mostly bought items are books and tickets. Understanding the youthful online customers empower the e-retailers to create reasonable showcasing methodology so as to pull in and convert potential client as a functioning clients.
- **Mathan and Naveena (2020)** have concluded that online shopping in India is expanding and can reach more areas. E-retailers should take actions to face and contain problems faced by their customers on online shopping and to offer full-fledged service like quality goods at a cheaper price, immediate

replacement of damaged goods, shortening of delivery time, which increases customer loyalty and will attract new customers.

- **Kamaraj et. al. (2019)** has concluded in their study that the online market has a greater potential by ensuring that the factors to be considered should take care which will further boost the demand of the goods that the e-commerce service offers. And the researcher wants the companies to create awareness among the people about the security and safety measurements provided.
- **Nagalakshmi (2019)** states that there are four important affecting factors of online shopping behavior in Chennai are reason, problem, satisfaction and technology. This research concludes that there are many factors which may get even more categorized and with more attributes such as Social influencing factors.
- **Hari (2019)** has concluded that purchasers Online are increasing every day and male purchasers are higher than the female. The people studied more than higher education are showing interest on e-purchasing. There is higher association on consumer perception by demographic factors. Their perception considering their background makes online purchasing alive around the geographical area of Hyderabad and Secunderabad.
- **Wilson (2019)** explains in the study that the online shopping with Good Corporate image should come out with massive advertising campaign and multi-number of firms in each size. Advertisements will automatically make the customers move to the products. Online shopping should strengthen up weak areas like after sales service, advertisement and varieties of models. The competing brands should withhold their strong areas like brand loyalty, corporate image etc., this will help the online shopping to become the top player around.
- **Almarashdeh et. al. (2019)** has explained that the study is to investigate if there is any statistical difference in mean value regarding shopping online on four major factors such as convenience in searching, access convenience, service recovery convenience and behavioral intention to use. The results declare that customers feel more comfortable with mobile apps

than websites in terms of the above mentioned factors. And also there is no significance difference in customer behavior to use the shopping platforms.

- **Azham et. al. (2019)** has conducted a study to assess the mobile usability of Mudah.my and to evaluate its effectiveness, efficiency and user satisfaction. The applications are easier for users to locate goods and services from a remote marketplace and also can advertise and sell products without owning or renting a shop. The study concluded that the applications are easy to use and consistent and also there are some usability issues. The study suggests the Mudah.my developers should make some further enhancements on the interface of the mobile application so as to deliver a more usable application that meets user's expectations and needs.
- **Inderpal and Pooja (2019)** has studied the customer perception towards online shopping and identified the factors that influence the customers to buy online. And concluded that there are many factors such as product information, online payment, convenience and variety, customer attitude, easy accessibility, flexibility, price, consciousness and challenges of online shopping determine the perception of the customers towards online shopping websites. The researcher has explained about the websites but not about the applications which is the gap to be considered for further researches.
- **Bhoomi (2018)** has researched about the major e-commerce players in India which are Amazon and Flipkart. The study explains about their performance and Influence among the customers. The innovative thinking, offers and discounts were attractive and they made customers' work easier and comfortable. Flipkart and Amazon are still the competitors to each other while Amazon is the leader of electronics market in India. They conducted some studies and learnt the perception of the customers which made them understand the customers.
- **Pitchaimani and Ambika (2018)** states that the perception of the customer is analogous and distinct based on their personal characteristics. The kids are using online booking more compared to that of elders due to lack of knowledge. It is found that majority of the customers buy online as a result of its cheaper value. The issues faced are the worth of the merchandise,

protection of the merchandise, Guarantees and warranties and delivery time. To make shopping convenient for the customers the study highlights on simple navigation and access. The majority of the respondents of the study buy clothes from flipkart.com which is one of the leading sites in India. The foremost purchased products are books followed by tickets, railway. Movie, concerts.

- **Arlina (2018)** has concluded that online shopping is mostly preferred by male than female and also shopping preferences of an individual in online and traditional shopping are influenced by the demographic and proprietary aspects of an online shopping application. The most of the consumers are middle-class and high-income male and having an online store application on their smartphone. The study identified that, consumers' shopping preferences and their tendency toward online shopping. Product marketing strategies can be better prepared by producers and sellers in accordance with their target market so that the products offered are more targeted and are able to increase product sales.
- **Suvita (2018)** concludes that the most attractive features are time saving, website design, security, price, and convenience from most to least. The research has showed that all the above mentioned independent variables are based on dependent factor of online shopping decision. The study provides the strengths to be concentrated and weaknesses that are to be terminated. The drawback of the study is that the research was conducted around Koteswar, Nepal.
- **Bodla and Pinki (2018)** concluded that Electronic items are the first preference for online shopping and the next preferences are Footwear and e-recharges services. The low preferred items are baby care products and gift items. The research studied about the preference towards Flipkart, Amazon and Snapdeal. The managerial implication of the study is very high as the e-retailers need to promote the low preferred product items and e-sites to take full advantage of the opportunities offered by growing volume of e-commerce.
- **Rudresha et. al. (2018)** has concluded that most of the people has positive attitude towards online shopping even if they felt some problems in it and also net banking will become mostly used by people which will improve the

future of online shopping. The research also concluded that online shopping will take over as the prime marketing and selling channel in India in near future.

- **Parveen (2018)** has researched that online shopping is convenient mostly to the students and for the “Net-Generation”. But still most of the customers prefer physical shopping because of some problems that arise in online shopping. The companies should analyze the shopping behavior of the customers and make it simple and beneficial for the customers. It is found that most of the customers are modern people who are from working segment which clearly justifies the projected growth of online shopping.
- **Priyanka (2017)** concluded that Online shopping usage is constantly increasing around the developing nations of the world. The study has researched on all the areas of online shopping and found that most popular mode of payment is cash on delivery and that is depended on the income of the customers. The research also concludes that age defines the buying behavior by preferring brands to quality to price along period. Majority of the people are buying through flipkart.com. Online shopping are specifically popular for electronic items. The main barrier for online shopping which has major impact on the customer is the payment safety and privacy issue.
- **Sakshi (2017)** states the various dimensions of online grocery shopping ranging from its characteristics, processes, present consumer perception towards online grocery shopping, Indian players in the market and the different variables. The study explains the foundation for reasons behind expanding the market of online grocery shopping and the challenges faced by the companies. Factors like wide variety of products, offers and discounts, free home delivery, time saving and convenience, cost effective, easy terms and conditions, user friendliness, authenticity and genuineness, easy to order and cash on delivery should be taken as strengths and pillars of online grocery shopping and these can be modified and improvised to extract maximum advantage for business.
- **Kiran and Siras (2017)** states that customer perception includes the customers’ opinion towards a product, price, frequency of buying, selecting the store it may be online and offline stores. The study compared the online and offline shopping by collecting data related to the study. The conclusion

of the study is that customers are more inclined towards online shopping than traditional shopping based on the above mentioned factors.

- **Mariamammal (2017)** states that educated customers are aware of the procedure of buying online as the time has changed towards internet and online. It was simple for people to shop online but the customers feel insecurity about the payment procedures through websites. The Indian customers still wanted to check the products physically before purchasing it which creates mental hurdle to people according to the research. If the Indian Online vendors do measure and reduce the risks on the website, it will maximize the customer satisfaction and profits. Reducing risks will create e-retailing a booming industry in India.
- **Mohan and Vijayadurai (2016)** states that online shopping was becoming popular mode of shopping at the period and the study reveals that the customers are influenced by the product attributes, relevant information and trustworthiness. It is better to focus on other attributes because the instant review does not the help or influence the shopping intention of customers through online.
- **Jayaprakash et. al. (2016)** states that technological development has given rise to a new marketing system. The study revealed that people have insecurity with online shopping and thus the companies ensure adequate safety measures in the delivery of products. These problems are to be solved and should introduce wide range of products with discounts. The companies should focus on satisfying the customers in the competition era.
- **Jaganathan et. al. (2016)** This Study about the customer perception explains that most of the users are younger generation and the elder people don't use online shopping. And suggested that online transaction should be more flexible foe the customers who perceives the shopping.
- **Madhavi et. al. (2016)** explains that the trends may show that online market place is increasing based on the current and future growth in the number of smartphone users but the reality is very few people having strong brand presence, heavy investment in developing and promoting strong apps have been able to benefit from the apps. Mobile apps cannot be a complete replacement for the websites, because it has some

limitations. Desktop provides better graphical capabilities for websites which will provide more enhanced user experience while shopping online. Traditional e-commerce platforms still hold a good amount of customers and more people are out of reach of mobile apps. For the companies moving to mobile only marketplace will lost its value among the customers. The researcher concludes that at the end of the day it is customers' choice to shop according to their convenience.

- **Shanthi and Desti (2015)** has examined that the most purchasers are of young age between 20-25 years. The study also revealed that price is the top most influencing factor in online shopping. The other most influencing factors determined are security, guarantee and warrantee, delivery time, reputation of the company.
- **Pratiksinh (2014)** has studied that most of the customers are having an alarming barrier like inability to verify the product personally and online payment security. The study concluded that most of the people are facing problem during or after the delivery action and also people believe that online shopping is expensive.
- **Abdul et. al. (2014)** stated that global usage of the internet has gradually increased in the past few decades, better understanding of e-commerce adoption across cultures. The study contributes to the existing technology adoption and acceptance of literature. The predictive power of the technology acceptance model seems robust and changes based on the culture like Pakistan and Canada. There are several methods to be adopted in each country with several cultures to provide ease of use and perceived.
- **Ashish (2014)** concludes that online shopping is becoming the new way of shopping in the upcoming period. Customers are becoming fond to website shopping after the technology improvement. Online shopping is gaining popularity among younger generation and among other age people too. People earning nearly one lakh prefers cash on delivery and earning three lakh prefers online payment. In India, the online experiences are considered complex and uncomfortable. People wanted traditional than online shopping. But still people feel online shopping is comfortable for them to shop from home.

- **Aimol et. al. (2014)** concludes that the respondents accessed the internet to support their work on a daily basis but accessed the internet for online shopping occasionally. People prefer online shopping more to physical shopping due to benefit such as time saving, comfortable and relaxed shopping, detailed product information, mode of payment and facility of easy price comparison impacting consumer behavior towards online shopping.
- **Chan and Rashad (2014)** conclude that Online shopping business can understand the perceptions of the customer which will help the companies to attract and maintain the loyal customers with satisfaction. It is more difficult to retain the customers as there are large number of alternatives and high risk perceived, which may inhibit electronic purchase. Service quality, website quality and the level of satisfaction is important to gain the customers' trust. Satisfied customers trusts the websites even more, so it is important to create a loyalty customer.
- **Kanwal (2012)** the study reveals that most of the online purchasers are male and the age group is 36 – 45 years people purchase online. The significant factors of online shopping are price consciousness, convenience and variety, easy payment options and challenges of online shopping. Many of the customers are educated and they are mostly Post graduates with a good income and they are also aware about the scams of the online shopping. The study concludes that Indian customers face mental hurdle for not purchasing the products physically.
- **Zhi-Shuang et. al. (2011)** stated that consumers' perception of mobile applications is a less concerned issue. The study investigated how the consumers perceive the m-commerce applications in China. The results of the survey show that the Chinese consumers prefer more mobile applications with convenience. The results will be helpful to the m-commerce developers and practitioners to understand the point of view of consumers, to design a better application which will be very much satisfying.

CHAPTER – 3

RESEARCH METHODOLOGY

3.1. RESEARCH DESIGN:

Research design refers to the overall strategy utilized to carry out research that defines a concise and logical plan to tackle the data collection and interpretation, analysis and discussion of data.

3.1.1. DESCRIPTIVE RESEARCH DESIGN:

The research design of the study is Descriptive research. The Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or of a group. The studies concerned with specific predictions, with narration of facts & characteristics concerning individual, group or situation are all examples of descriptive research studies.

3.2. SAMPLING TECHNIQUE:

3.2.1. CONVENIENT SAMPLING METHOD:

Convenience sampling method is a type of non-probability sampling. This method is used when the part of the population is close to hand. Convenient sampling method is used to select sample and collect the data needed.

3.3. SOURCES OF DATA:

There are two different types of data that are adopted for a project. They are primary and secondary data.

3.3.1. PRIMARY DATA:

Primary data are those which are collected for the first time and they happen to be original in nature. Here, in this research, Primary data are collected through questionnaire. Questionnaire is one of the data collection tools which is used to collect primary data.

3.3.2. SECONDARY DATA:

Secondary data are the data that are collected from journals, articles, books and other data that are available online.

3.4. STRUCTURE OF QUESTIONNAIRE:

The Questionnaire basically has two main types of questions and they are open ended or open questions and closed ended or closed questions. Open ended questions are answered as respondents' willingness to answer as they wish. Closed ended questions are answered with a provided list of options. In this study, most of the closed ended questions are with likert scale type of options.

3.5. SAMPLE SIZE:

The sample size of a study is the total number of samples that are selected from the Sample unit using which the Data are collected. The sample size of the study is 200.

3.6. PERIOD OF STUDY:

Period of study describes the period, that is, the date of beginning of the study and the date of ending of the study. Period of study is from January 2021 to March 2021.

3.6. STATISTICAL TOOLS USED:

The statistical tools used are Percentage analysis, Bar diagram, Pie chart, Chi Square test in spss, ANOVA in spss.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS:

Table 4.1.1: Gender of the Respondents

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	95	47.5
Female	105	52.5
Total	200	100

Source: Primary data

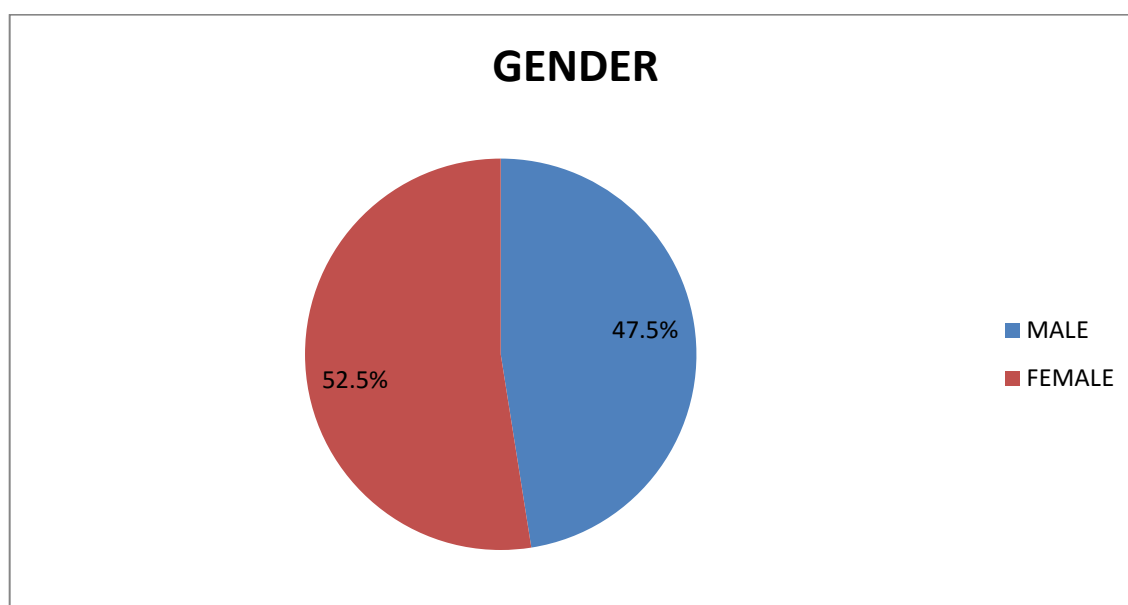


Chart 4.1.1: Gender of the Respondents

INTERPRETATION:

From the above table it is interpreted that the number of male respondents is 47.5% and the number of female respondents is 52.5%.

INFERENCE: Majority (52.5%) of the respondents are Female.

Table 4.1.2: Marital Status of the Respondents

MARITAL STATUS	NO. OF RESPONDENTS	PERCENTAGE
Married	109	54.5%
Unmarried	91	45.5%
Total	200	100%

Source: Primary data

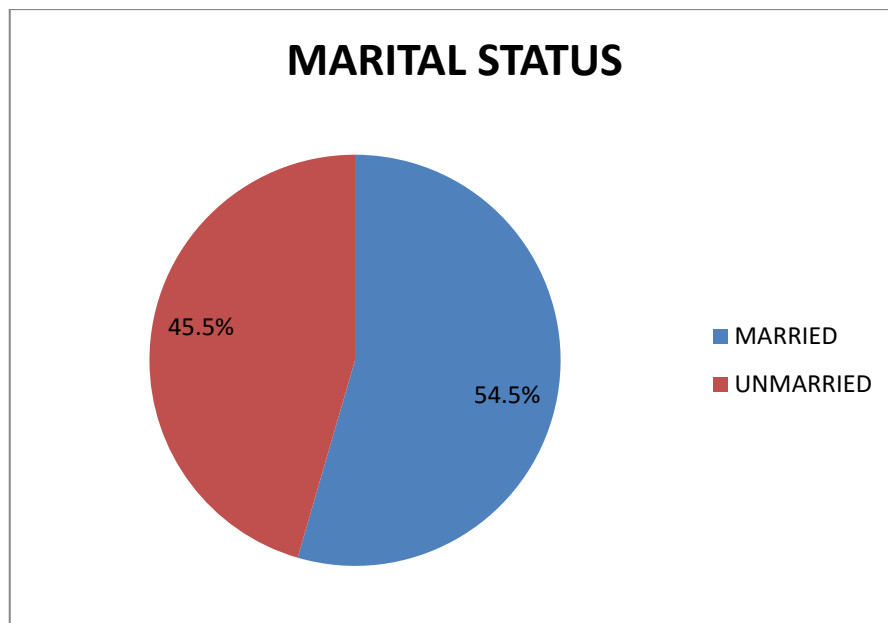


Chart 4.1.2: Marital Status of the Respondents

INTERPRETATION:

From the above table it is interpreted that the number of married respondents are 45.5% and the number of unmarried respondents are 54.5%.

INFERENCE:

Majority (54.5%) of the respondents are Married.

Table 4.1.3: Age of the Respondents

AGE CATEGORIES	NO.OF RESPONDENTS	PERCENTAGE
Below 18 years	6	3%
18 – 28 years	92	46%
29 – 38 years	32	16%
39 – 48 years	55	27.5%
Above 48 years	15	7.5%
Total	200	100%

Source: Primary data

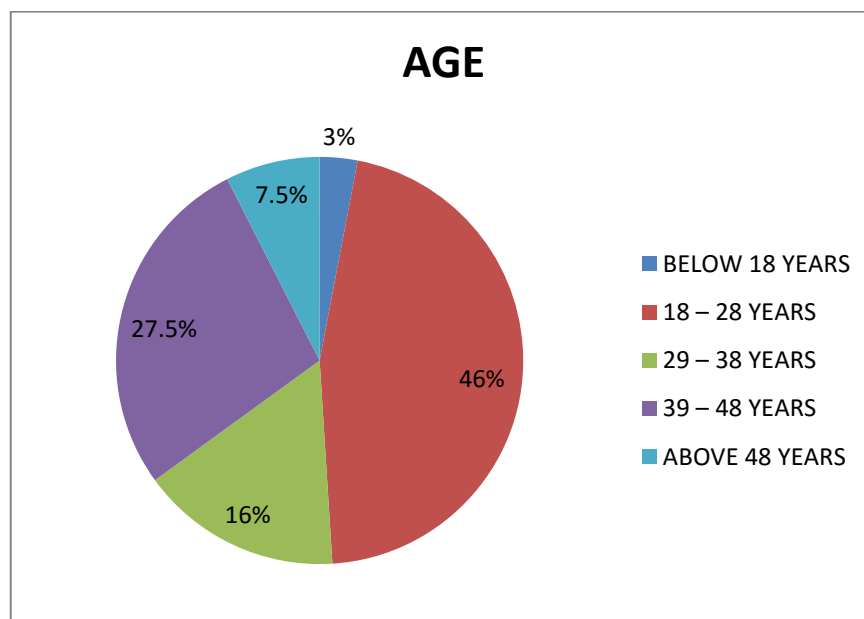


Chart 4.1.3: Age of the Respondents

INTERPRETATION:

From the above table it is interpreted that the number of respondents below 18 years of age is 3%, 18 – 28 years is 46%, 29 – 38 years is 16%, 39 – 48 years is 27.5%, Above 48 years is 7.5%.

INFERENCE: Majority (46%) of the respondents belongs to 18 – 28 years of age.

Table 4.1.4: Occupation of the Respondents

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Employee	58	29%
Business	67	33.5%
Student	45	22.5%
Home maker	30	15%
Total	200	100%

Source: Primary data

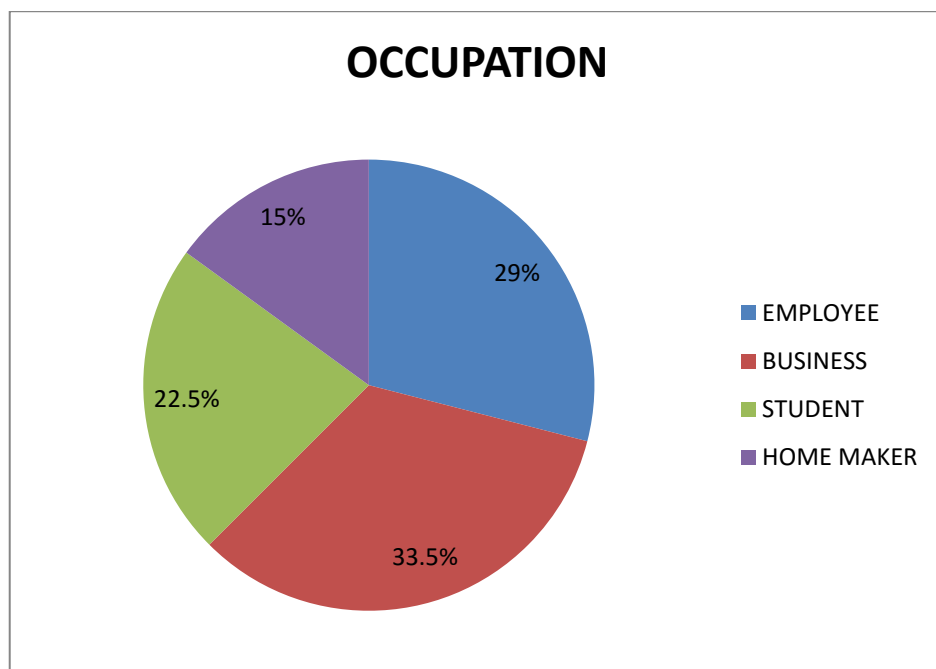


Chart 4.1.4: Occupation of the Respondents

INTERPRETATION:

From the above table it is interpreted that the percentage of respondents who are Employees is 29%, Business is 33.5%, Student is 22.5% and Home maker is 15%.

INFERENCE:

Majority (33.5%) of the respondents are doing Business.

Table 4.1.5: Annual Income of the Respondents

INCOME RANGE	NO. OF RESPONDENTS	PERCENTAGE
Below 3 lakhs	85	42.5%
3 – 6 lakhs	85	42.5%
6 – 9 lakhs	21	10.5%
9 – 12 lakhs	8	4%
Above 12 lakhs	1	0.5%
TOTAL	200	100%

Source: Primary data

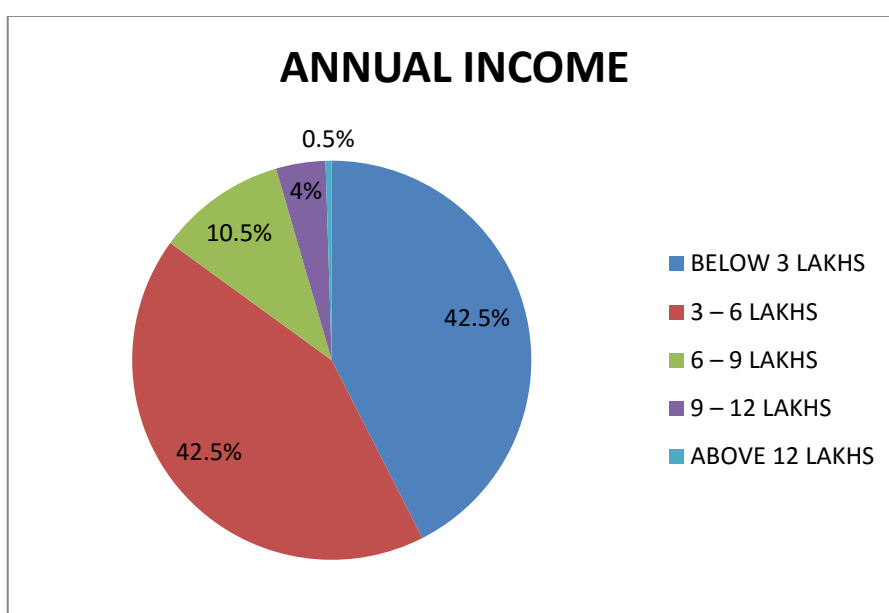


Chart 4.1.5: Annual Income of the Respondents

INTERPRETATION:

From the above table it is interpreted that the percentage of respondents' income level below 3 lakhs is 42.5%, 3 – 6 lakhs is 42.5%, 6 – 9 lakhs is 10.5%, 9 – 12 lakhs is 4% and above 12 lakhs is 0.5%.

INFERENCE: Majority (42.5% & 42.5%) of the respondents is earning below 3 lakhs and 3 – 6 lakhs as their annual income.

Table 4.1.6: Frequency of Purchasing Using Online Shopping Applications

FREQUENCY LEVEL	NO. OF RESPONDENTS	PERCENTAGE
Very often	32	16%
Often	67	33.5%
Not very often	49	24.5%
Rare	35	17.5%
Very rare	17	8.5%
Total	200	100%

Source: Primary data

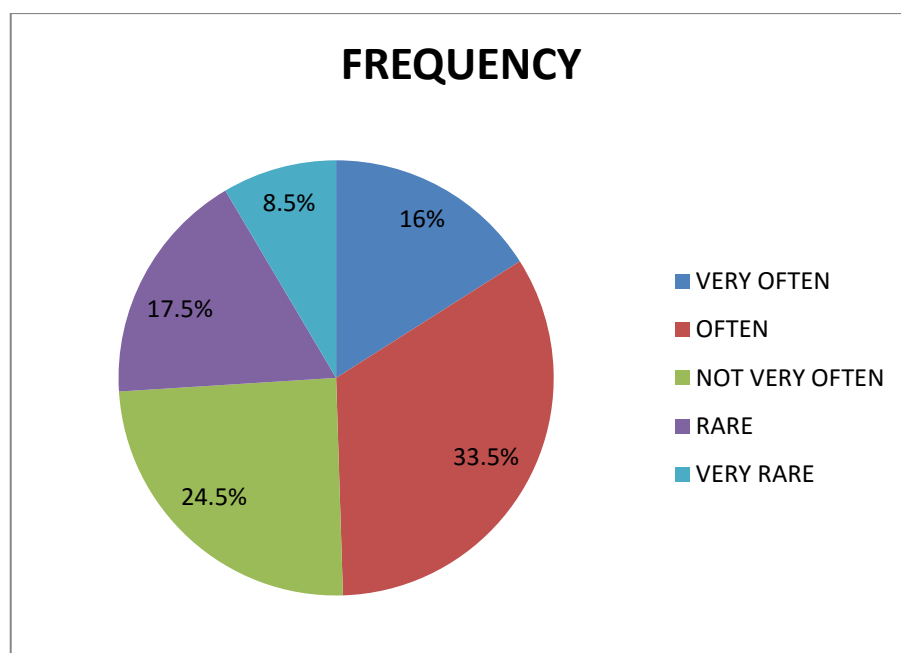


Chart 4.1.6: Frequency Of Purchasing Using Online Shopping Applications

INTERPRETATION:

From the above table it is interpreted that the percentage of frequency of respondents using online shopping applications very often is 16%, often is 33.5%, not very often is 24.5%, rare is 17.5% and very rare is 8.5%.

INFERENCE: Majority (33.5%) of the respondents purchase Often.

Table 4.1.7: Mostly Used Online Shopping Applications by the Customers

APPS	NO. OF RESPONDENTS					TOTAL (%)
	ALWAYS (%)	OFTEN (%)	SOME TIMES (%)	RARELY (%)	NEVER (%)	
Amazon	62.5	15.5	15	5.5	1.5	100
Flipkart	28	39.5	20	9	3.5	100
Myntra	11.5	13	30	20.5	25	100
Ajio	14.5	17	18	17.5	33	100
Nykaa	8	12.5	22	18	39.5	100
Club Factory	8	15.5	27.5	20	29	100
Craftsvilla	5	14.5	17.5	19	44	100
TataCliq	6.5	16	20	14	43.5	100
Paytm mall	5.5	12	19	21.5	42	100
ShopClues	4	14.5	18	23.5	40	100
Ebay	3.5	11	21	22.5	42	100
Snapdeal	4.5	22.5	29	15.5	28.5	100

Source: Primary data

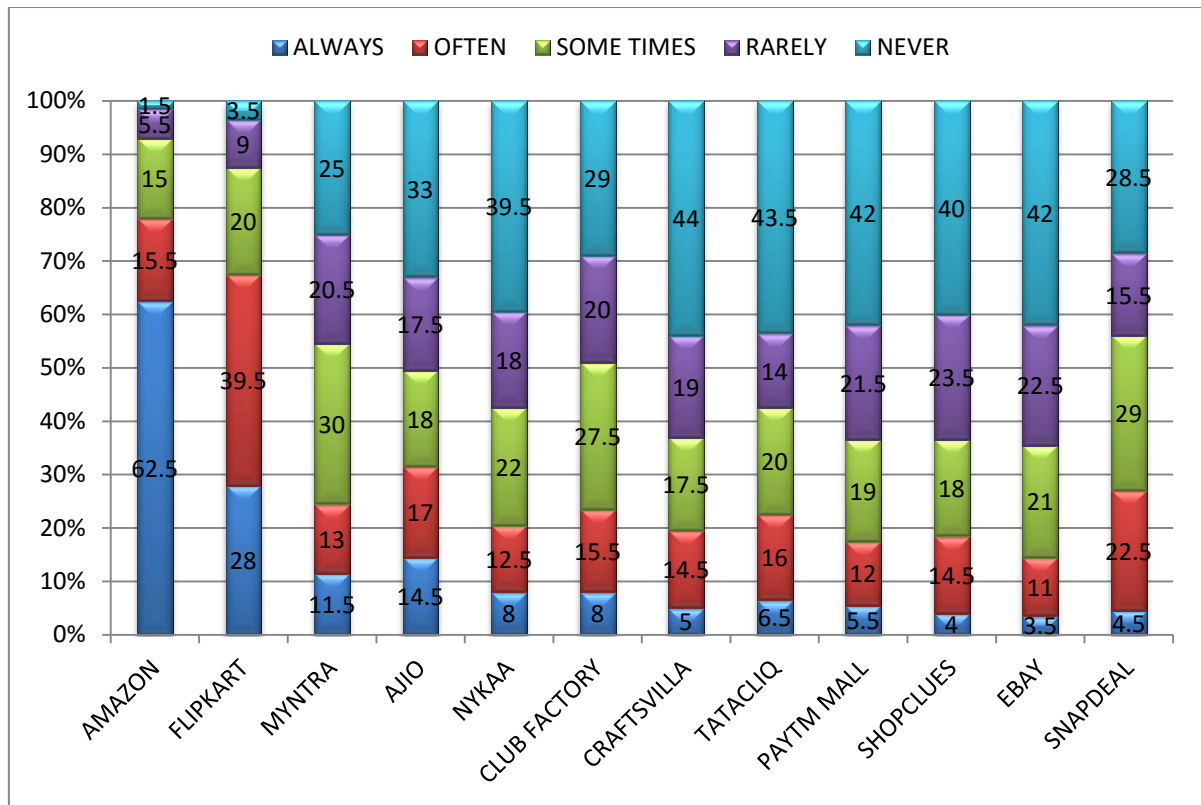


Chart 4.1.7: Mostly Used Online Shopping Applications by the Customers

INTERPRETATION:

From the above table it can be interpreted that the respondents of about 62.5% uses Amazon, 28% uses Flipkart and 14.5% uses Ajo Always. 39.5% of the respondents use Flipkart, 22.5% uses Snapdeal and 17% uses Ajo Often. 30% uses Myntra, 29% uses Snapdeal and 27.5% uses Clubfactory Sometimes. 23.5% uses ShopClues, 22.5% uses eBay and 21.5% uses Paytm Mall Rarely. 44% and 43.5% of the respondents never uses Craftsvilla and TataCliq.

INFERENCE:

Majority of the respondents uses Amazon, Flipkart, Ajo, Snapdeal and Clubfactory.

Table 4.1.8: Money Spent in a Single Product

MONEY RANGE (IN RUPEES)	NO. OF RESPONDENTS	PERCENTAGE
Less than 500	35	17.5%
500 - 1500	114	57%
1501 – 3500	31	15.5%
3501 – 5000	13	6.5%
More than 5000	7	3.5%
Total	200	100%

Source: Primary data

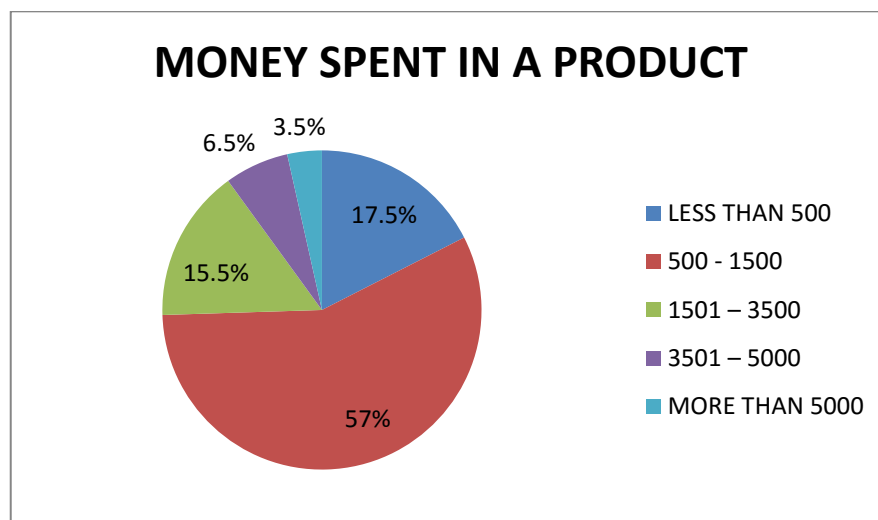


Chart 4.1.8: Money Spent in a Single Product

INTERPRETATION:

From the above table it is interpreted that 17.5% of the respondents spends less than 500, 57% spends between 500 – 1500, 15.5% spends between 1501 – 3500, 6.5% spends between 3501 – 5000 and 3.5% spends more than 5000.

INFERENCE: Majority (57%) spends between 500 – 1500 rupees in Online shopping Applications.

Table 4.1.9: Money Spent on Online Shopping Applications by the Customers in a Month

MONEY RANGE(IN RUPEES)	NO. OF RESPONDENTS	PERCENTAGE
Less than 1000	69	34.5%
1000 – 2500	99	49.5%
2501 – 5000	15	7.5%
5001 – 10000	14	7%
More than 10000	3	1.5%
Total	200	100%

Source: Primary data

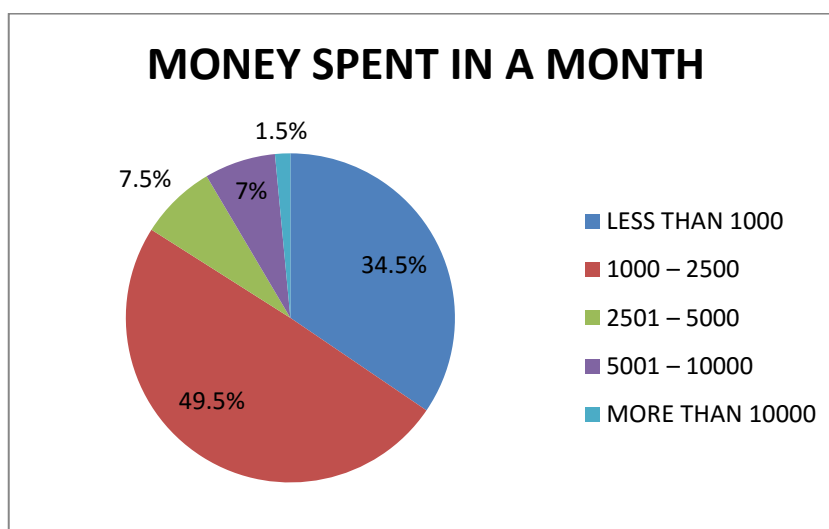


Chart 4.1.10: Money Spent on Online Shopping Applications by the Customers in a Month

INTERPRETATION: From the above table it is interpreted that 34.5% of the respondents spend less than 1000, 49.5% spends between 1000 – 2500, 7.5% spends between 2501 – 5000, 7% spends between 5001 – 10000 rupees and 1.5% spends more than 10000 rupees a month on online shopping applications.

INFERENCE: Majority (49.5%) of the respondents spends between 1000 - 2500 rupees on online shopping applications in monthly basis.

Table 4.1.10: Frequency Level of Buying Various Categories of Items

CATEGORY	NO. OF RESPONDENTS					TOTAL
	ALWAYS	OFTEN	SOME TIMES	RARE	NEVER	
Books	38	10	15.5	14.5	22	100
Electronics	26.5	34	20	10.5	9	100
Food	23.5	18.5	32.5	5.5	20	100
Groceries	12	24.5	17	11	35.5	100
Clothing & footwear	37.5	21	22	5	14.5	100
Sports Equipment	12	20.5	18	19	30.5	100
Toys	12.5	14	23.5	15	35	100
Furniture	8.5	15	18.5	16	42	100
Cosmetics	15	18	17	18.5	31.5	100
Pet supplies	4	19	16	13	48	100
Stationery	11.5	13	23	14.5	38	100
Jewels	7.5	22	13.5	14	43	100
Bags	22.5	15	24	13	25.5	100
Pharmaceutical products	8.5	16.5	10.5	14.5	50	100
Tickets	23	18	19	7.5	32.5	100

Source: Primary data

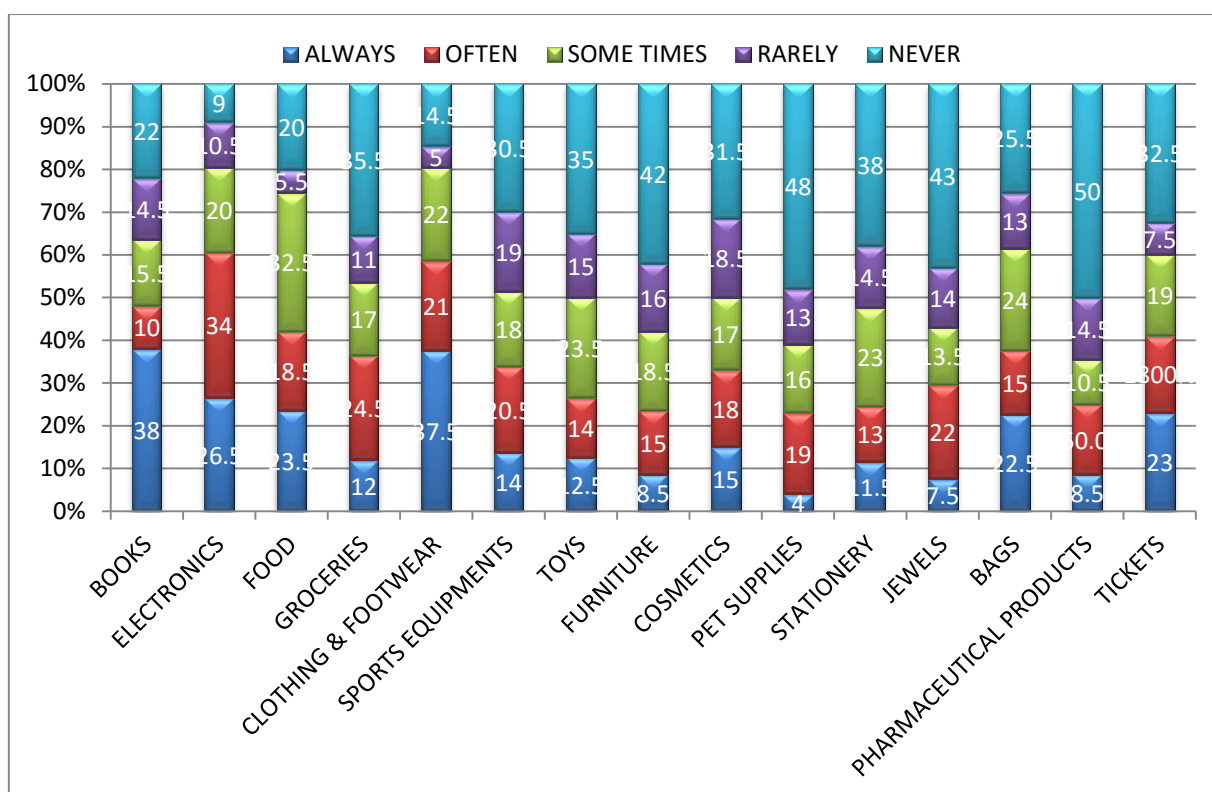


Chart 4.1.10: Frequency Level of Buying Various Categories of Items

INTERPRETATION: From the above table it is interpreted that 38% of the respondents always buys Books on online shopping applications, followed by Clothing & Footwear, Electronics, food and Tickets with 37.5, 26.5%, 23.5% and 23% respectively. 34% of the respondents buy Electronics Often, followed by Groceries, Jewels, Clothing & Footwear and Sports Equipment with 24.5%, 22%, 21% and 20.5% respectively. 32.5% of the respondents buy Foods Sometimes, followed by Bags, Toys and Stationery with 24%, 23.5% and 23% respectively. 19% of the respondents Rarely buy Sports Equipment, followed by Cosmetics, furniture and Toys with 18.5%, 16% and 15% respectively. 50% of the respondents Never buys Pharmaceutical Products, followed by Pet supplies, Furniture and Jewels with 48%, 43% and 42% respectively.

INFERENCE: Majority of the respondents buys Books, Clothing & Footwear, Electronics, Food and Tickets.

Table 4.1.11: Customer's Needs in Online Shopping Applications

NEEDS	STRONG LY AGREE	AGR EE	NEUTR AL	DISAGR EE	STRONG LY DISAGRE E	TOT AL
I can get products delivered home	66.5	24.5	6	3	0	100
I can find products that are unique and special	27.5	49	18	5	0.5	100
I can compare with the price	38.5	31.5	23.5	5.5	1	100
I can save time by having different categories in a single app	32	35.5	27	4.5	1	100
I can get secured payment through online apps	30	36	26	5.5	2.5	100
I can get products of different region and country from home	35	39	21	4	1	100
Shopping Applications reduce the monetary cost of traditional shopping	27.5	38.5	24	8.5	1.5	100
I can return the product and get refunded back when received a wrong delivery	23.5	45.5	22.5	6	2.5	100
no need to walk/travel long distance for shopping	37	36	18.5	5.5	3	100

Source: Primary data

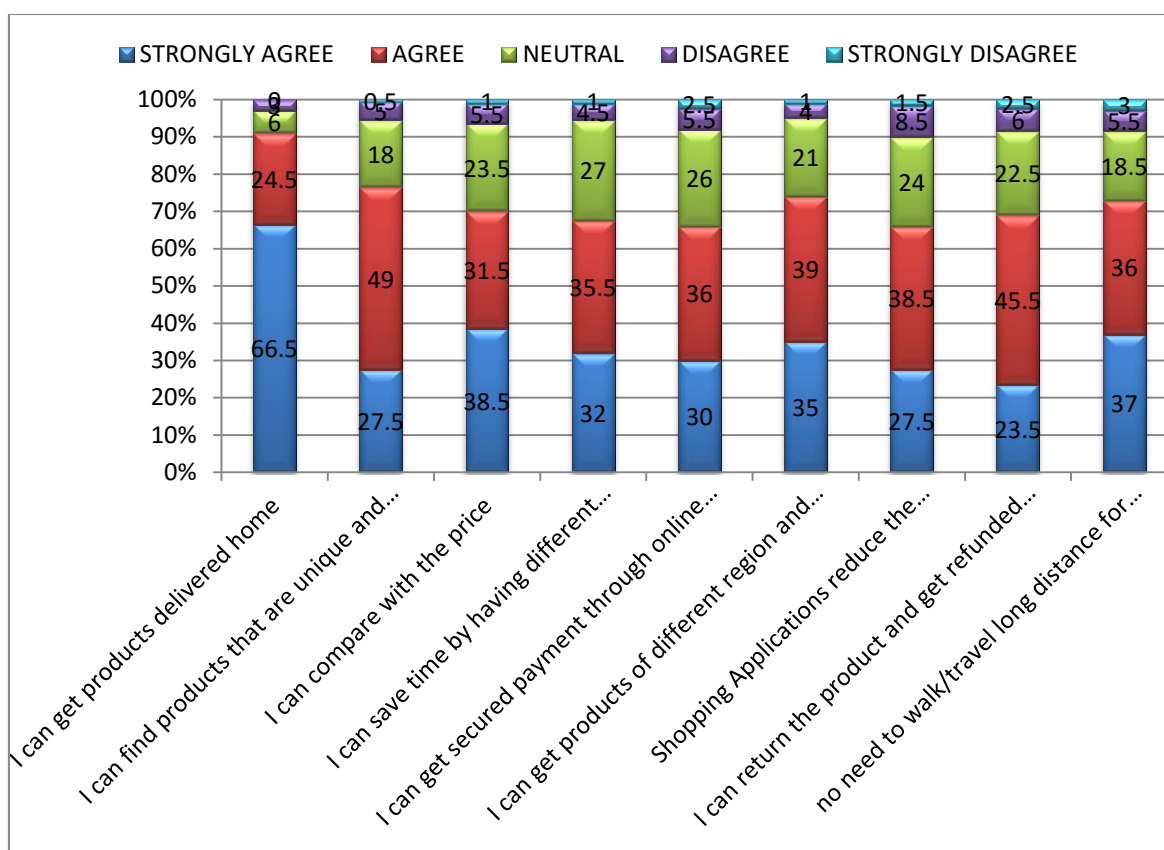


Chart 4.1.11: Customer's Needs in Online Shopping Applications

INTERPRETATION: From the above table it is interpreted that 66.5% of the respondents Strongly Agree for “I can get products delivered home”, 38.5% for “I can compare with the price” and 37% for “No need to walk/travel long distance for shopping”. 49% of the respondents Agree for ‘I can find products that are unique and special’, 45.5% for ‘I can return the product and get refunded back when received a wrong delivery’ and 39% for ‘I can get products of different region and country from home’.

INFERENCE: Majority of the respondents Strongly agree that ‘I can get products delivered home’, ‘I can compare with the price’, ‘no need to walk/travel long distance for shopping’, ‘I can find products that are unique and special’ and ‘I can return the product and get refunded back when received a wrong delivery’ are the Major needs among all.

Table 4.1.12: Customer's perception towards Features of Attraction in Online shopping applications

FEATURES	EXTREMELY ATTRACTIVE	VERY ATTRACTIVE	MODERATELY ATTRACTIVE	SLIGHTLY ATTRACTIVE	NOT ATTRACTIVE	TOTAL
Detailed product description	45.5	31.5	15.5	6	1.5	100
Various payment methods	28.5	48	15.5	6.5	1.5	100
Wish-list	39	27	25.5	6.5	2	100
Filters and search option	28	41.5	24	5	1.5	100
Discount offers	34	34	23.5	6	2.5	100
Value for money	23.5	36	26.5	10.5	3.5	100
Ability to compare	28	38.5	25	6.5	2	100
Return and refund option	29	38.5	23.5	7	2	100

Source: Primary data

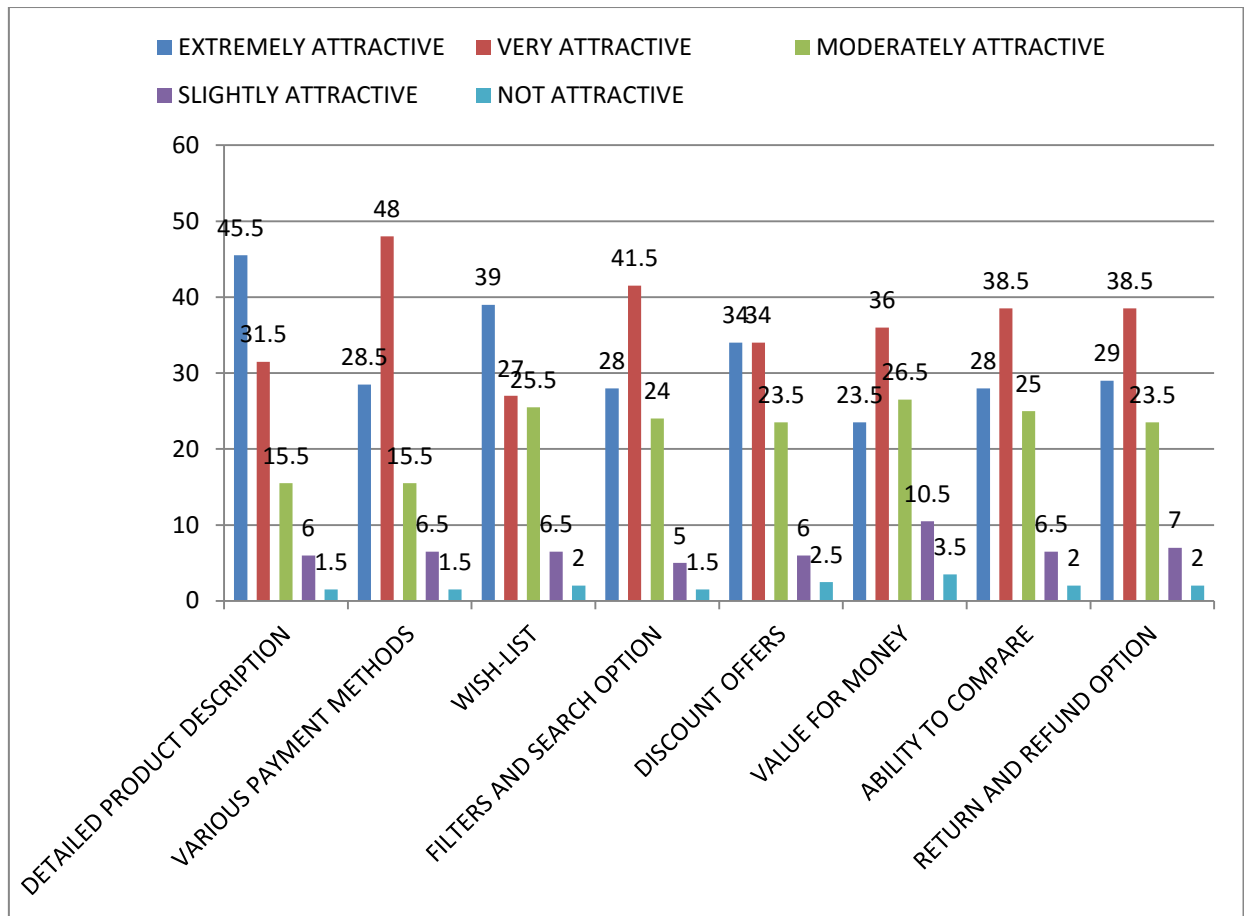


Chart 4.1.12: Customer's perception towards Features of Attraction in Online shopping applications

INTERPRETATION: From the above table it is interpreted that 45.5% of the respondents are Extremely Attracted to Detailed product description, 39% for Wish-list and 34% for Discount offers. 48% of the respondents Very Attracted to Various payment methods and 41.5 for Filters and Search options. 26.5% of the respondents are Moderately Attracted to Value for Money and 25.5% for wish-list.

INFERENCE: Majority of the respondents are Attracted to Detailed product description, Wish-list, Discount Offers and Various payment methods.

Table 4.1.13: Customer's Perception towards Important Features of Online Shopping Applications

FEATURES	EXTREME LY IMPORTA NT	VERY IMPORTA NT	MODERATE LY IMPORTANT	SLIGHTLY IMPORTA NT	NOT IMPORTA NT	TOTA L
User friendly	62.5	26	10.5	0.5	0.5	100
Search & filter option	32	52	13.5	1.5	1	100
Product assortment	38.5	29	28	3	1.5	100
Cash on delivery	42	39.5	15.5	2	1	100
Net banking	34.5	40.5	21.5	1.5	2	100
Credit/debit card	38.5	36	21.5	3	1	100
Offers and discounts	39.5	36.5	21	1.5	1.5	100
Free shopping	39	36	21.5	3	0.5	100
Id & password	34	40	18.5	3.5	4	100
Order confirmation screen	45.5	32	19	2	1.5	100
Tracking of items	46.5	37	12	3.5	1	100

Source: Primary data

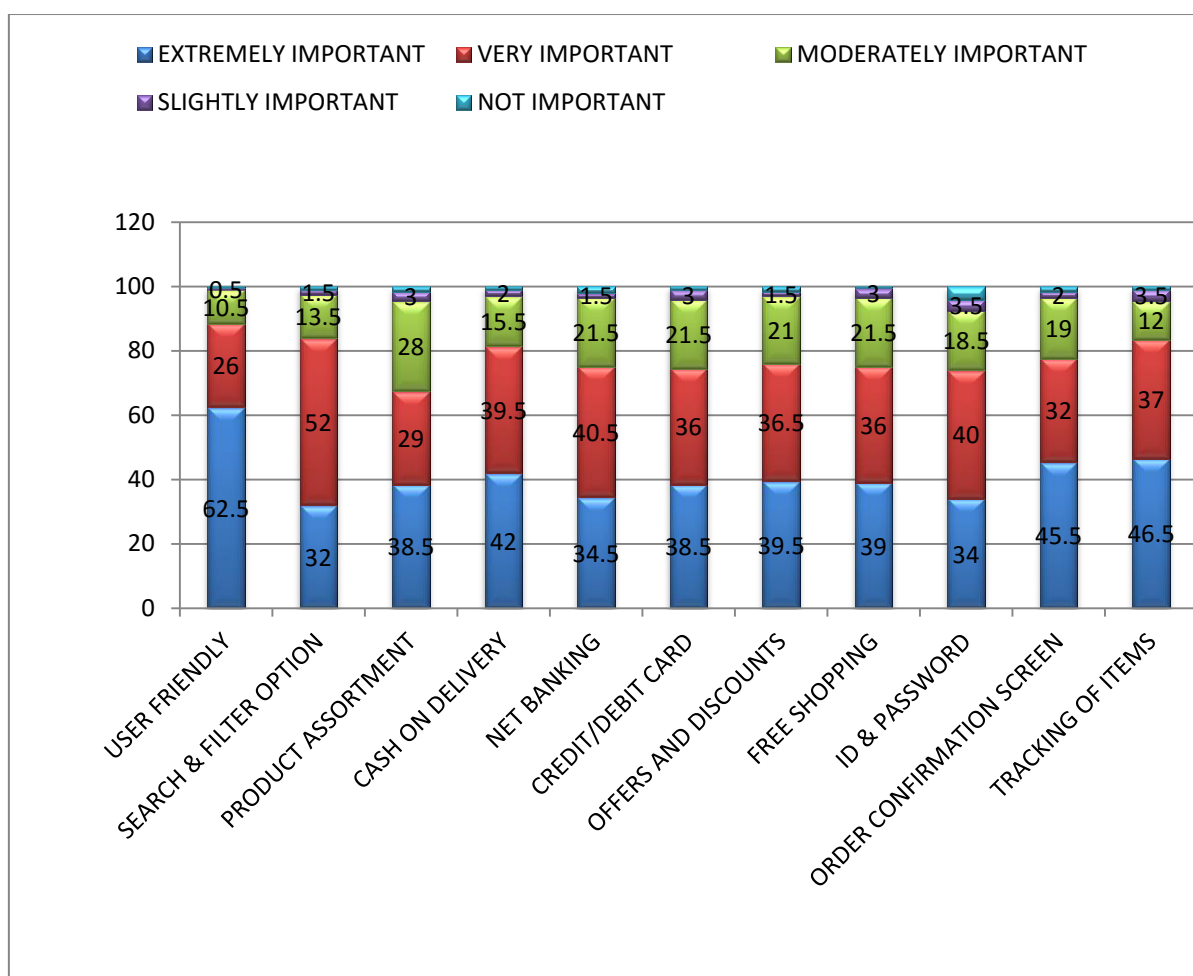


Chart 4.1.13: Customer's Perception towards Important Features of Online Shopping Applications

INTERPRETATION: From the above table it is interpreted that 62.5% of the respondents feel User-friendly, 46.5% feel tracking of items, 45.5% feel Order confirmation screen and 42% feel Cash on Delivery as Extremely Important. 52% of the respondents feel Search & Filter option, 40.5% feel Net Banking, 40% feel ID & password and 39.5% feel Cash on Delivery as Very Important. 28% of the respondents feel Product assortments.

INFERENCE: Majority of the Respondents feel User-friendly, Tracking of items, Order Confirmation screen, Cash on Delivery and Search and Filter Option are the Important features for an Online Shopping Applications.

Table 4.1.14: Satisfaction Level of Customer towards Important Parameters

PARAMETERS	COMPLETELY SATISFIED	VERY SATISFIED	MODERATELY SATISFIED	SOMEWHAT SATISFIED	NOT SATISFIED	TOTAL
Price	53	20.5	20	5.5	1	100
Quality	21	55	18.5	4	1.5	100
Variety	37.5	35	23	3	1.5	100
Delivery duration	22.5	48.5	23	4.5	1.5	100
Discounts / offers	27.5	42	23.5	5.5	1.5	100
Payment facilities	38.5	41	13	5	2.5	100

Source: Primary data

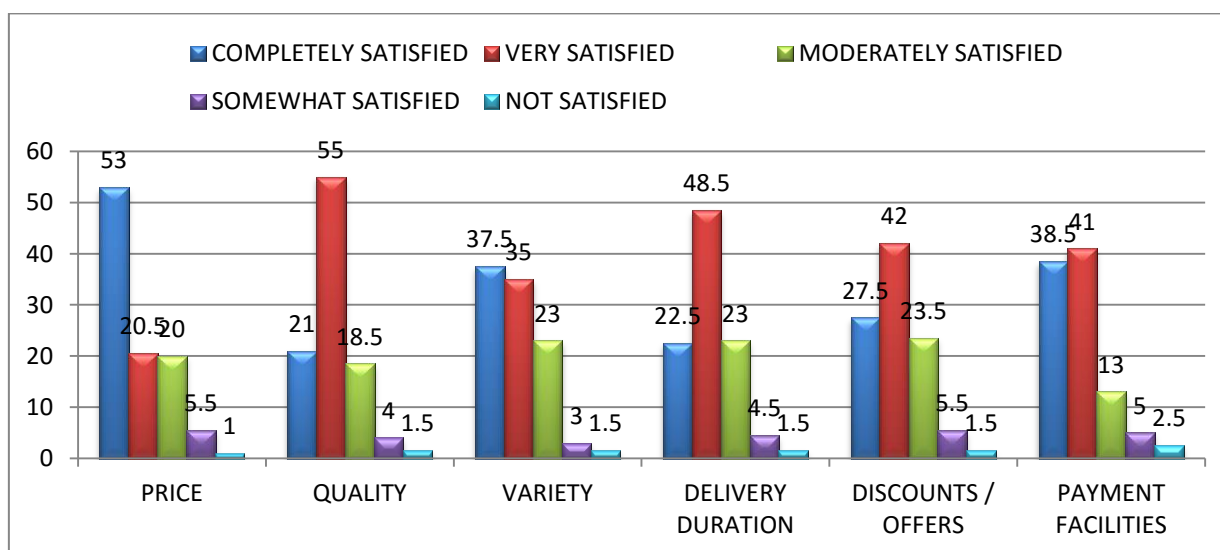


Chart 4.1.14: Satisfaction Level of Customer towards Important Parameters

INTERPRETATION: From the above table it is interpreted that 53% of the respondents are completely satisfied with the price, followed by 38.5% for payment facilities and 37.5% for variety. 55% of the respondents are very satisfied with Quality, followed by 48.5% for Delivery Duration.

INFERENCE: Majority of the respondents are Extremely satisfied with Price compared to others.

Table 4.1.15: Method of Payment Preferred by Customers

MODE OF PAYMENT	NO. OF RESPONDENTS	PERCENTAGE
Cash on delivery	107	53.5%
Net banking	64	32%
Credit/Debit cards	29	14.5%
Total	200	100

Source: Primary data

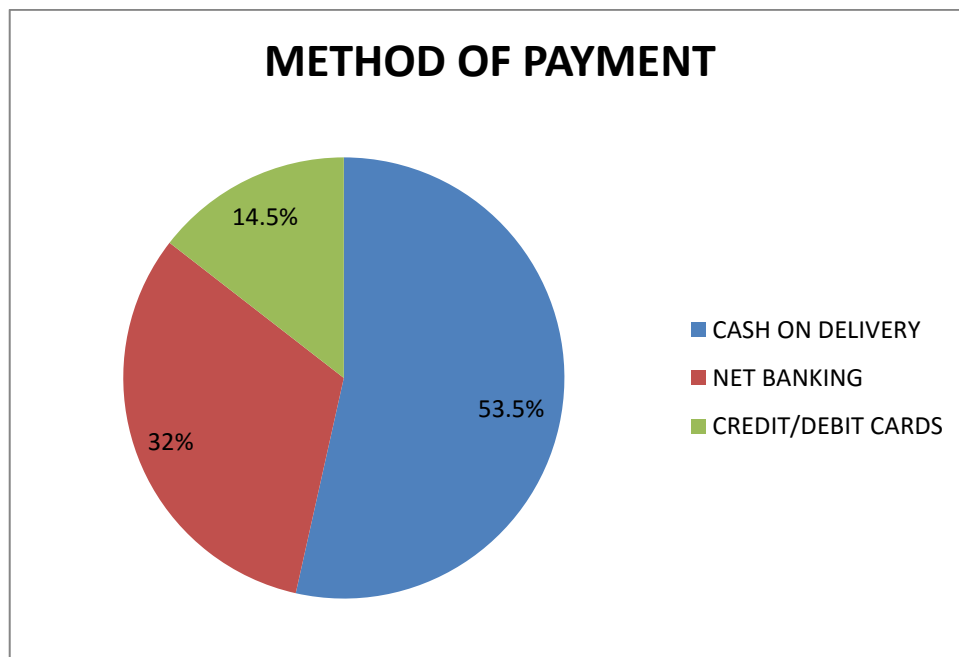


Chart 4.1.15: Method of Payment Preferred By Customers

INTERPRETATION: From the above table it is interpreted that 53.5% of the respondents prefer cash on delivery, 32% prefer Net banking and 14.5% prefer Credit/Debit cards.

INFERENCE: Majority (53.5%) of the respondents prefer Cash on Delivery as their method of payment.

Table 4.1.16: Secured Feel of Customers with Payment Methods

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Extremely secured	58	29%
Very secured	90	45%
Moderately secured	41	20.5%
Slightly secured	8	4%
Not secured	3	1.5%
Total	200	100

Source: Primary data

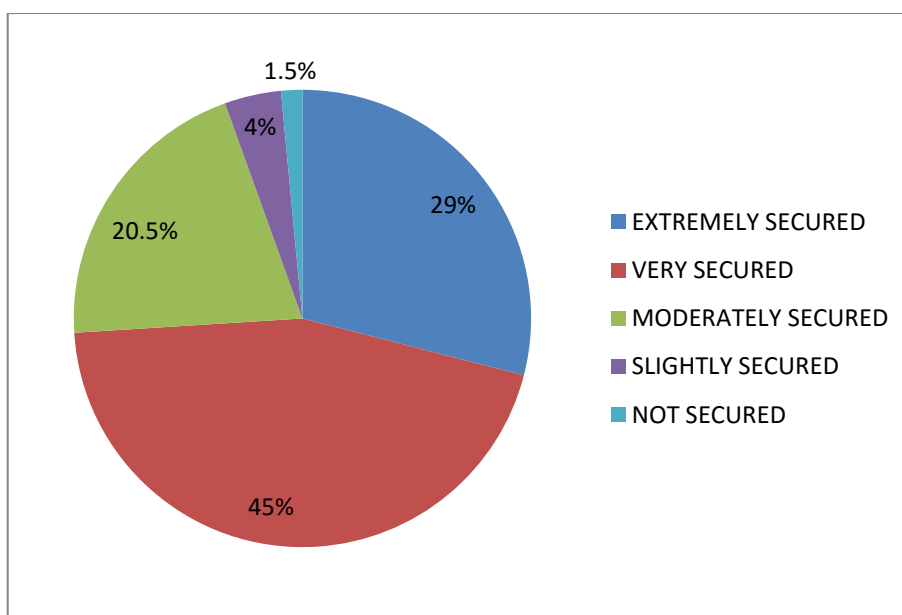


Chart 4.1.16: Secured feel of customers with payment methods

INTERPRETATION: From the above table it is interpreted that 29%% of the respondents feel that payment methods in Online shopping applications are Extremely secured, 45% is feeling very secured, 20.5% is Moderately secured, 4% is Slightly secured, 1.5% is not at all secured with the payment methods.

INFERENCE: Majority (45%) of the respondents are feeling very secured with the payment system in online shopping applications.

Table 4.1.17: Customer's Level of Agreement for Beneficiary Factors

FACTORS	STRONG LY AGREE	AGRE E	NEUTRA L	DISAGR EE	STRONGL Y DISAGREE	TOTA L
Easy to order	64.5	25.5	9	1	0	100
Variety at one shop	36.5	50.5	11.5	1.5	0	100
Time saving	41	31	24	4	0	100
Avoid long queues	35.5	41	20.5	3	0	100
More number of stocks in a similar product	24.5	38.5	28.5	7	1.5	100
New offers & discounts	30.5	39	25	4.5	1	100
Can shop any time	36.5	39.5	22	1.5	0.5	100
Privacy of shopping	28.5	43	22.5	5	1	100

Source: Primary data

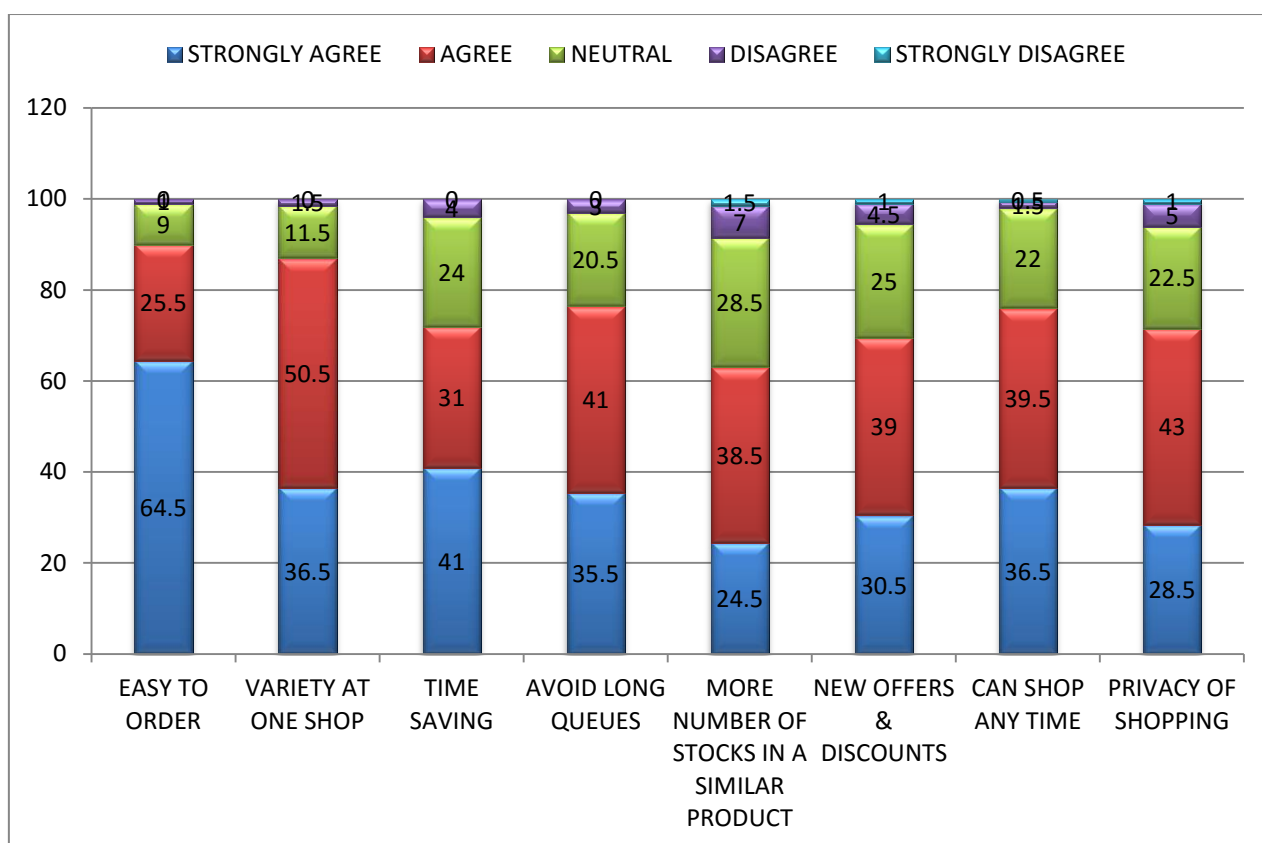


Chart 4.1.17: Customer's Level of Agreement for Beneficiary Factors

INTERPRETATION:

From the above table it is interpreted that 64.5% of the respondents Strongly Agree for Easy to order, 41% for Time saving and 36.5% for variety at one shop and Can shop any time each. 50.5% of the Respondents agree for variety at one shop, 43% for privacy of shopping, 41% for Avoid long queues and 39.5% for can shop any time.

INFERENCE:

Majority of the respondents Agree for Easy to order, variety at one shop, Time saving, can shop any time and Privacy of shopping as the major beneficial Features of Online shopping Applications.

Table 4.1.18: Customer's Perception towards Issues Faced

ISSUES	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY AGREE	TOTAL
Possibility of forgery	45.5	21.5	23	6.5	3.5	100
Expensive price	21	49	26.5	3.5	0	100
Security issue	22	27	41	8.5	1.5	100
Physical examination is not possible	28	33.5	27	10.5	1	100
Delayed delivery	20.5	36	32	10.5	1	100
Wrong delivery	16.5	31.5	36	12.5	3.5	100
Damaged delivery	17.5	42	30	9.5	1	100
Additional charges	25	33.5	30	9.5	2	100
Quality issues	20.5	37.5	31	10.5	0.5	100
Transaction failure	16.5	34	36	12.5	1	100
Unclear application policies	16.5	44.5	24.5	11.5	3	100

Source: Primary data

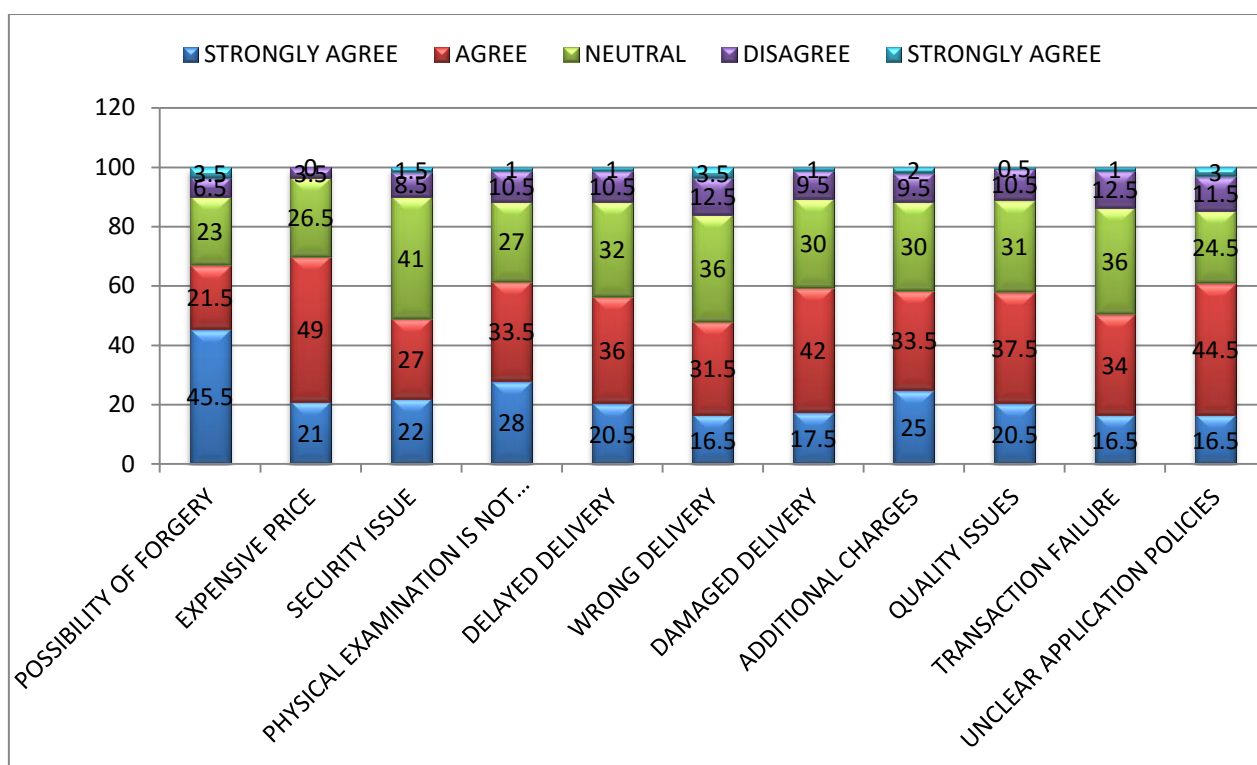


Chart 4.1.18: Customer's perception towards Issues faced

INTERPRETATION:

From the above table it is interpreted that 45.5% of the respondents Strongly Agree for Possibility of Forgery, 28% for physical Examination is not possible and 25% for additional charges. 49% of the respondents Agree for Expensive price, 44.5% for unclear application policies, 42% for Damaged delivery and 37.5% for Quality issues.

INFERENCE:

Majority of the respondents Agree that Possibility of forgery, Physical Examination is not possible, Additional charges, Expensive price and Unclear application policies are the major issues on online shopping applications.

Table 4.1.19: Customer's Level of Agreement for the Complaints so far

COMPLAINTS	STRONGLY AGREE	AGRE E	NEUTR AL	DISAGR EE	STRONG LY DISAGRE E	TOT AL
Online shopping is risky	42	21.5	24	11.5	1	100
One cannot shop for immediate usage and have to wait for delivery	27.5	48	20	3	1.5	100
There is no one to guide you during shopping	31	28.5	30	10	0.5	100
Shopping applications are complicated to use	15	31.5	33	17	3.5	100
It becomes boring in a short duration	21.5	30.5	29.5	15	3.5	100
Some products lack proper specifications	20.5	42.5	29	7	1	100
Delivered product and the images shown are not looking the same always	26	37.5	30	4.5	2	100

Source: Primary data

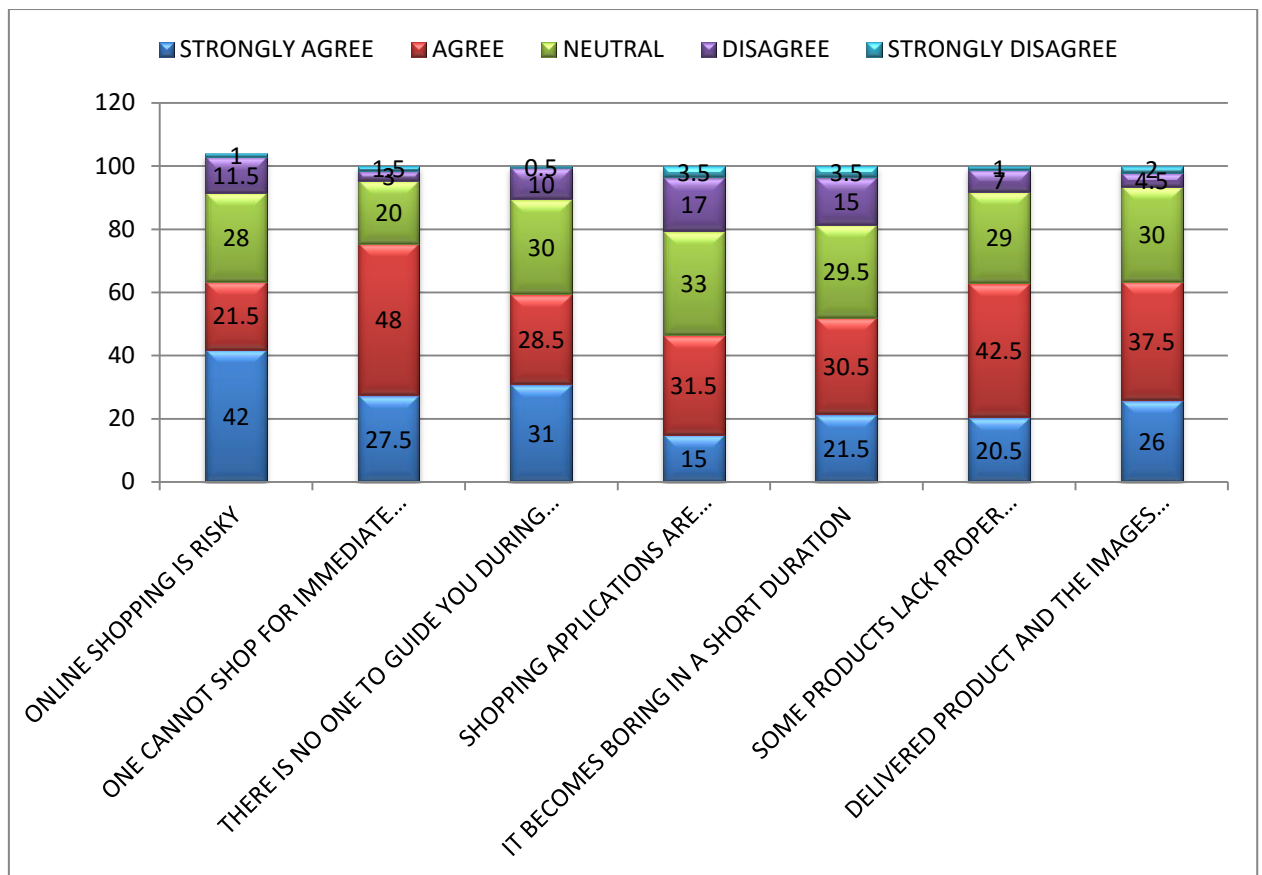


Chart 4.1.19: Customer's Level of Agreement for the Complaints So Far

INTERPRETATION:

From the above table it is interpreted that 42% of the respondents Strongly agree for 'Online shopping is Risky', 31% for 'There is no one to guide you' and 27.5% for 'One cannot shop for immediate usage and have to wait for delivery'. 48% of the Respondents Agree for 'One cannot shop for immediate usage and have to wait for delivery', 42.5% for some products lack proper specifications and 37.5% for 'Delivered product and the images shown are not looking the same always'.

INFERENCE:

Majority of the respondents chooses 'Online shopping is Risky', 'There is no one to guide you', 'One cannot shop for immediate usage and have to wait for delivery' and 'Some products lack proper Specifications' as the Agreeable complaints so far.

Table 4.1.20: Level of Satisfaction towards Online Shopping Applications

SATISFACTION LEVEL	NO. OF RESPONDENTS	PERCENTAGE
Extremely satisfied	31	15.5%
Very satisfied	121	60.5%
Moderately satisfied	36	18%
Slightly satisfied	9	4.5%
Not satisfied	3	1.5%
Total	200	100

source: primary data

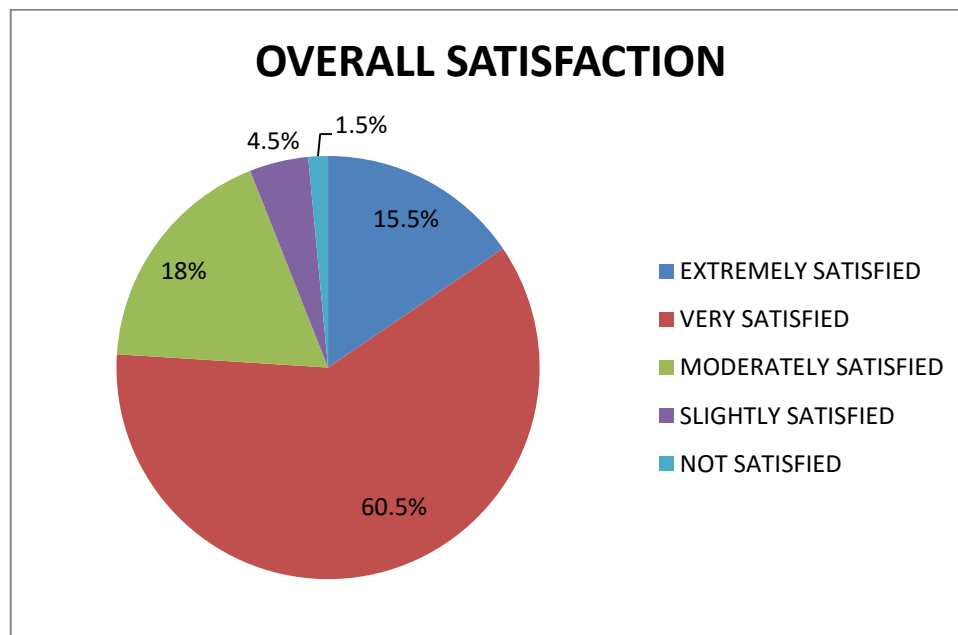


Chart 4.1.20: Level of Satisfaction towards Online Shopping Applications

INTERPRETATION:

From the above table it is interpreted that 15.5% of the respondents are Extremely satisfied, 60.5% are very satisfied, 18% are Moderately satisfied, 4.5% are slightly satisfied, 1.5% are Not satisfied.

INFERENCE: Majority (60.5%) of the respondents are very satisfied in online shopping applications.

4.2. CHI SQUARE TEST:

TABLE 4.2.1: Table showing the association between Annual Income and frequency of online purchase by the customer

Null Hypothesis (H_0) – There is no association between annual Income and the frequency of online purchase by the customer.

Alternate Hypothesis (H_1) – There is association between annual Income and the frequency of online purchase by the customer.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How often do you purchase using online shopping applications? * Annual Income (If you are a student, Enter family income)	200	100.0%	0	0.0%	200	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	34.193 ^a	16	0.005
Likelihood Ratio	36.516	16	0.002
N of Valid Cases	200		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .09.

Source: Primary data

INTERPRETATION: Since p value is lesser than 0.05, we accept Alternate Hypothesis and reject Null Hypothesis. Therefore, There is association between Annual Income and the frequency of online purchase by the customer.

4.3. ANOVA:

Table 4.3.1: Table showing association between age of the respondent and their opinion toward the risk involved in Shopping via online applications

Null Hypothesis (H_0): There is no association between age of the respondent and their opinion toward the risk involved in Shopping via online applications

Alternate Hypothesis (H_1): There is association between age of the respondent and their opinion toward the risk involved in Shopping via online applications

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	33.318	4	8.329	7.831	.001
Within Groups	207.402	195	1.064		
Total	240.720	199			

INTERPRETATION:

Since p value is lesser than 0.05, we accept Alternate hypothesis and reject Null hypothesis. Therefore, there is association between age of the respondent and their opinion toward the risk involved in Shopping via online applications.

CHAPTER – 5

5.1. FINDINGS:

- Majority (52.5%) of the respondents are Female.
- Majority (54.5%) of the respondents are Married.
- Majority (46%) of the respondents belongs to 18 – 28 years of age.
- Majority (33.5%) of the respondents are doing Business.
- Among the Respondents' annual Income, 42.5% are earning below 3 lakhs and 42.5% are earning between 3 – 6 Lakhs which are the Majority.
- Majority (33.5%) of the respondents purchase Often using Online shopping Applications.
- 62.5% of the respondents always use Amazon App for shopping, 28% use Flipkart Always and 14.5% use Ajio Always, whereas Myntra, Clubfactory and Snapdeal are mostly used by the other respondents.
- Majority (57%) of the respondents spends between 500 – 1500 rupees for a product in Online shopping Applications.
- Majority (49.5%) of the respondents spends between 1000 - 2500 rupees on online shopping applications in monthly basis.
- 38% of the respondents buys Books Always, 37.5% buys Clothing & Footwear Always and 21% Often, 26.5% Buys Electronics Always and 34% Often, Whereas Food, Tickets and Bags are the next most brought item categories using Online Shopping Application.
- 66.5% of the respondents strongly Agree that Products Getting delivered Home is the Important need for Online shopping Applications, Whereas Price comparison and No need to travel are the next most important needs in online shopping Applications.
- 45.5% of the respondents are Extremely Attracted to Detailed product description, whereas Wish-list, Discount Offers, Various payment methods and Filter & Search option are the next very Attracting Features in Online Shopping Applications.
- 62.5% of the Respondents feel User-friendly as the Extremely Important feature among others, whereas Tracking of items, Order Confirmation screen, Cash on Delivery, Search and Filter Option and Offers and

Discounts are the Next Extremely Important features for an Online Shopping Applications.

- Majority (53%) of the respondents are Extremely satisfied with Price.
- 55% of the Respondents feel Very satisfied with the Quality of the products and services provided by the Online shopping Applications
- Majority (53.5%) of the respondents prefer Cash on Delivery as their method of payment.
- Majority (45%) of the respondents are feeling very secured with the payment system in online shopping applications.
- 64.5% of the respondents Strongly Agree that Online shopping Applications Are Easy to order, whereas other beneficiary factors chosen by most respondents are variety at one shop, Time saving, can shop any time and Privacy of shopping in Online shopping Applications.
- Majority (45.5%) of the respondents Agree that Possibility of forgery is the major issue in Online shopping Applications, whereas Physical Examination is not possible, Additional charges, Expensive price and Unclear application policies are the next major issues on online shopping applications.
- Majority (42%) of the respondents Strongly Agrees for the complaint 'Online shopping is Risky', whereas 'There is no one to guide you', 'One cannot shop for immediate usage and have to wait for delivery' and 'Some products lack proper Specifications' are the next few complaints that are agreed by most of the respondents.
- Majority (60.5%) of the respondents are very satisfied in online shopping applications.

5.2. SUGGESTIONS:

- Online shopping applications can provide a 360 degree view of the products that they are selling and it will make the customers easy to make decisions on buying a product.
- India is a country with a huge population and there are many Internet users increasing day-by-day, so the delivery of the products can also be extended to the remote areas too.

- Many customers are getting used to the online shopping applications and its feature of delivering the products to the door step can have an additional benefit that is, ability to fix the date of the product delivery.
- The vendors can provide more Offers and Discounts, Shorten the Delivery Duration, low Shipping charges, Improved Quality products, Re-stocking of products, improved refund policy and Simple UI.
- Feedbacks of the customers can be collected after few days from the Delivery of a product which will help the Online shopping Applications to rectify what is wrong from their side.

5.3. CONCLUSION:

Online shopping applications have been gaining customers and is reaching its extend to remote areas too. Most of the customers of Online shopping Applications belong to 18 – 28 years of age who are young people. The most used Applications are Amazon, Flipkart, Ajio, Myntra, ClubFactory and snapdeal. During Time, Shopping Applications have been developed a lot in terms of technology and services provided. Considering the services, there are some of the factors that influenced the customers to use Online shopping Applications and some of them are, Delivering product to home, Price comparison, No need to walk any distance etc. The major attractive features in Shopping Applications that have attracted the customers are Detailed product description, Wish-list, Discount Offers, Various payment methods etc. The important parameter in the Shopping Applications or the buying behavior is the Price, Quality, Payment methods and Delivery Duration of the product. And many of the customers believe that Shopping applications are Easy to use, there are many variety in one shop, Time saving, they can shop any time and customers feel that they have their privacy in shopping. There are many categories of products available in shopping applications but some of them are bought frequently. Frequently brought product categories are Books, Electronics, Clothing & Footwear, Bags, Food and Tickets. Even though there are many benefits and convenient features that are made for customers, there are some important features that cannot be avoided are User-Friendly Application, Tracking of items, Order Confirmation screen, Cash on Delivery and Offers and Discounts. The study concludes that there are many customers who get satisfied with the already available features which are convenient, attractive and beneficial but there

are few customers who are always demanding. Some of the suggestions to fulfill the demand are Feedback can be collected after three days of delivery, which can help the Online shopping Applications to satisfy their customers.

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APPENDIX - I

QUESTIONNAIRE

Name : _____

Gender : (a) Male (b) Female

Marital status : (a) Married (b) Unmarried

Age : (a) Below 18 (b) 18-28 (c) 28-38 (d) 38-48 (e) Above 48

Occupation : (a) Employee (b) Business (c) Student (d) Home maker (e)

Others

What is your Income per Annum?

(a) Below 3 lakhs (b) 3 lakhs–6 lakhs (c) 6 lakhs–9 lakhs

(d) 9 lakhs-12 lakhs (e) Above 12 lakhs

1. How often do you purchase using online shopping applications?

1 2 3 4 5

Very Often Often Neutral Rare Very Rare

2. Among the following Shopping applications, which do you use?

S. NO.	ONLINE SHOPPING APPLICATIONS	YES	NO
1.	Amazon		
2.	Flipkart		
3.	Myntra		
4.	Ajio		
5.	Nykaa		
6.	Club Factory		
7.	Craftsvilla		
8.	TataCliq		
9.	Paytm Mall		
10.	ShopClues		

11.	eBay		
12.	Snapdeal		

3. How much money would you spend in a single product while shopping online through applications? (In Rupees)

() Less than 500 () 500-1500 () 1500-3500 () 3500-5000 () More than 5000

4. How much money do you spend on online shopping applications in monthly basis? (In Rupees)

() Less than 1000 () 1000-2500 () 2500-5000 () 5000-10000 () More than 10000

5. Mention the Frequency Level for the following items you shop through Online Shopping Applications?

CATEGORY	Never	Rarely	Sometimes	Often	Always
Books					
Electronics					
Food					
Groceries					
Clothing & footwear					
Sports					
Toys					
Furniture					
Cosmetics					
Pet supplies					
Stationery					
Jewels					
Bags					
Pharmaceutical products					

6. What do you think is the need for shopping Applications?

NEEDS	Strongly Disagree	Agree	Neutral	Disagree	Strongly Disagree
I can get products delivered home					
I can find products that are unique and special					
I can compare with the price					
I can save time by having different categories in a single App					
I can get products of different regions and country from home					
I can get secured payment through online Apps					
Shopping Applications reduces the monetary cost of traditional shopping					
I can Return the product and get refunded back when received a wrong delivery					
No need to walk/travel long distance for shopping					

7. What are the features that attracts you the most in online shopping applications?

ATTRACTIVE FEATURES	Not Attractive	Slightly Attractive	Moderately Attractive	Very Attractive	Extremely Attractive
Detailed product description					

Various payment methods					
Wish-list					
Filters and search option					
Discounts offered					
Value for money					
Ability to compare prices					
Return and Refund option					

8. While shopping, what do you think is most important and not important? (Tick your response)

Feature	Not Important	Slightly Important	Moderately Important	Very Important	Extremely Important
User friendly					
Search & filter option					
Product assortments					
Payment options:					
Cash on delivery					
Net banking					
Debit/credit cards					
Product options:					
Offers and Discounts					
Free Shipping					
Security services:					
ID & password					
Order					

confirmation screen					
Delivery:					
Tracking of items					

9. How much are you satisfied with the following parameters while shopping through applications online?

Parameters	Completely Satisfied	Very Satisfied	Moderately Satisfied	Somewhat Satisfied	Not satisfied
Price					
Quality					
Variety					
Delivery Duration					
Discounts/Offers					
Payment facilities					

10. What is the method of payment that you use most of the times?

☐ Cash on delivery ☐ Net banking ☐ Credit/Debit Cards

11. How much do you feel secured with payment methods in Online Shopping Applications?

☐ Not secured ☐ Slightly Secured ☐ Moderately Secured

☐ Very Secured ☐ Extremely Secured

12. Please select your level of Agreement for the following beneficial factors of online shopping application?

Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
(1)	(2)	(3)	(4)	(5)

	1	2	3	4	5
Easy to Order	()	()	()	()	()
Variety at one shop	()	()	()	()	()
Time saving	()	()	()	()	()
Avoid long Queues	()	()	()	()	()
More no. of Stocks in a similar product	()	()	()	()	()
New offers & Discounts	()	()	()	()	()
Can shop any time	()	()	()	()	()
Privacy of shopping (alone/with family)	()	()	()	()	()

13. Issues that you face while using online shopping applications?

Issues faced	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Possibility of forgery					
Expensive price					
Security Issue					
Physical examination is not possible					
Delayed delivery					
Wrong delivery					
Damaged delivery					
Additional charges					
Quality Issues					
Transaction Failure					
Unclear Application policies					

14. Level of agreement for the complaints so far.

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Online Shopping is Risky					
One cannot shop for immediate usage and have to wait for delivery					
There is no one to Guide you during shopping					
Shopping Applications are complicated to use					
It becomes boring in a short duration					
Some products lack proper specifications					
Delivered product and the images shown are not looking the same always					

15. Mention your Level of satisfaction with Online shopping Applications that you have used.

Not satisfied Slightly Satisfied Moderately Satisfied Very Satisfied Highly Satisfied

(1) (2) (3) (4) (5)

16. What are your suggestions for the improvement of services rendered by the Online Shopping Applications? Enter few below.

APPENDIX – II

Customer's Perception towards Online Shopping Applications

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Abstract:

Customer perception is important for every company in e-commerce industry because it gives an idea about customers' buying behavior, their loyalty towards them and also determines the idea of advertisement and communicating to the target customers. This study explains the views of customers on the influencing factors, attracting features, satisfied parameters, issues faced by customers and some of the suggestions regarding the improvement of services. The study uses Questionnaire to collect primary data from the customers. The study found that every customer has their perception towards their buying behavior but most of the customers prefer some of the features as important. The features are Home delivery, various payment methods, Easy User Interface, Discounts/Offer provided, Return and refund options, tracking of delivery items etc. Statistical tools used are percentage analysis, Chi square in spss and ANOVA in spss.

Key words: Customer, Perception, Online shopping, Shopping Applications, Attitude.

1.Introduction:

The Internet has reached wide range of people around the world and is still increasing as the number of utilizers of internet increase. This leads the world to introduce facilities that can be used through devices that we hold with us. And one of the facilities that made the life of shopping lovers simple is the online shopping applications.

In the earlier days, the people needed to go around the market area to spend a day for shopping but does not get satisfied even spending a day draining

energy. That was made simpler by introducing websites for shopping. After the arrival of websites, Applications were introduced to make the customers feel even more convenient than they felt for websites. This project will help the e-commerce companies to know about their customer perception towards their applications and how much they are convenient and satisfied with the facilities available in their applications and also the issues faced by the customers are analyzed.

Customer perception can make or break a brand. When customers receive good products, it will create a positive perception on the company's image, but if the customers had a bad experience, then it will bring a negative perception on the company's image. When companies work towards strengthening the bond between customers and company, customer perception improves and will give a way for a better competitive edge. This can happen only when the company researches on the customers' perception towards their online shopping application. Knowing the perception of the customers will help the company to improvise their service towards them.

The Shopping Applications that are used for the study are Amazon, Flipkart, Myntra, Ajo, Nykaa, Club Factory, Craftsvilla, TataCliq, Paytm Mall, Shopclues, eBay, Snapdeal. The factors or services that were considered for the study are, simple User Interface, Easy return and refund option, Quality product delivery, Variety in single application, Easy payment methods, Duration of the delivery etc.

2.Review of Past Studies:

Komal et. al. (2020) The research concluded that online shopping is easy and time saving and also saves time, children pressure is low, discounts and offers, availability of easy product rating, provides expert feedback, return policy etc.,. The issues are delivery time and goods are not supplied as per the order, returning process, incomplete and inappropriate information which are faced by women online shoppers.

Mohammed and Chandu (2020) stated that mostly young people are appended to internet shopping than senior individuals. Also those who shop online will also books tickets online as it is less expensive than market cost. The most affecting factors are cost, security, Guarantees and warrantees, conveyance time, notoriety of the organization and protection of data. Flipkart.com is the main web based shopping sites in India. The mostly bought items are books and tickets. Understanding the

youthful online customers empower the e-retailers to create reasonable showcasing methodology so as to pull in and convert potential client as a functioning clients.

Kamaraj et. al. (2019) has concluded in their study that the online market has a greater potential by ensuring that the factors to be considered should take care which will further boost the demand of the goods that the e-commerce service offers. And the researcher wants the companies to create awareness among the people about the security and safety measurements provided.

Nagalakshmi (2019) states that there are four important affecting factors of online shopping behavior in Chennai are reason, problem, satisfaction and technology. This research concludes that there are many factors which may get even more categorized and with more attributes such as Social influencing factors.

Hari (2019) has concluded that purchasers Online are increasing every day and male purchasers are higher than the female. The people studied more than higher education are showing interest on e-purchasing. There is higher association on consumer perception by demographic factors. Their perception considering their background makes online purchasing alive around the geographical area of Hyderabad and Secunderabad.

Wilson (2019) explains in the study that the online shopping with Good Corporate image should come out with massive advertising campaign and multi-number of firms in each size. Advertisements will automatically make the customers move to the products. Online shopping should strengthen up weak areas like after sales service, advertisement and varieties of models. The competing brands should withhold their strong areas like brand loyalty, corporate image etc., this will help the online shopping to become the top player around.

Almarashdeh et. al. (2019) has explained that the study is to investigate if there is any statistical difference in mean value regarding shopping online on four major factors such as convenience in searching, access convenience, service recovery convenience and behavioral intention to use. The results declare that customers feel more comfortable with mobile apps than websites in terms of the above mentioned factors. And also there is no significance difference in customer behavior to use the shopping platforms.

Inderpal and Pooja (2019) has studied the customer perception towards online shopping and identified the factors that influence the customers to buy online. And concluded that there are many factors such as product information, online payment, convenience and variety, customer attitude, easy accessibility, flexibility, price, consciousness and challenges of online shopping determine the perception of the customers towards online shopping websites. The researcher has explained about the websites but not about the applications which is the gap to be considered for further researches.

3. Research Methodology:

Research Methodology contains the information about how the research was carried on in the process. It explains about the type of research design and the sample collection method that was used for the study. Here, the research design is Descriptive research design. The Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual or of a group. The studies concerned with specific predictions, with narration of facts & characteristics concerning individual, group or situation are all examples of descriptive research studies. The sample collection method used is convenience sampling method. Convenience sampling method is a type of non-probability sampling. This method is used when the part of the population is close to hand. Convenient sampling method is used to select sample and collect the data needed. The sample size of the study is 200 with which the whole research is analyzed. The research has used questionnaire for the data collection.

4.Hypothesis 1:

Null Hypothesis (H_0) – There is no association between annual Income and the frequency of online purchase by the customer.

Alternate Hypothesis (H_1) – There is association between annual Income and the frequency of online purchase by the customer.

Case Processing Summary						
	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
How often do you purchase using online shopping applications? * Annual Income (If you are a student, Enter family income)	200	100.0%	0	0.0%	200	100.0%

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	34.193 ^a	16	0.005
Likelihood Ratio	36.516	16	0.002
N of Valid Cases	200		

a. 13 cells (52.0%) have expected count less than 5. The minimum expected count is .09.

Interpretation:

From the above table, it is interpreted that p value is lesser than 0.05, so we accept Alternate Hypothesis and reject Null Hypothesis. Therefore, There is association between Annual Income and the frequency of online purchase by the customer.

5.Hypothesis 2:

Null Hypothesis (H_0): There is no association between age of the respondent and their opinion toward the risk involved in Shopping via online applications

Alternate Hypothesis (H_1): There is association between age of the respondent and their opinion toward the risk involved in Shopping via online applications

	Sum of	df	Mean Square	F	Sig.
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	Squares				
Between Groups	33.318	4	8.329	7.831	.001
Within Groups	207.402	195	1.064		
Total	240.720	199			

Interpretation:

From the above table, it is interpreted that p value is lesser than 0.05, so we accept Alternate hypothesis and reject Null hypothesis. Therefore, there is association between age of the respondent and their opinion toward the risk involved in Shopping via online applications.

6.Suggestions:

- Online shopping applications can provide a 360 degree view of the products that they are selling and it will make the customers easy to make decisions on buying a product.
- India is a country with a huge population and there are many Internet users increasing day-by-day, so the delivery of the products can also be extended to the remote areas too.
- Many customers are getting used to the online shopping applications and its feature of delivering the products to the door step can have an additional benefit that is, ability to fix the date of the product delivery.
- The vendors can provide more Offers and Discounts, Shorten the Delivery Duration, low Shipping charges, Improved Quality products, Re-stocking of products, improved refund policy and Simple UI.
- Feedbacks of the customers can be collected after few days from the Delivery of a product which will help the Online shopping Applications to rectify what is wrong from their side.

7.Conclusion:

Online shopping applications have been gaining customers and it is also reaching to remote areas too. Most of the customers of Online shopping Applications belong to

18 – 28 years of age who are young people. The most used Applications are Amazon, Flipkart, Ajo, Myntra, ClubFactory and snapdeal. During Time, Shopping Applications have been developed a lot in terms of technology and services provided. Considering the services, there are some of the factors that influenced the customers to use Online shopping Applications and some of them are, Delivering product to home, Price comparison, No need to walk any distance etc. The major attractive features in Shopping Applications that have attracted the customers are Detailed product description, Wish-list, Discount Offers, Various payment methods etc. The important parameter in the Shopping Applications or the buying behavior is the Price, Quality, Payment methods and Delivery Duration of the product. And many of the customers believe that Shopping applications are Easy to use, there are many variety in one shop, Time saving, they can shop any time and customers feel that they have their privacy in shopping. There are many categories of products available in shopping applications but some of them are bought frequently. Frequently brought product categories are Books, Electronics, Clothing & Footwear, Bags, Food and Tickets. Even though there are many benefits and convenient features that are made for customers, there are some important features that cannot be avoided are User-Friendly Application, Tracking of items, Order Confirmation screen, Cash on Delivery and Offers and Discounts. The study concludes that there are many customers who get satisfied with the already available features which are convenient, attractive and beneficial but there are few customers who are always demanding. Some of the suggestions to fulfill the demand are Feedback can be collected after three days of delivery, which can help the Online shopping Applications to satisfy their customers.

8.References:

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