

A STUDY ON CUSTOMER SATISFACATION TOWARDS ONLINE SHOPPING

Submitted in partial fulfillment of the requirements for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

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

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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April - 2021

DECLARATION

I (**JAYAKUMAR R**) (Reg. No.39410076) hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING**” done by me under the guidance of **Mr.JOHN PAUL M, MBA,MHRM,M.Phil,(Ph.D) Assistant Professor, School of management studies** (Internal Guide) is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **(JAYAKUMAR.R)**
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ABSTRACT

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

Keywords: Online Shopping, Consumer Behavior, Attitude

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to conduct shopping online because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores.

Shopping via the internet eliminates the need to shift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day. The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on the server side (store). The Server process the customers and the items are shipped to the address submitted by them. The application was designed into two modules first is for the customers who wish to buy the articles. Second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers. The end user of this product is departmental store where the application is hosted on the web and the administrator maintains the database. The application which is deployed at the customer database, the details of the items are brought forward from the database for the customer view

based on the selection through the menu and the database of all the products are updated at the end of each transaction. Data entry into the application can be done through various screens designed for various levels of users. Once the authorized personnel feed the relevant data into the system, several reports could be generated as per the security.

1.2 INDUSTRY PROFILE

1. Amazon.Com

Amazon was started by the name Cadabra in 1994 by Jeff Bezos. When started out as an online books store today has turned out to become the largest online retailer on the planet. Amazon started selling everything from music CD'S, software, toys, sporting goods and even groceries.

2. Flipkart

Flipkart is an Indian based e-commerce company started by Binny bansal and Sachin bansal, who previously worked at Amazon.Com. Flipkart works with the aim of making products and goods easily available at the door steps of anyone who has internet access. Since then it kept on adding more new products

3.Myntra It was established by Mukesh Bansal, Ashtosh Lawania and Vineat Saxana in Feb 2007.Myntra is a one shop for all your fashion and life style needs. Being India's largest e commerce store for fashion and life style products. Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal. The websites

4. Snap deal It was started in February 2010, expanded in September 2011 to become an E-commerce company. Snap deal is the India's largest online market place and best price. It deals on branded products like mobile phones, electronics, computer peripherals, apparels, cosmetics, perfumes, watches, bags, footwear, kitchenware and more.

5. "**Ali baba**" in Chinese characters. Ali baba Group Holding Limited (also known as Ali baba Group and as Ali baba) is a **Chinese multinational technology company** specializing in e-commerce, retail, Internet, and technology.

Founded: 28 June 1999; 21 years ago, Hangzhou, Zhejiang

5. **HomeShop18** is an Indian online and on-air shopping channel. Previously, it was owned by the Network 18 Group division of Reliance Industries. But, now it was closed by Network 18 Group on 24 May 2019. According to close sources, there is a news of re-opening of HomeShop18 with a new name in the year

6. **Future bazaar.com** is a destination for shopping home, lifestyle, electronics, gifts, kids, baby and supermarket products in India. Future bazaar.com is the digital commerce arm of Future Group, home to leading retailers like Big Bazaar, Home Town, Central and more. On future bazaar.com, you can shop online or on phone, pay using card, cash, PAYBACK points and credit card EMI to get products delivered across 2,000+ cities and 8,000+ pin codes across India. They have been delighting customers since 2007 with great prices, convenience and access to 20,000+ products.

7. **TRADUS** is a global B2B marketplace for used commercial vehicles and heavy machinery in the categories Transport, Construction, Farming and Material Handling. In addition to vehicles and machines, sellers can also offer spare parts and pre-owned equipment. The user base of TRADUS consists of buyers and sellers from over 40 countries. Integrated translation software makes it possible for sellers and buyers from these countries to communicate in their own language.

8. **Junglee.com** is a shopping service launched by Amazon in India in 2012. It aims to offer Indian customers a one-stop site to research their options before they buy. On Junglee.com, customers can discover millions of products, read product and seller reviews, and check prices across a wide variety of product categories ranging from mobile phones

9. **eBay** Inc. is an American multinational e-commerce corporation based in San Jose, California, that facilitates consumer-to-consumer and business-to-consumer sales through its website. eBay was founded by Pierre Omidyar in 1995, and became a notable success story of the dot-com bubble. eBay is a multi billion-dollar business with operations in about 32 countries, as of 2019. The company manages the eBay website, an online auction and shopping website in which people and businesses buy and sell a wide variety of goods and services worldwide. The website is free to use for buyers, but sellers are charged fees for listing items after a limited number of free listings, and again when those items are sold.+

(8) **shop clues.com**:- score (5.55) - Shop clues is famous for their heavily discounted Jaw Dropping deals. Shop clues is one of the best online stores that offers a wide variety of cameras, Computer accessories, Mobile, Gift, Jewellery, Cosmetics, toys, clothes, books and bag. Their Jaw Dropping deal has become most liked deal of 2012.

1.2.1 ONLINE SHOPPING IN INDIA

The birth and growth of Internet has been the biggest event of the century. E-commerce in India has come a long way from a timid beginning in the 1999-2000 to a period where one can sell and find all sorts of stuff from a high end product to a meager peanut online. Most corporations are using Internet to represent their product range and services so that it is accessible to the global market and to reach out to a larger range of their audience.

Computers and the Internet have completely changed the way one handles day-to-day transactions; online shopping is one of them. The Internet has brought about sweeping changes in the purchasing habits of the people. In the comfort of one's home, office or cyber cafe or anywhere across the globe, one can log on and buy just about anything from apparel, books, music, and jewellery to digital cameras, mobile phones, MP3 players, video games, movie tickets, rail and air tickets. Ease, simplicity, convenience and security are the key factors turning the users to buy online.

It is a fact that a great online shopping revolution is expected in India in the coming years. There is a huge purchasing power of a youth population aged 18-40 in the urban area.

1.2.2 FEW FACTORS THAT BOOST ONLINE SHOPPING IN INDIA

Rapid growth of cyber cafe across India

Access to Information

The increase in number of computer users

Reach to net services through broadband

Middle-class population with spending power is growing. There are about 200 million of middle-class population good spending powers. These people have very little time to spend for shopping. Many of them have started to depend on internet to satisfy their shopping desire

1.2.3 FEW FACTS ABOUT ONLINE SHOPPING

The figures from IAMAI show that the internet users in India will grow to 300 million by 2013. Around 25% of regular shoppers in India are in the 18-25 age groups, and 46% are in the 26-35 year range.

Indian online matrimonial sector is worth around \$230 million.

Worldwide E-commerce is only growing at the rate of 28%, since India being a younger

market, the growth of e-commerce is expected at 51% in the coming years.

In line with global trends finally India has also started shopping online these days. As per the study by IAMAI online shopping in India has rose from \$11million in 1999-2000 to \$522 million in 2007 and it is expected to rise above \$700 million by end March 2013.

In 2013, the e-retail segment was worth US\$2.3 billion. About 70% of India's e-commerce market is travel related. According to Google India, there were 35 million online shoppers in India in 2014 Q1 and is expected to cross 100 million mark by end of year 2016. CAGR a global growth rate of 8–10%. Electronics and Apparel are the biggest categories in terms of sales.

According to a study conducted by the Internet and Mobile Association of India, the e-commerce sector is estimated to reach Rs. 211,005 crore by December 2016. The study also stated that online travel accounts for 61% of the e-commerce market.

By 2020, India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years.

1.2.4 Here is the few reason why internet shopping is preferable:

1. Convenience

Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. Other establish such as internet cafes and schools provide access as well. A visit to a conventional retail store requires travel and must take place during business hours.

2. Information and reviews

Online stores must describe products for sale with text, photos, and multimedia files. Some stores even allow customers to comment or rate their items. There are also dedicated review sites that host user reviews for different products. Reviews and now blogs gives customers the option of shopping cheaper organize purchases from all over the world without having to

depend on local retailers.

3. Home delivery concept

In any case, home delivery is a concept that Indians are familiar with and love. The mall craze has started only now. Earlier it was a choice between sweating it out in small crowded markets, or asking a friendly neighborhood kirana (grocer) to deliver groceries home and this system is still thriving

4. Increase in the Internet users

Increasing penetration of Internet connectivity and PCs has led to an increase in the Internet users across India. The demographic segments that have witnessed maximum growth comprise college going students and young persons. These segments are the users of advanced applications and technologies online and are most likely to be heavy E-Commerce users.

5. Increase in the number of buyers and sellers

The success of a marketplace depends on the presence of a large number of buyers and a large number of sellers. In addition to online buyers, many offline stores have begun to sell their products in the online marketplace. The greater the number of sellers and buyers, the faster the market grows

1.2.5 HISTORY 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. An online shop, e-shop, e-store, Internet shop, web-shop, web-store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping centre. The process is called business-to-consumer (B2C) online shopping. When a business buys from another business it is called business-to-business (B2B) online shopping.

1979

Videotex was being researched since much earlier for supplying the end users with textual information. Much work was done in UK on video text, it was a two way message service and developed basically for information sending where “many companies” were interested in, but on the backdrop of all that Michael rich in 1979 gave the “concept of teleshopping” (today online shopping) which revolutionized the way businesses happen. Same happened in the US around that year with services like The Source and CompuServe.

1982

Minitel succeeded Video text as online service making online purchases, check share market, search telephone directory and could even chat. This is one of the most successful services before WWW using telephone lines; it was launched in France successfully but in UK as well but to less success.

1987

With **Swreg** (offshoot of CompuServe) the community of software developers and shareware authors got an online market where they could sell their product using “Merchant account”. Thus online shopping started for then software industry people.

1990

Tim Berners-Lee wrote the **World Wide Web** and gave the first browser to view the web which changed most of things; a whole new revolution started, which till date is ON.

1992

Revolutionary book by J.H. Snider and Terra Ziporyn namely; Future Shop: How New Technologies Will Change the Way We Shop and What We Buy. St. Martin's Press.

1994

Netscape released Navigator browser, later introduced Secure Sockets Layer (SSL) encryption for secure transaction. **Pizza Hut** started online ordering on their web page, cars, bikes and adult content as well started selling on the internet.

1995

Amazon.com started selling each and everything online, and along with that Jeff Bezos starts first commercial-free 24 hour, internet-only radio stations. Then Radio HK and Net Radio start broadcasting. Companies like **Dell** and **Cisco** started using internet in all their transactions. Online auction started by **eBay**

1998

United States started selling **Electronic postal stamps** online wherein they could be purchased and downloaded for print.

1999

Acquisition of **Business.com** by e-Companies in US \$7.5 million. **Napster** the peer-to-peer file sharing software launches. Home decorative items started selling on **ATG Stores**.

2000

The dot-com bust as we know it today wasn't something that happened in a day, **over speculation** for a period of time (approx. 1995-2000) where just the prefix "e-" or ".com" in names could make stock prices rise at great rates. This saw a great many companies rise and fall.

2001

Many entrepreneurs came up with brilliant plans and most got pretty "generous" venture capitalists, most of these firms started working on the principle "expand the market and later profits will cover all present debts and losses." This speculation was constantly taking the market upwards with NASDAQ at a peak of 5132.52 points on March 10, 2000. After this the market goes down and with them the over speculating ones were just wiped off the market.

2002

PayPal the company which offered an alternative (through internet) to cash or check payment was acquired by eBay for \$1.5 billion. **CSN Stores** and **Net Shops** were founded with the concept of domain specific commodity and sprung with many online stores, going for one item on each website.

2003

Online shopping matures showing to the world their confidence **Amazon.com** posted first yearly profit and thus again making presence on the stock market.

2007

Acquisition of **Business.com** by **R.H. Donnelley** for \$345 million, making way for bigger players in technology domain.

2012

Tremendous growth in US in E commerce with sales figures touching \$204 billion, a decent 17% rise from the previous year.

2014

Online Retailer – Amazon.com has an estimated turnover on a daily basis is over US \$2.5 trillion with growth rate of 14% annually. E Bay having sales of US \$1.89 billion, these numbers alone speak.

2016

average online purchases are expected to increase by 78 percent in 2016 from 66 percent in 2015, due to attractive deals and aggressive marketing of ever-expanding range of merchandise from clothes to jewellery, from electronics to books," said a study by Assocham and international accounting firm Price water house Coopers (PwC)

1.3 Company profile

You must have been buying a lot of products from Amazon. Who is not lured by so many exciting offers

presented by Amazon? All of us are growing fanatic for online shopping because of its cool and exciting

benefits. An online platform which is becoming successful day by day, towards which we are growing

more and more addicted and which we all are using so often, we should have a craving to know about its

company profile

You must have been buying a lot of products from Amazon. Who is not lured by so many exciting offers presented by Amazon? All of us are growing fanatic for online shopping because of its cool and exciting benefits.

An online platform which is becoming successful day by day, towards which we are growing more and more addicted and which we all are using so often, we should have a craving to know about its company profile.

So let's learn some facts about Amazon India and its parent company amazon

Introduction

Amazon India launched its operations in June 2013. The company soon launched its website Amazon.in which is offering customers a wide variety of choices in apparel, groceries, household items, books, movies, television shows and almost everything that a person requires.

On the very first day of its operations, the company received more than 10,000 orders. Amazon India is a subsidiary of US-based e-commerce giant Amazon Inc.

The parent company Amazon was founded by Jeff Bezos in 1994. The company wanted to explore other countries for sales increment and the growth of the company.

So it did not limit its operations to the United States, and soon launched its operations in other countries. Amazon looked upon China as a lucrative option because of its huge market, well-developed infrastructure, and internet connectivity.

Hence, earlier Amazon expanded its operations to China. However, it did not prove to be that much fruitful that it expected because of the stiff competition by local e-commerce companies such as Alibaba.

So it further expanded its operations and looked for some viable options. The Amazon analyzed India as a country having great potentials and it was sure that India will turn out to be fruitful for its growth. Hence, Amazon came to India and launched its operations here in 2013.

In a very short span of time, Amazon India has acquired an eminent position in the Indian e-commerce space and has become a major shopping giant for millions of customers. Amazon India is currently offering millions of products on its platform and has millions of registered users.

It has an endless list of products under broad categories and sub-categories such as mobile phones, computers, men's and women's fashion, books, sports & fitness, electrical & electronic items, movies, music, cars, motorbike, baby products, toys, grocery items, and so on.

Amazon India did not limit its expansion and operations here, it has started operating a Global store which allows the customers to buy directly from sellers in the United States. Recently the company launched Amazon Prime in India which provides various services to its customers like streaming video, music, e-books etc.

It currently delivers to most of the serviceable PIN codes in India. It has connected millions of sellers and buyers in a network, making the shopping a much easier task for people. It caters to more than 20,000 Indian sellers and has 41 fulfillment centers across 13 states in India.

In India, the popular advertisement of Amazon claiming it to be “APNI DUKAAN” is turning out to be successful in grabbing millions of customers. It has become a reliable and convenient source of buying and selling for people.

All of us love to do online shopping as in this tech world who does not want to get his/her work done while sitting comfortably at home? Shopping and buying necessities have been made less time consuming, less expensive and much easier and comfortable for us by online e-commerce platforms. It could not have been possible if these e-commerce platforms were not available. One of these major platforms is Flipkart which is grabbing a larger share of the e-commerce market. So let us now read some facts about the leading online selling store Flipkart and its co-founders Sachin Bansal and Binny Bansal.

Flipkart is one of India’s leading e-commerce marketplaces. It was founded in October 2007 and its headquarters are in Bengaluru. It was founded Binny Bansal. This online venture was initially started as an online bookstore and as the popularity of the company grew, it expanded and diversified its operations.

It started selling other items such as music, movies, and mobile phones. As the revolution of e-commerce gained momentum in India, Flipkart grew at an accelerated pace and added several new product lines in its portfolio.

As of now, the company offers 80 million+ products spread across more than 80 categories such as mobile phones & accessories, computers and accessories, laptops, books and e-books, home appliances, electronic goods, clothes and accessories, sports and fitness, baby care, games and toys, jewelry, footwear, and the list goes on.

Flipkart has 100 million registered users and more than a million sellers on its electronic commerce platform. To ensure prompt delivery to its customers, the company has invested in setting up warehouses in 21 states.

1.4 NEED FOR THE STUDY

Marketing is basically addressing the consumer's needs more effectively and efficiently with better product and services with better price, shopping access and deliver. A good marketer constantly adapts to change and to satisfying consumers need in better way. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. People are getting busy with their own work. In their busy schedule they don't find time for shopping. Online shopping can save a lot of time for them. They can do this from their office or home by browsing on the net this paper is to analyze who the consumers are satisfied out of the online services.

- **The Research Design Used for the Study**

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

- **Population Size**

The total population size is indefinite.

- **Sample size**

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 50.

- **Sample design**

It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling.

- **Statistical Tools**

The data collected through questionnaires were analyzed using simple percentage analysis and ranking analysis.

1.5 SCOPE AND SIGNIFICANCE STUDY

- To know there brand loyalty.
- To know about which purchase type people prefer most.
- To find out the reason for buying products.
- To find out the price range that people prefer most.
- To know which features they admire in their product

1.6 OBJECTIVE OF THE STUDY

- To find out the satisfaction level of the customer for online purchase.
- To know the specific reasons for which customers purchase online shopping.
- To find out the consumers' satisfaction level for services provided by the online shopping.
- Makes company to more about current trend and requirements.

1.7 LIMITATIONS OF THE STUDY

The study is confined to Coimbatore district only

The study is based upon the consumer behaviors of online shopping

The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true

Due to storage of time and other constraints, the study has been limited 50 respondents only

-

1.7.1 Primary objective: -

The primary data is collected by approaching the individuals with a Questionnaire and was filled after making them understand the use of the information.

This was done to make sure that the information provided is true and unbiased. And close ended questions are used while conducting the survey.

The Techniques which I used to collect these data are as follows:-

Survey

Questionnaire

1.7.2 Secondary objectives: -

Secondary research is a means to reprocess and reuse collected information as an indication for better ments of the service or product.

- Newspapers
- Magazines
- Internet sites

Both primary and secondary data are useful for businesses but both may differ from each other in various aspects. But this research is based on secondary data

CHAPTER 2

REVIEW OF LITERATURE

Internet usage history and intensity also affect online shopping potential. Consumers with longer histories of Internet usage, educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of

known concept of flow in the cyber world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001). Those consumers using the Internet for a longer time from various location online shopping experiences and are better candidates to be captured in the well and for a higher variety of services are considered to be more active users (Emmanouilides and Hammond, 2000).

As Bellman et al. (1999) mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking propensity is also a powerful factor. E-shoppers have higher risk taking tendencies. Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion (Rao et al., 1998).

Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behavior consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003).

The lists of factors having a positive or negative impact on consumers' propensity to shop do not seem to be very different from the considerations encountered in offline environments. However, the sensitivities individuals display for each variable might be very different in online marketplaces. Factors like price sensitivity, importance attributed to brands or the choice sets considered in online and offline environments can be significantly different from each other (Andrews and Currim, 2004).

Uncertainties about products and shopping processes, trustworthiness of the online seller, or the convenience and economic utility they wish to derive from electronic shopping determine the costs versus the benefits of this environment for consumers (Teo et al., 2004). Further studies aiming to complete the full set of factors influencing consumers' purchase intentions are still much awaited.

Simon Rigby , Head of Direct Channels at Comet, says, "Our challenge is to meet the needs of the greatest number of shoppers. By undertaking research on a regular basis, we learn more about our customers' shopping needs and styles. This helps us to deliver all the necessary assurances, product ranges and services.

We conducted this survey during our peak selling period as we are in the process of developing our range of online interactive services, such as Live Chat and CometTV.co.uk. Powerful multi media sales tools will soon become standard in the online shopping arena. In three years, you'll be just as likely to click and watch a product related video of your intended purchase on your computer before you buy - as you are to have an email address today.

Research summarized by E marketer(2005) showed that the Internet applied a bigger influence than for offline media for electronics compared to that clothing, beauty or home improvement as would be expected. Internet Marketing has changed the way people buy and sell good and service. It has added lot of convenience and easy to the whole process of buying. Internet buying prevalence is highest in the United States, where 93% of Internet users have bought on-line (Business Software Association, 2002), and it is growing rapidly in India as well e bay.com

Online Shopping Behavior : Identifying pr-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behavior consists of studies that handle the variables influencing these intentions.

A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality. Online shopping, referred to as online retailing or e-tailing, is growing every day in India.

According to eBay India Census (2011) published on September 28th 2011 at Bangalore, Online Shopping is mainstream & a nationwide phenomenon: India had over 3,311 e-commerce hubs across the country. According to an article published in The Economic Times about an ASSOCHAM survey dated October 19th 2011, "Products like mobile phones, e-tablets, consumer electronics, gift articles, apparel and ornaments are the major attractions for consumers who shop online".

One of the main reasons why customers prefer online shopping for such products is because of the large variety of these items available in the market. The websites enables customers to search and compare products with ease. Another important reason for the number of online shoppers to constantly multiply is because of 24X7 shopping advantage and the home delivery of products. Shopping websites also provide discounts, vouchers and free gifts to attract customers.

1.2.1 Electronic Commerce: A Managerial Perspective, Turban et al. has provided a consumer behaviour model in E-Commerce environment. This model categorizes the factors that influence the customers' buying decisions into the following categories.

Independent Variables	Intervening or Moderating Variables	Decision Making Process
Dependent Variables	The different categories of products that customers are willing to purchase online depend upon the customer perception of risk. Customers perceive a higher degree of risk if the product category is new, or if the perceived value of the product is high. Shiffman et al. in his book Consumer behavior states that "Studies also found that perceptions of trust and risk were the major determinants' of consumers' attitudes toward shopping online and that trust reduced consumers' perceived risk in the electronic marketplace"	

1.2.2 Consumer Satisfaction and Loyalty in the Online Market

Investing in consumer satisfaction from the online experience and creating brand or site loyalty are critically important for companies that want to have a long run presence on the Web. There are two approaches taken to induce loyalty into consumers in an online context. One approach is to focus on concrete factors. For example, creating a convenient and well-designed online store and offering secure transactions are the keystones of satisfying e-consumers. However, all satisfied consumers do not become loyal. Personalization attempts and increasing the social value of online experiences are very important to make consumers build strong brand relationships in the cyber world. Although they argue the opposite, some studies find that personalized Web sites and customer communities are highly influential on the consumer brand relationship especially for experienced Internet consumers. Besides, businesses that can create trust and increase the perceived value of online shopping can turn their satisfied consumers into loyal ones in the e-marketing environment, too. The online environment accommodates so many opportunities for creating loyalty that even offline offerings can be effectively facilitated with supporting after sale services provided through the Web.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2. Research Design:

It is also known as qualitative research, it seeks to discover new relationships it aims at defining the main problem & inducing the identification of the relevant variables and the possible alternative solutions it can further be divided into three parts.

3.3. Conclusive Research:

It is also known as quantitative research; it is designed to help executives of action that is to make a decision. When a marketing executive makes a decision a course of action is being selected from among a number of available. The alternatives may be as few as two or virtually infinite. They may be well defined or only vaguely glimpsed. Conclusive research provides information, which helps the executives make a rational decision. In some instances, particularly if any experiment is run, the research may come close to specifying the precise alternatives to choose, in their cases especially with descriptive studies the research will only particularly clarify the situation and much will be left to the executive's judgment. The type of research here is "Descriptive Research Design". This kind of design is used for more precise investigation or of developing the working hypotheses from an operational point of view. It has inbuilt flexibility, which is needed because the research problem, broadly defined initially, is transformed into one with more precise meaning in exploratory studies, which in fact may necessitate changes in research procedure for gathering relevant data

3.4 SOURCES OF DATA

3.3.1 Primary data

Primary data, by contrast, are collected by the investigator conducting the research.

Questionnaire

The questionnaire tried to capture the responses of the customers mainly on the key deliverables, derived from the survey conducted, and a few questions have been included to gauge the level of satisfaction and to gain insight into customer expectations.

3.3.2 Secondary Data sources

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for Journal, Books, Websites, organisational records and data that was originally collected for other research purposes.

3.5 STRUCTURE OF QUESTIONNAIRE

There are two broad types of questions open ended or open questions, and closed ended or closed questions. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose.

3.6 SAMPLING TECHNIQUE

Convenience sampling method

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

3.7 PERIOD OF STUDY

The period of study is from January 2021 TO March 2021 which is a three months of study.

3.8 ANALYTICAL TOOLS

The analytical tools used are spss for testing the hypothesis, Chi Square test in spss tool and ANOVA in spss tool.

CHAPTER 4

PERCENTAGE ANALYSIS

Percentage analysis shows that entire population on terms of percentage. It reveals the number of belonging in the particular category of the number of people preferring a particular things in terms of percentage. In this study, the number of people who responded in a particular manner is interpreted in forms of percentage. Each table has been calculated on the basis of percentage.

4.1 DATA ANALYSIS AND INTERPRETATION

Table 4.1.1: Gender of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Male	86	71.7
2	Female	34	28.3
TOTAL		120	100.00

Source: Primary data.

2. Gender
120 responses

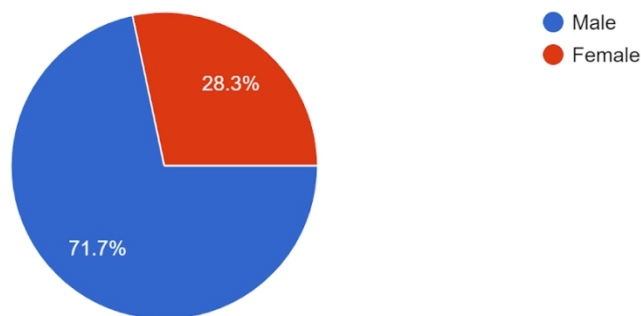


Chart 4.1.1: Gender of the respondents

INTERPRETATION:

From the above table it is interpreted that the number of male respondent is 71.7% and female respondent is 28.3%.

INFERENCE:

Majority (71.7%) of the respondents are Male.

Table 4.1.2: Age of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	21 to 30	72	60
2	31 to 40	22	18.3
3	41 to 50	18	15
4	50 above	8	6.7
TOTAL		120	100.00

Count of 3. Could you specify your Age category

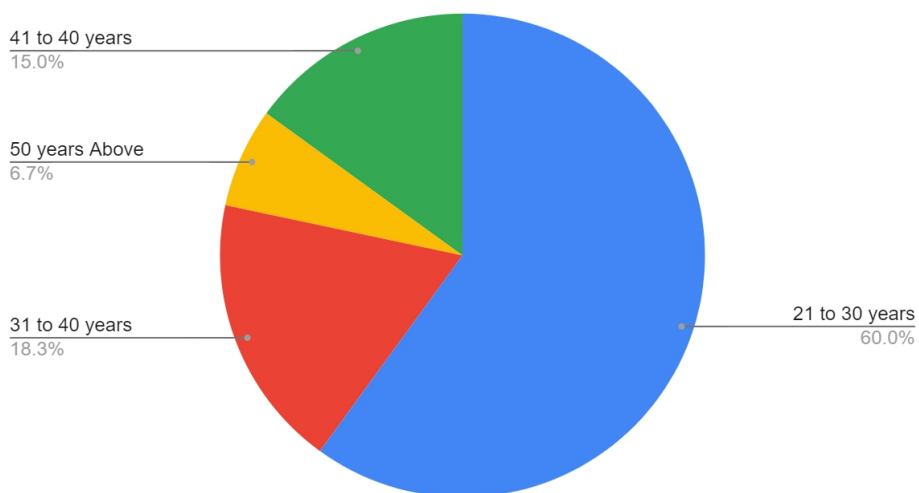


Chart 4.1.2: Age of the respondents

INTERPRETATION:

From the above table it is interpreted that the number of respondents between 21 to 30 is 60%, 31 to 40 is 18.3%, 41 to 50 is 15%, 50 above is 6.7%.

INFERENCE:

Majority (47.33%) of the respondents fall in the age category of 38 to 48 years

Table 4.1.3: Qualification of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	10th Pass	9	7.5
2	12th Pass	39	32.5
3	Graduate	50	41.7
4	Others	22	18.3
TOTAL		120	100.00

Source: Primary data.

4. Could you specify the level of education
120 responses

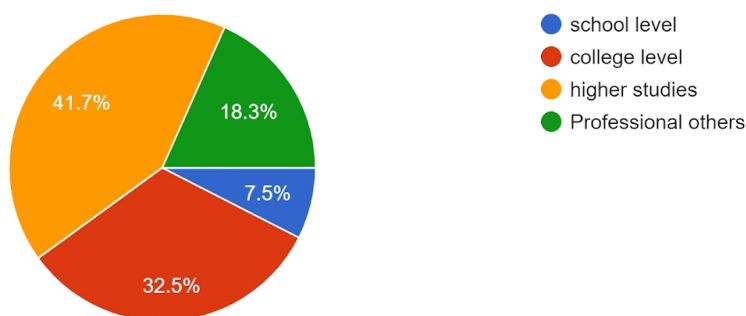


Chart 4.1.3: Qualification of the respondents

INTERPRETATION:

From the above table it is interpreted that the number of respondents 10th Pass is 7.5%, 12th Pass is 32.5%, graduate is 41.7%, others is 18.3%

INFERENCE:

Majority (41.7%) of the respondents are Graduate.

Table 4.1.4: Marital status of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Unmarried	61	50.8
2	Married	59	49.2
TOTAL		120	100.00

Source: Primary data.

5. Marital status

120 responses

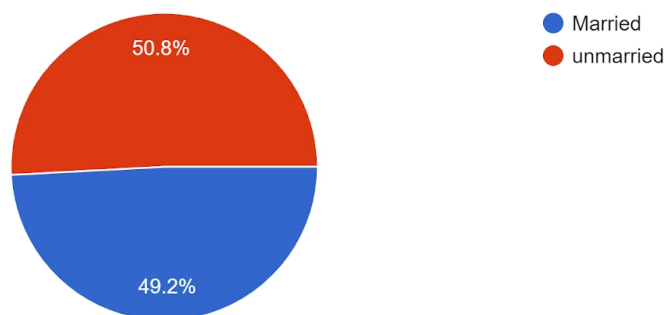


Chart 4.1.4: Marital status of the respondents

INTERPRETATION:

From the above table it is interpreted that the number of married respondents is 49% and Unmarried respondents is 63%.

INFERENCE:

Majority of 50.8% respondents is Unmarried and lowest of 49% respondents is married.

Table 4.1.5: Occupation of the respondents

S NO	Particulars	No. of Respondents	Percentage
1	Salaried	71	47.33
2	Self employed	45	30.00
3	Student	34	22.67
4	Reteried person	16	13.3
TOTAL		120	100.00

Source: Primary data.

6. Occupation
120 responses

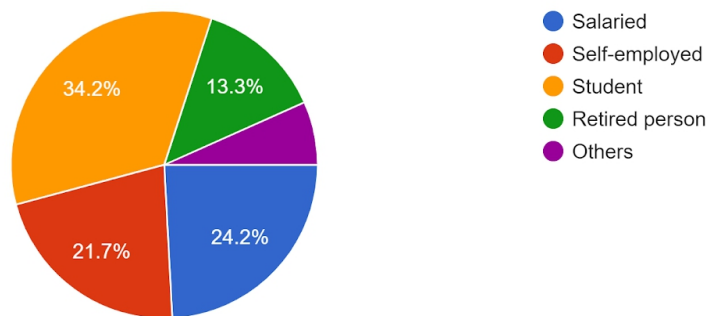


Chart 4.1.5: Occupation of the respondents

INTERPRETATION:

From the above table it is interpreted that the number of Salaried respondents is 24.2%, Self-employed respondents is 21.7% Students respondents is 34.2% , Retired person respondents is 13.3% and Other respondents is 6.7%

INFERENCE: Majority (34.2%) of the respondents is says student.

Table 4.1.6: Preferred specify your monthly income

S NO	Particulars	No. of Respondents	Percentage
1	20000 to 25000	44	36.7
2	25000 to 50000	38	31.7
3	50000 to 1 lakh	28	23.3
4	1 lakh above	10	8.3
TOTAL		120	100.00

Source: Primary data.

7. Could you specify your monthly income

120 responses

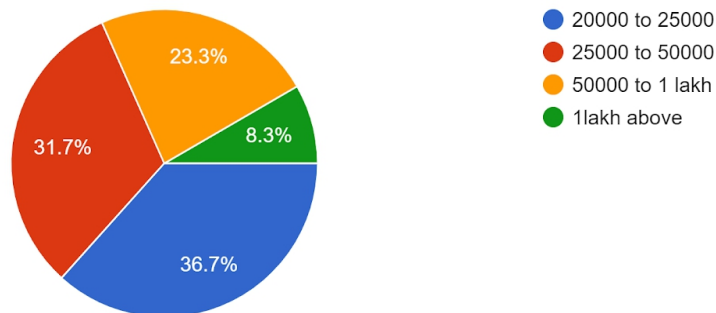


Chart 4.1.6: Preferred specify your monthly income

INTERPRETATION:

From the above table it is interpreted that the number of 20000 to 25000 respondents is 36.7%, 25000 to 50000 respondents is 31.7% to 50000 to 1 lakh respondents is 23.3%, 1lakh above respondents is 8.3%

INFERENCE:

Majority of 36% respondents is 25000 to 50,000 and lowest of 8.3%% respondents is 1Lakh above.

Table 4.1.7: ever had online shopping

S NO	Particulars	No. of Respondents	Percentage
1	YES	113	94.2
2	NO	7	5.8
TOTAL		120	150.00

Source: Primary data.

8.Have you ever had online shopping ?

120 responses

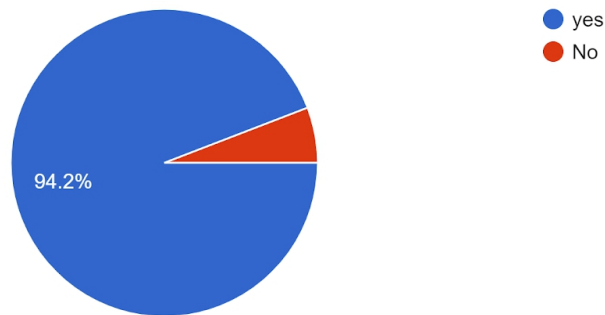


Chart 4.1.7:ever had online shopping

INTERPRETATION:

From the above table it is interpreted that the number of respondents is 94.2%

INFERENCE:

Majority (5.8%) of the respondents says ever had online shopping

Table 4.1.8: Preferred have online shopping during last one year

S NO	Particulars	No. of Respondents	Percentage
1	1 monthly once	41	34.2
2	Six month	26	21.7
3	Year twice	24	20
4	occasionally	29	24.2
TOTAL		120	100.00

Source: Primary data.

9. How many times did you have online shopping during last one year?

120 responses

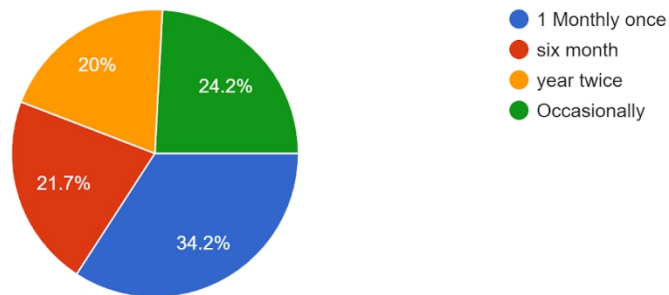


Chart 4.1.8: Preferred have online shopping during last one year

INTERPRETATION:

From the above table it is interpreted that the 34.2% of respondents 1 monthly once , 21.7% of respondents says six month , 20% of respondents says year twice, 24.2% of respondents says occasionally

INFERENCE:

Majority (34.2%) of the respondents are online shopping during last one year shopping during last one year

Table 4.1.9: The respondents how long have you been shopping online

S NO	Particulars	No. of Respondents	Percentage
1	Less than a year	59	49.2
2	26 to 5 years	33	27.5
3	More than 5 years	28	23.3
TOTAL		120	100.00

Source: Primary data.

10. For how long have you been shopping online?

120 responses

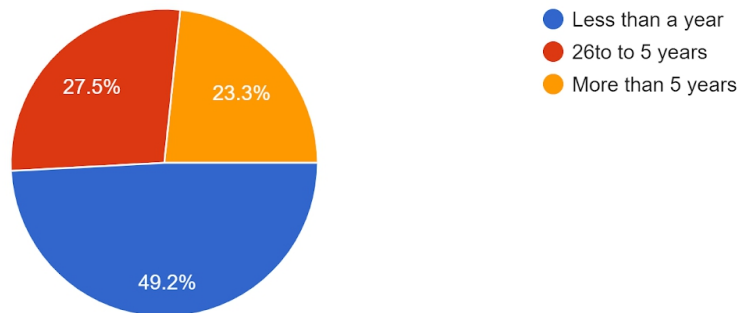


Chart 4.1.9: The respondents how long have you been shopping online

INTERPRETATION:

From the above table it is interpreted that the 49.2% of respondents through less than a year , 27.5% in 26 to 5 years, 23.3% in more than 5years

INFERENCE:

Majority (49.2%) of the respondents says+

Table 4.1.10: the objective of using online shopping

S NO	Particulars	No. of Respondents	Percentage
1	price	30	25
2	Convenience & time saving	39	32.5
3	Fast shipping	18	15
4	trust	16	13.3
5	Brand conscious	9	7.5
	Friend referral	8	6.7
TOTAL		120	100.00

Source: Primary data.

11. May I know the objective of using online shopping

120 responses

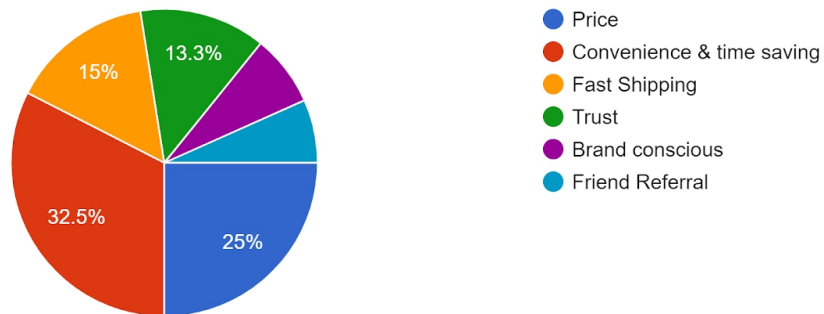


Chart 4.1.10: the objective of using online shopping

INTERPRETATION:

From the above table it is interpreted that the number of respondents says 25% price, 32.5% in convenience & time saving , 15% in fast shipping, 13.3% in trust , 7.5% in brand conscious,6.7% in friend referral

INFERENCE:

Majority (32.5%) of the respondents says using online shopping

Table 4. 1.11: you felt Any problem while conducting online shopping

S NO	Particulars	No. of Respondents	Percentage
1	YES	96	80
2	NO	24	20
TOTAL		120	100.00

Source: Primary data.

12.Have you felt any problem while conducting online shopping
120 responses

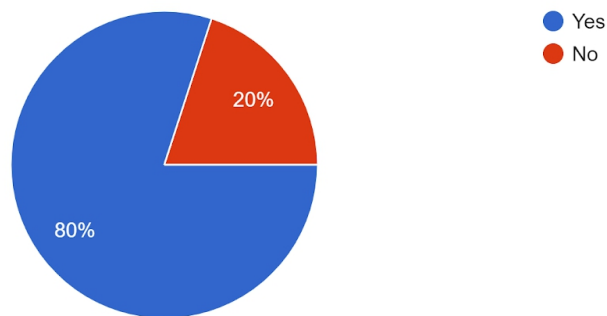


Chart 4.1.11:you felt Any problem while conducting online shopping

INTERPRETATION:

From the above table it is interpreted that the 80% of respondents says yes, 20%% says No, you felt Any problem while conducting online shopping

INFERENCE:

Majority (80%) of the respondents says you felt Any problem while conducting online shopping

Table 4.1.12: kind of problems

S NO	Particulars	No. of Respondents	Percentage
1	Delay in delivery	23	19.2
2	Cheap quality of product	45	37.5
3	Product damage	29	21.7
4	Non delivery	7	7
5	others	19	15.8
TOTAL		120	100.00

Source: Primary data.

13. If yes, what kind of problem?

120 responses

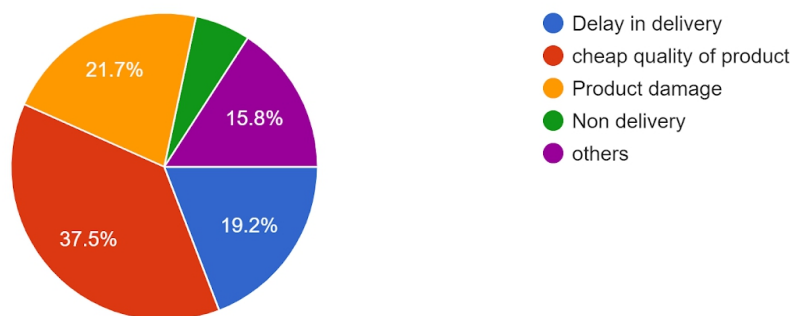


Chart 4.1.12: kind of problems

INTERPRETATION:

From the above table it is interpreted that the 19.2% of respondents delay in delivery says , cheap quality of product says satisfied 37.5%, 21.7% says product damage ,7% says non delivery , 15.8% says others

INFERENCE:

Majority (37.5%) of the respondents says kind of problems

Table 4.1.13: never had online shopping please specify the reason

S NO	Particulars	No. of Respondents	Percentage
1	I don't know about online shopping	12	10
2	Risk of credit cards transactions	23	19.2
3	Internet illiteracy	30	25
4	Risk of identify theft	23	19.2
5	Other reasons	32	26.7
TOTAL		120	100.00

Source: Primary data.

14. If you never had online shopping please specify the reason

120 responses

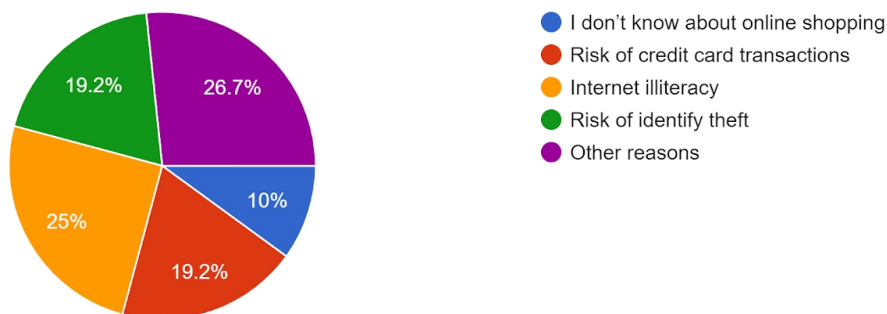


Chart 4.1.13: never had online shopping please

specify the reason

INTERPRETATION:

From the above table it is interpreted that the 10% of respondents says I don't know about online shopping , 19.2% risk of credit card transactions says , 25% says internet illiteracy , 19.2% says risk of identify theft , 26.7% says other reasons

INFERENCE:

Majority (26.7%) of the respondents says

Table 4.1.14: in general you prefer do your shopping

S NO	Particulars	No. of Respondents	Percentage
1	groceries	25	31.
2	Cosmetics	24	14
3	Books/CDs	36	28
4	Clothes	22	15
5	Clothes	12	5
6	Electronic gadgets	10	7
7	Computer products	3	1
8	Toys	9	4
9	Cinema ticket	40	50
10	aeroplane/railway ticket	30	35
TOTAL		120	100.00

Source: Primary data.

15. In general you prefer to do your shopping of following commodities : (select only once) Items

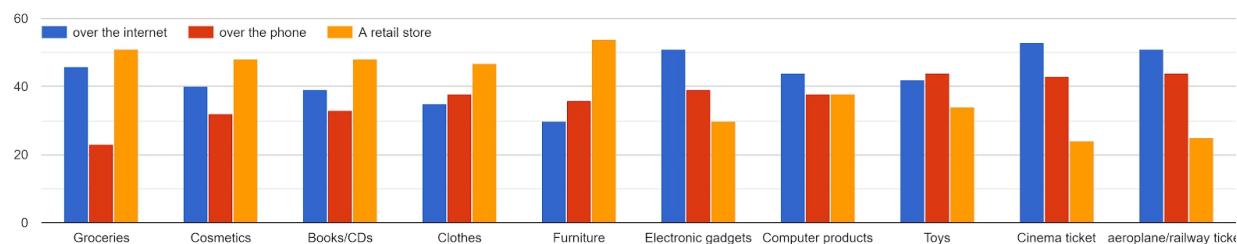


Chart 4.1.14: Sales person experience level

INTERPRETATION

From the above table it is interpreted that the 46.67% of respondents says excellent, 36.67% says very good, 12.67% says good, 4.00% says fair for sale process.

INFERENCE:

Majority (46.67%) of the respondents says excellent for sales person

Table 4.1.15: you use internet every day

S.NO	Particulars	No. of Respondents	Percentage
1	Less than one hour	20	16.7
2	1-2 hours	14	11.7
3	2-3 hours	31	25.8
4	3-4 hours	25	20.8
5	More than 4 hours	30	25
TOTAL		120	100.00

Source: Primary data.

16.How often do you use internet everyday?

120 responses

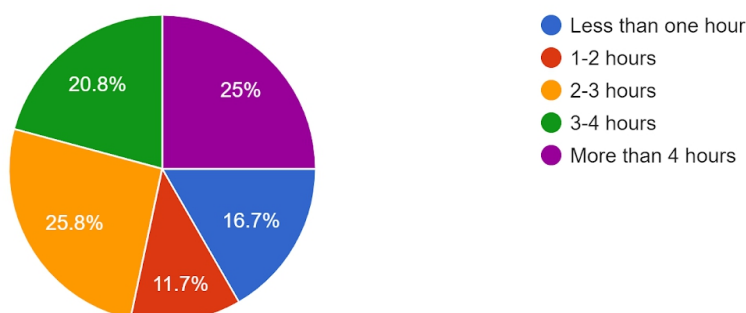


Chart 4.1.15: you use internet every day

INTERPRETATION:

From the above table it is interpreted that the 16.7% of respondents less than one hour says, 11.7% says 1-2 hours, 25.8% says 2-3 hours, 3-4 hours says 20.8%, more than 4 hours 25% says use internet every day

INFERENCE:

Majority (25.8%) of the respondents says 2-3 hours use internet every day

Table 4.1.16: Respondents proficiency on the internet

S NO	Particulars	No. of Respondents	Percentage
1	novice	20	16.7
2	intermediate	49	40.8
3	advance	42	35
4	avalability	9	7.5
TOTAL		120	100.00

Source: Primary data.

17.How would you describe your proficiency on the internet
120 responses

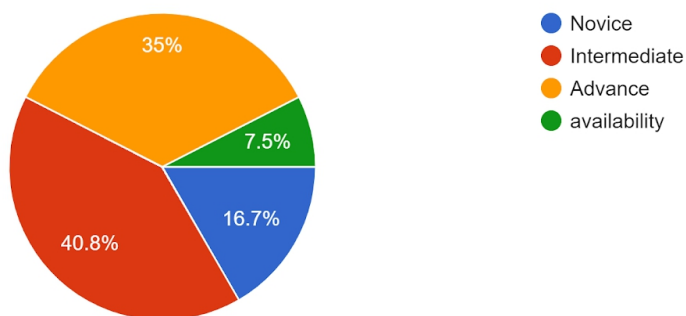


Chart 4.1.16: Proficiency on the internet

INTERPRETATION:

From the above table it is interpreted that the 16.7% of respondents novice, 40.8% intermediate, 35% says advance, 7.5% says availability, proficiency on the internet

INFERENCE:

Majority (40.8%) of the respondents says proficiency on the internet

Table 4.1.17: Respondents you use internet for shopping

S NO	Particulars	No. of Respondents	Percentage
1	Weakly once	25	20.8
2	Weakly teice	15	12.5
3	Monthly once	28	23.3
4	Monthly twice	25	20.8
5	Yearly twice	18	15
6	Yearly once	9	7.5
TOTAL		120	100.00

Source: Primary data.

18.How often do you use internet for shopping

120 responses

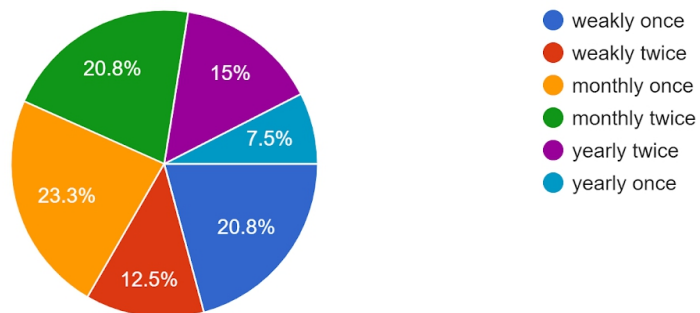


Chart 4.1.17: Respondents you use internet for shopping

INTERPRETATION:

From the above table it is interpreted that the 20.8% of respondents says weakly, 12.5% says weakly twice, 23.3% says monthly once, 20.8% says monthly twice, 15% says yearly twice, 7.5% says yearly once. Respondents you use internet for shopping

INFERENCE:

Majority (23.3%) of the respondents says Respondents you use internet for shopping.

Table 4.1.18: **Respondents ask internet prior to purchase for collecting information**

S NO	Particulars	No. of Respondents	Percentage
1	YES	96	76.7
2	NO	28	23.3
TOTAL		120	100.00

Source: Primary data.

19.Do you use internet prior to purchase for collecting information ?

120 responses

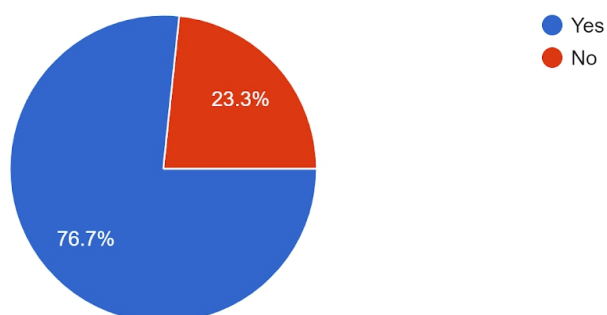


Chart 4.1.18: **Respondents ask internet prior to purchase for collecting information**

INTERPRETATION:

From the above table it is interpreted that the 76.7% of respondents says strongly yes, 23.3% says NO.+

INFERENCE:

Majority (76.7%) of the respondents says purchase for collecting information

Table 4.1.19: Respondents think necessary for online shopping site

S NO	Particulars	No. of Respondents	Percentage
1	Multiple payment gate ways	16	13.3
2	Social networking integration	24	20
3	credibility	17	14.2
4	Privacy and secure check out	39	32.5
5	design	10	8.3
6	Customer friendly	14	11.7
TOTAL		120	100.00

Source: Primary data.

20.Features you think necessary for online shopping site. (arrange them in your preference)
120 responses

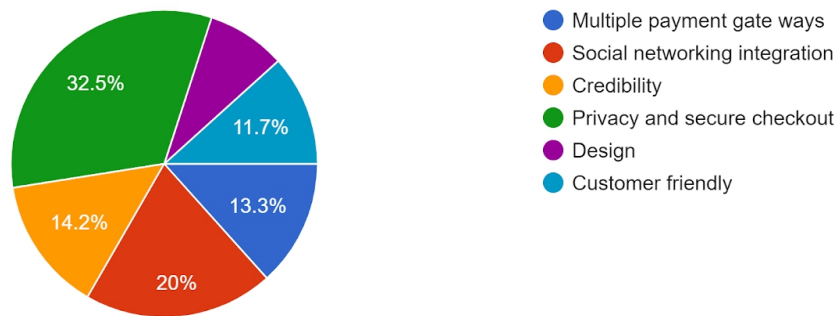


Chart 4.1.19: Respondents think necessary for online shopping site

INTERPRETATION:

From the above table it is interpreted that the 13.3% of respondents multiple payment gate ways ,20 % say social networking integration , 17.2% says credibility, 32.5% says privacy and secure check out , 8.3% says design ,11.7 says customer friendly

INFERENCE:

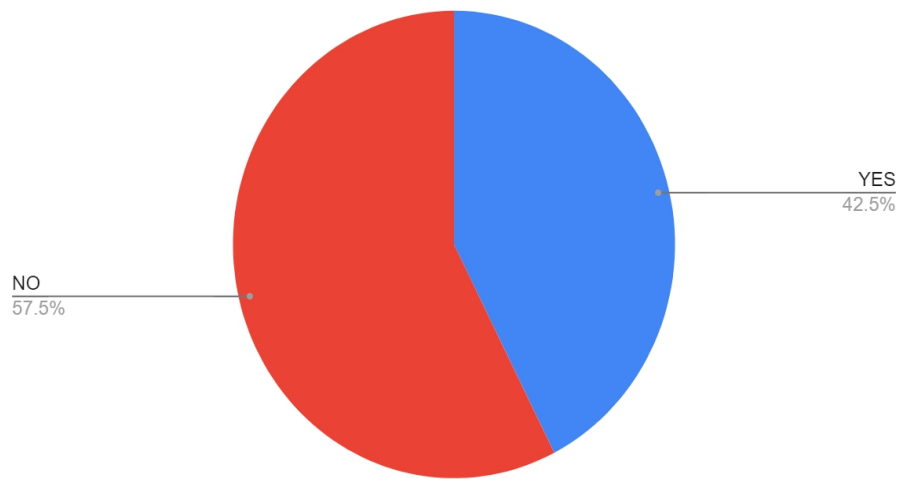
Majority (32.5%) of the respondents says privacy and secure checkout

Table 4.1.20: Respondents that you intend to like online shopping

S NO	Particulars	No. of Respondents	Percentage
1	yes	50	42.5
2	no	70	57.5
TOTAL		120	100.00

Source: Primary data.

Count of 21. Assuming that you intend to like online shopping ,
which of these purchases would you make in the internet? [C...



**Chart 4.1.20: Respondents that you intend to like
online shopping**

INTERPRETATION:

From the above table it is interpreted that the 42% of respondents says yes, 57.5% respondents says no

INFERENCE:

Majority (57%) of the respondents says you intend to like online shopping

Table 4.1.21: Respondents spend a single amount purchases

S NO	Particulars	No. of Respondents	Percentage
1	Less than 1000	20	16.7
2	1000-3000	34	28.3
3	3000-5000	25	20.8
4	5000-10000	31	25.8
5	More than 10000	10	8.3
TOTAL		120	100.00

Source: Primary data.

22. Select an approximate amount you would spend a single online purchases
120 responses

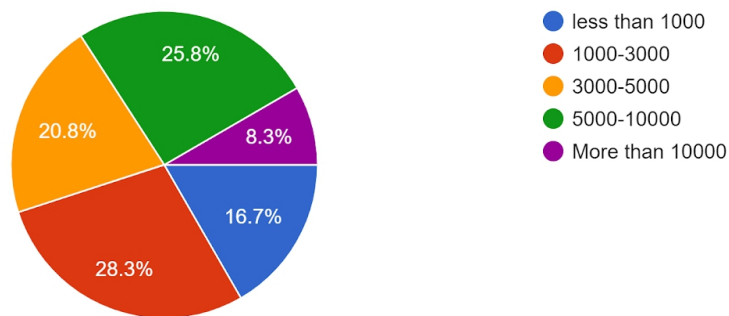


Chart 4.1.21: Respondents got expected interest rate

INTERPRETATION:

From the above table it is interpreted that the 28.3% of respondents says 1000-3000, 25.8% says 5000-10000, 20.8% says 3000-5000, 16.7% says less than 1000, 8.3% says more than spend a single online purchases

INFERENCE:

Majority (28.3%) of the respondents says agree

Table 4.1.22: select to your level of agreement shopping on internet save time

S NO	Particulars	No. Respondents	Percentage
1	Strongly agree	64	48.3
2	agree	33	28.3
3	neutral	13	11.7
4	disagree	3	4.2
5	Strongly disagree	7	7.5
TOTAL		120	100.00

Source: Primary data.

Count of 23. please select to your level of agreement to the following question [Shopping on internet saves time.]

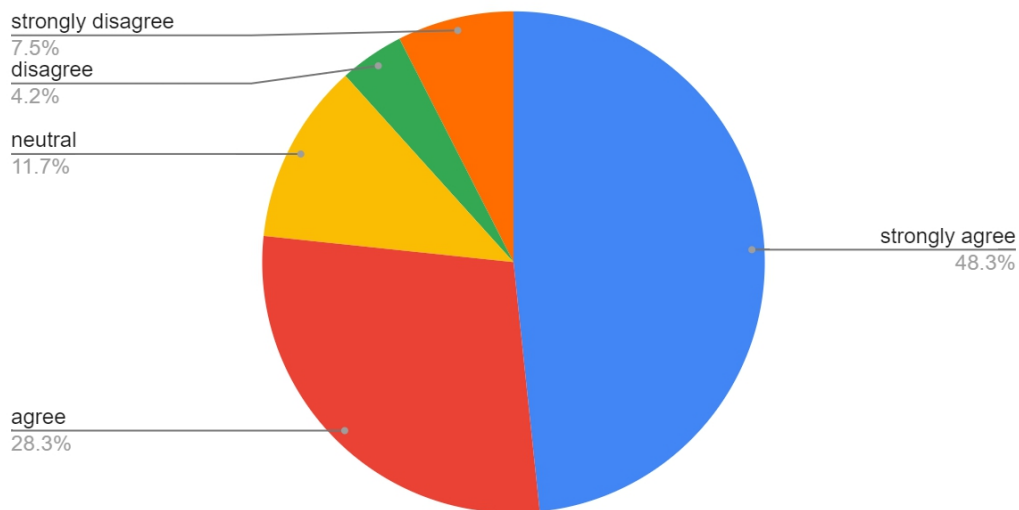


Chart 4.1.22: select to your level of agreement

shopping on internet save time

INTERPRETATION:

From the above table it is interpreted that the 48.3% of respondents says strongly agree, 28.3% says agree, 11.7% says neutral, 7.5% says strongly dis agree, 4.2% dis agree.

INFERENCE:

Majority (48.3%) of the respondents says strongly agree

Table 4.1.23: Satisfied level factors refraining form shopping on the internet

S NO	Particulars	No. of Respondents	Percentage
1	Highly satisfied	40	36.7
2	Satisfied	20	25.0
3	Neutral	35	30.8
4	Dis agree	15	4.2
5	Highly dis agree	10	3.3
TOTAL		120	100.00

Source: Primary data.

Count of 24.how important are each of the following factors in refraining you from shopping on the internet...

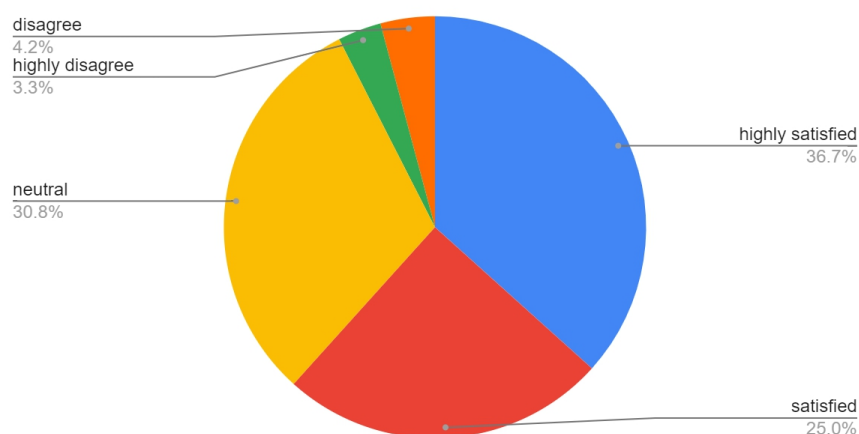


Chart 4. 1.23: Satisfied level factors refraining form shopping on the internet

INTERPRETATION:

From the above table it is interpreted that the 36.7% of respondents says highly satisfied, 30.8% says neutral, 25.0% says satisfied, 4.2% says dis agree ,3.3% says highly dis agree

INFERENCE:

Majority (68.00%) of the respondents says satisfied level factors refraining form shopping on the internet

Table 4.1.24: Satisfied level favorite online sites

S NO	Particulars	No. Respondents	of Percentage
1	Flipkart.com	75	57.5
2	Tradus	0	20.8
3	Future bazzar	0	11.7
4	Buy the price	0	2.5
5	Infibeam.com	0	7.5
6	Myntra.com	0	0
7	Junglee.com	0	0
8	Alibaba.com	0	0
9	Amazon.com	0	0
10	Snapdeal.com	45	0
TOTAL		120	100

Source: Primary data

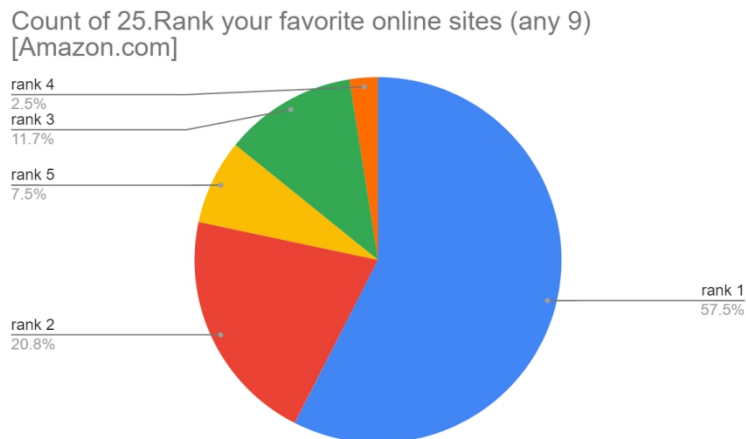


Chart 4.1.24: Satisfied level favorite online sites

INTERPRETATION:

From the above table it is interpreted that the 57.5% of respondents says highly satisfied, 46.67% says satisfied, 2.00% says Neutral in after sales service.

INFERENCE:

Majority (51.33%) of the respondents says highly satisfied in after sales service

4.1 ONE WAY ANOVA

Age of respondents and their opinion about present organizational environment

Null Hypothesis H0 = There is no statistically significant relationship between the model and Sales person was able to give full information on the exchange formality

Alternate Hypothesis H1 = There is statistically significant relationship between model and Sales person was able to give full information on the exchange formality

Descriptive

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Min	Max
If you never Had online Shopping please Specify The reason	1	72	3.36	1.485	.175	3.01	3.71	1	5
	2	22	3.05	1.430	.305	2.41	3.68	1	5
	3	18	2.06	1.110	.262	1.50	2.61	1	4
	4	8	2.36	1.061	.375	1.74	3.51	1	4
	Total	120	3.06	1.463	.134	2.79	3.32	1	5
Could you Specify your monthly income	1	72	1.96	.795	.094	1.77	2.15	1	4
	2	22	1.50	.512	.109	1.27	1.73	1	2
	3	18	1.56	.511	.121	1.30	1.81	1	2
	4	8	2.50	1.309	.463	1.41	3.59	1	4
	Total	120	1.85	.795	.073	1.71	1.99	1	4

ANOVA

		Sum of Square	df	Mean Square	F	Sig.
If you never had online shopping please specify the reason	Between Groups	26.207	3	8.736	4.437	.005
	Within Groups	228.385	116	1.969		
	Total	254.592	119			
Could you specify your monthly income	Between Groups	8.481	3	2.827	4.907	.003
	Within Groups	66.819	116	.576		
	Total	75.300	119			

HO > H1: H0 is accepted.

Interpretation

- From the above analysed data, it is interpreted that the anova .005 which is above the significance level 5, therefore reject the null hypothesis and accept the alternative hypothesis. Thus, there is significance influence between the age of the employees and their relationship with feel about the monitor and non-monitor compensation of the work in the company.
- From the above analysed data, it is interpreted that the anova .003 which is above the significance level 5, therefore reject the null hypothesis and accept the alternative hypothesis. Thus, there is significance influence between the age of the employees and their relationship with feel about the monitor and non-monitor compensation of the work in the company.

4.1 Chi-square

CHI-SQUARE TEST

The Chi-Square test is a fairly, simple and definitely the most popular of all the other tools, the Chi-Square test is most widely used non-parametric test in Statistical work. It makes no assumption about being sampled, The Chi-Square describes the magnitude of discrepancy between theory and observation.

Crosstab

Age * To what level the Management is effective in grievance settlement?

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
19.Do you use internet prior to purchase for collecting information ? * 3. Could you specify your Age category	120	100.0%	0	0.0%	120	100.0%

19.Do you use internet prior to purchase for collecting information ? * 3. Could you specify your Age category Crosstabulation

Count

		3. Could you specify your Age category			
		21 to 30 years	31 to 40 years	41 to 40 years	50 years Above
19.Do you use internet prior to purchase for collecting information ?	No	14	7	4	3
	Yes	58	15	14	5
Total		72	22	18	8

19.Do you use internet prior to purchase for collecting information ? * 3. Could you specify your Age category Crosstabulation

Count

Total

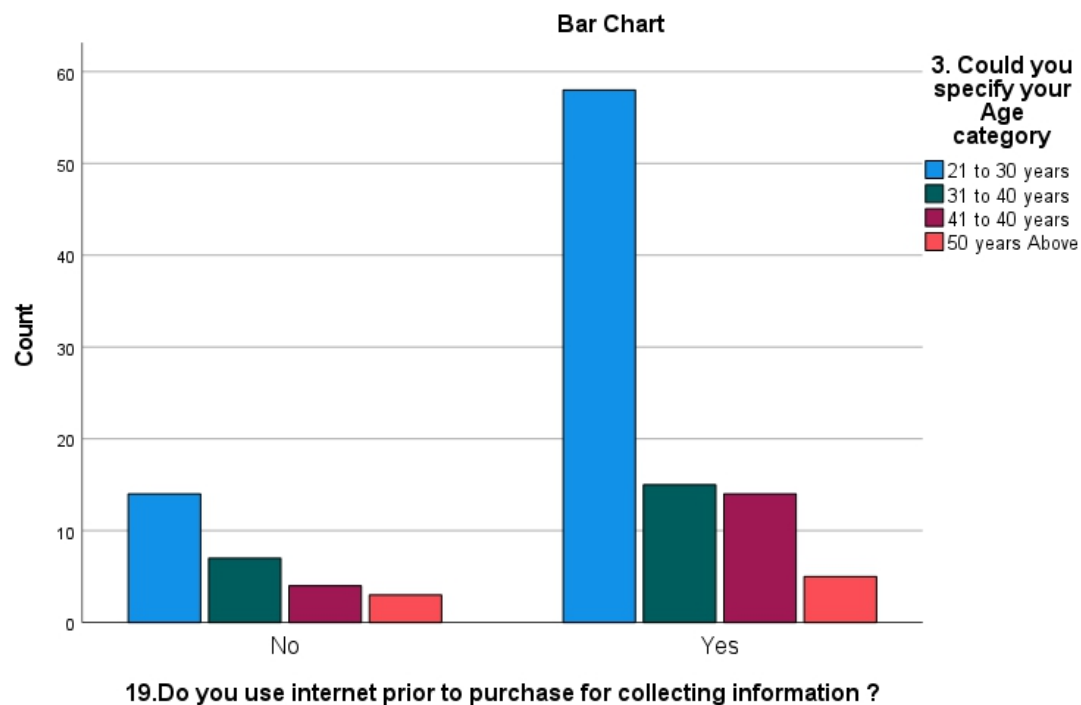
19.Do you use internet prior to purchase for collecting information ?	No	28
	Yes	92
Total		120

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.404 ^a	3	.493
Likelihood Ratio	2.274	3	.517
N of Valid Cases	120		

a. 2 cells (25.0%) have expected count less than 5.

The minimum expected count is 1.87.



Source: Primary data.

INTERPRETATION:

From the above table it is inferred that the calculated value (.493) is greater than significant level value i.e table value (.517) and hence H_0 is rejected . So there is a significant association between age and effective in grievance settlement

CHAPTER 5

5.1 FINDINGS

- 1) Majority(60%) of the respondents fall in the age category of 21 to 30 years.
- 2) Majority (71%) of the respondents are Male.
- 3) Majority (41.7%) of the respondents are Graduate.
- 4) Majority (34.2%) of the respondents says student.
- 5) Majority (50.8%) of the respondents are un Married.
- 6) Majority (36.7%) of the respondents are says 20000 to 25000 monthly income
- 7) Majority (94%) of the respondents says ever had online shopping
- 8) Majority (34.2%) of the respondents are one line shopping during last one year
- 9) Majority (49.2%) of the respondents says long been shopping online.
- 10)Majority (32.5%) of the respondents says of using online shopping
- 11)Majority (42.67%) of the respondents says any problem while conducting online Shopping
- 12)Majority (37.5%) of the respondents says kind of problem.
- 13)Majority (47.33%) of the respondents says never had online shopping
specif the reasons
- 14)Majority (26.7%) of the respondents says general preferd to shopping
- 15)Majority (25.8%) of the respondents says use internet every day.
- 16)Majority (40.8%) of the respondents says your proficiency on the internet
- 17)Majority (35.33%) of the respondents says you use internet for shopping

18) Majority (76.7%) of the respondents says agree use internet prior to purchase for collecting information

19) Majority (32.5%) of the respondents says think necessary for online shopping site

20) Majority (54%) of the respondents says you intend to like online shopping of these purchases would you make in the internet

21) Majority (28.3%) of the respondents says spend a single online purchases.

22) Majority (57.33%) of the respondents says your level of agreement

23) Majority (68.00%) of the respondents says refraining you from shopping on the internet

24) Majority (51.33%) of the respondents says highly satisfied in after sales

25) Majority (48.67%) of the respondents says Rank your favorite online sites service

5.2 SUGGESTION.

- 1.The online shopping lacks in after sales service that leads to less number of online shopping customers.
2. The products that require after sales service should avail the facility to attract more number of online customers
3. Consumers should be educated on online shopping procedures with proper steps to be followed while online shopping
4. Company should improve there payment security for the customers

5.3 CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future

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APPENDIX- I (QUESTIONNAIRE)

1.Name:_____

2.Gender

A. Male

B. Female

3. Could you specify your Age category

A. 21 to 30 years

B.31 to 40 years

C.41 to 40 years

D .50 years Above

4.Could you specify the level of education

A. school level

B .college level

C .higher studies

D.Professional others

5.Marital status

- A.Married
- B.Unmarried

6. Occupation

- A.Salaried
- B.Self-employed
- C.Student
- D.Retired person

7. Could you specify your monthly income

- A.20000 to 25000
- B.25000 to 50000
- C.50000 to 1 lakh
- D.1lakh above

8.Have you ever had online shopping ?

- A.Yes
- B.No

9. How many times did you have online shopping during last one year?

- A.1 Monthly once
- B.six month
- C.year twice
- D.Occasionally

10. For how long have you been shopping online?

- A.Less than a year
- B.26to to 5 years
- C.More than 5 years

11. May I know the objective of using online shopping

- A.Price
- B.Convenience & time saving
- C.Fast Shipping
- D.Trust
- E.Brand conscious
- F.Friend Referral

12. Have you felt any problem while conducting online shopping

- A.Yes
- B.no

13. If yes, what kind of problem?

- A.Delay in delivery
- B.cheap quality of product
- C.Product damage
- D.Non delivery
- E.Others

14. If you never had online shopping please specify the reason

- A.I don't know about online shopping
- B.Risk of credit card transactions
- C.Internet illiteracy
- D.Risk of identify theft
- E.Other reasons

15. In general you prefer to do your shopping of following commodities : (select only once)
Items

1. Groceries over the internet over the phone A retail store

2. Cosmetics

3. Books/CDs

4. Clothes

5. Furniture

6. Electronic gadgets

7. Computer products

8. Toys

9. Cinema ticket

10. aeroplane/railway ticket

16.How often do you use internet everyday?

- A.Less than one hour
- B.1-2 hours
- C. 2-3 hours
- D.3-4 hours
- E.More than 4 hours

17.How would you describe your proficiency on the internet

- A.Novice
- B.Intermediate
- C.Advance
- D.Availability

18.How often do you use internet for shopping

- A.weakly once
- B.weakly twice
- C.weakly twice
- D.monthly twice
- E.yearly twice
- F.yearly once

19.Do you use internet prior to purchase for collecting information ?

- A.Yes
- B.No

20.Features you think necessary for online shopping site. (arrange them in your preference)

- A.Multiple payment gate ways
- B.Social networking integration
- C.Credibility
- D.Privacy and secure checkout
- E.Design
- F.Customer friendly

21. Assuming that you intend to like online shopping , which of these purchases would you make in the internet?

- | | YES | NO |
|-----------------------------|-----|----|
| 1.Cosmetic | | |
| 2.Jewelry | | |
| 3.CDs/books | | |
| 4.Clothes/shoes | | |
| 5.Household/furniture | | |
| 6.Groceries | | |
| 7.Toys | | |
| 8.Movies/ theater tickets | | |
| 9.Hotel reservation | | |
| 10.Electronic gadgets | | |
| 11.Stocks/bonds | | |
| 12.Aeroplane/railway ticket | | |

22.Select an approximate amount you would spend a single online purchases

- A.less than 1000
- B.1000-3000
- C.3000-5000
- D.5000-10000
- E.More than 10000

23.please select to your level of agreement to the following question

- A.Shopping on internet saves time.
- B.It is a great advantage to be able ton shop at any time of the day.
- C.I prefer traditional/conventional shopping to online shopping
- D.Online shopping will eventually supersede traditional shopping
- E.A long time is required for the delivery of products and services
- F.Selection of goods available on the internet is very board
- G.The description of the products shown on the websites are very accurate
- H.The information given about the product shown on the site is sufficient

- I. Online shopping is as secure as traditional shopping
- J. While shopping is as secure as traditional shopping
- K. Internet reduces the monetary cost of traditional shopping
- L. Necessity of having a bank account or credit cards creates difficulty
- M. I prefer cash on delivery than payment via credit / debit card
- N. I will purchase only if there is provisions of the home delivery

24. how important are each of the following factors in refraining you from shopping on the internet

- A. Risk of credit transactions
- B. Waiting to receive the product
- C. Risk of identity theft
- D. Difficulty in returning products / items
- E. Risk of not getting what I paid for
- F. Risk of losing privacy
- G. Not skillful with internet
- H. Lack of trust worthless of vendors
- I. Complex compared to traditional shopping
- J. Not being able to touch products
- K. More expensive than sold in retail store

25. Rank your favorite online sites (any 9)

- | | rank 1 | rank 2 | rank 3 | rank 4 | rank 5 |
|---------------------|--------|--------|--------|--------|--------|
| 1. Flipkart.com | | | | | |
| 2. Tradus | | | | | |
| 3. Futurebazzar.com | | | | | |
| 4. Buytheprize.com | | | | | |
| 5. Infibeam.com | | | | | |
| 6. Homesshop18.com | | | | | |
| 7. Snapdeal.com | | | | | |
| 8. Junglee.com | | | | | |
| 9. Myntra.com | | | | | |
| 10. Junglee.com | | | | | |
| 11. Ali baba.com | | | | | |
| 12. Amazon.com | | | | | |

APPENDIX II

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

Keywords: Online Shopping, Consumer Behavior, Attitude

INTRODUCTION

Online shopping is the process whereby consumers directly buy goods,

services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to conduct shopping online because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores.

Shopping via the internet eliminates the need to shift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day. The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on the server side (store). The Server process the customers and the items are shipped to the address submitted by them. The application was designed into two modules first is for the customers who wish to buy the articles. Second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers. The end user of this product is departmental store where the application is hosted on the web and the administrator maintains the database. The application which is deployed at the customer database, the details of the items are brought forward from the database for the customer view based on the

selection through the menu and the database of all the products are updated at the end of each transaction. Data entry into the application can be done through various screens designed for various levels of users. Once the authorized personnel feed the relevant data into the system, several reports could be generated as per the security.

CHAPTER 2

REVIEW OF LITERATURE

Internet usage history and intensity also affect online shopping potential. Consumers with longer histories of Internet usage, educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of

known concept of flow in the cyber world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001). Those consumers using the Internet for a longer time from various locationline shopping experiences and are better candidates to be captured in the well-ons and for a higher variety of ser-vices are considered to be more active users (Emmanouilides and Hammond, 2000).

As Bellman et al. (1999) mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking propensity is also a powerful factor. E-shoppers have higher risk taking tendencies. Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion (Rao et al., 1998).

Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behavior consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003).

The lists of factors having a positive or negative impact on consumers' propensity to shop do not seem to be very different from the considerations encountered in offline environments. However, the sensitivities individuals display for each variable might be very different in online marketplaces. Factors like price sensitivity, importance attributed to brands or the choice sets considered in online and offline environments can be significantly different from each other (Andrews and Currim, 2004). Uncertainties about products and shopping processes, trustworthiness of the online seller, or the convenience and economic utility they wish to derive from electronic shopping determine the costs versus the benefits of this environment for consumers (Teo et al., 2004). Further studies aiming to complete the full set of factors influencing consumers' prepurchase intentions are still much awaited.

Simon Rigby , Head of Direct Channels at Comet, says, "Our challenge is to meet the needs of the greatest number of shoppers. By undertaking research on a regular basis, we learn more about our customers' shopping needs and styles. This helps us to deliver all the necessary assurances, product ranges and services. We conducted this survey during our peak selling period as we are in the process of developing our range of online interactive services, such as Live Chat and Comet TV.co.uk. Powerful multi media sales tools will soon

become standard in the online shopping arena. In three years, you'll be just as likely to click and watch a product related video of your intended purchase on your computer before you buy - as you are to have an email address today.

Research summarized by E marketer(2005) showed that the Internet applied a bigger influence than for offline media for electronics compared to that clothing, beauty or home improvement as would be expected. Internet Marketing has changed the way people buy and sell good and service. It has added lot of convenience and easy to the whole process of buying. Internet buying prevalence is highest in the United States, where 93% of Internet users have bought on-line (Business Software Association, 2002), and it is growing rapidly in India as well (www.ebay.com)

Online Shopping Behavior : Identifying pre -purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behavior consists of studies that handle the variables influencing these intentions.

A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality. Online shopping, referred to as online retailing or e-tailing, is growing every day in India. According to eBay India Census (2011) published on September 28th 2011 at Bangalore, Online Shopping is mainstream & a nationwide phenomenon: India had over 3,311 e-commerce hubs across the country.

According to an article published in The Economic Times about an ASSOCHAM survey dated October 19th 2011, "Products like mobile phones, e-tablets, consumer electronics, gift articles, apparel and ornaments are the major attractions for consumers who shop online". One of the main reasons why customers prefer online shopping for such products is because of the large variety of these items available in the market. The websites enables customers to search and compare products with ease. Another important reason for the number of online shoppers to constantly multiply is because of 24X7 shopping advantage and the home delivery of products. Shopping websites also provide discounts, vouchers and free gifts to attract customers.

1.3.1 Electronic Commerce: A Managerial Perspective, Turban et al. has provided a consumer behaviour model in E-Commerce environment. This model categorizes the factors that influence the customers' buying decisions into the following categories. Independent Variables
Intervening or Moderating Variables Decision Making Process
Dependent Variables The different categories of products that customers are willing to purchase online depend upon the customer perception of risk. Customers perceive a higher degree of risk if the product category is new, or if the perceived value of the product is high. Shiffman et al. in his book Consumer behavior states that "Studies also found that perceptions of trust and risk were the major determinants' of consumers' attitudes toward shopping online and that trust reduced consumers' perceived risk in the electronic marketplace"

1.3.2 Consumer Satisfaction and Loyalty in the Online Market

Investing in consumer satisfaction from the online experience and creating brand or site loyalty are critically important for companies that want to have a long run presence on the Web. There are two approaches taken to induce loyalty into consumers in an online context. One approach is to focus on concrete factors. For example, creating a convenient and well-designed online store and offering secure transactions are the keystones of satisfying e-consumers. However, all satisfied consumers do not become loyal. Personalization attempts and increasing the social value of online experiences are very important to make consumers build strong brand relationships in the cyber world. Although they argue the opposite, some studies find that personalized Web sites and customer communities are highly influential on the consumer brand relationship especially for experienced Internet consumers. Besides, businesses that can create trust and increase the perceived value of online shopping can turn their satisfied consumers into loyal ones in the e-marketing environment, too. The online environment accommodates so many opportunities for creating loyalty that even offline offerings can be effectively facilitated with supporting after sale services provided through the Web.

OBJECTIVE OF THE STUDY

- To find out the satisfaction level of the customer for online purchase.
- To know the specific reasons for which customers purchase online shopping.
- To find out the consumers' satisfaction level for services provided by the online shopping.
- Makes company to more about current trend and requirements.

RESEARCH METHODOLOGY

Need for the study

Marketing is basically addressing the consumer's needs more effectively and efficiently with better product and services with better price, shopping access and deliver. A good marketer constantly adapts to change and to satisfying consumers need in better way. Sometimes opportunity to address the consumers in better way is designed by marketers himself and sometimes it is offered by the technology. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. People are getting busy with their own work. In their busy schedule they don't find time for shopping. Online shopping can save a lot of time for them. They can do this from their office or home by browsing on the net this paper is to analyze who the consumers are satisfied out of the online services.

- **The Research Design Used for the Study**

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

- **Population Size**

The total population size is indefinite.

- **Sample size**

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 50.

- **Sample design**

It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling.

- **Statistical Tools**

The data collected through questionnaires were analyzed using simple percentage analysis and ranking analysis.

RESEARCH METHODOLOGY

Based on my study I use descriptive research . And also I take 120 respondent for my study . I use questionnaire as a Primary data and Secondary data from books. This is only article of my full research

RESULT

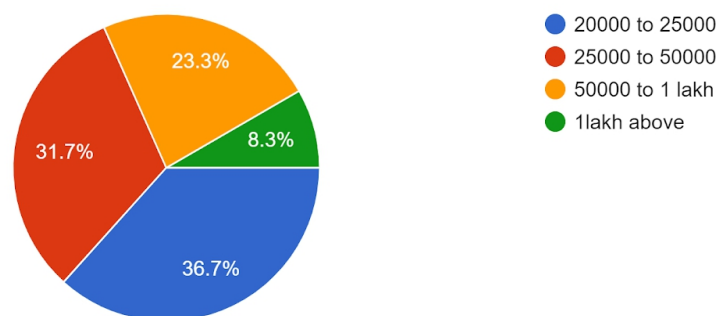
TABLE SHOWING SPECIFY YOUR MONTHLY INCOME

S NO	Particulars	No. of Respondents	Percentage
1	20000 to 25000	44	36.7
2	25000 to 50000	38	31.7
3	50000 to 1 lakh	28	23.3
4	1 lakh above	10	8.3
TOTAL		120	100.00

Source: Primary data.

7. Could you specify your monthly income

120 responses



INFERENCE:

Majority of the respondents are Satisfied

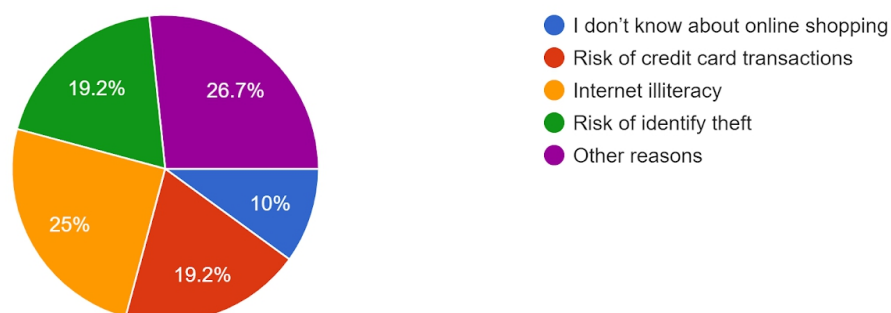
TABLE SHOWING SATISFIED LEVEL NEVER HAD ONLINE SHOPPING SPECIFY THE REASON

S NO	Particulars	No. of Respondents	Percentage
1	I don't know about online shopping	12	10
2	Risk of credit cards transactions	23	19.2
3	Internet illiteracy	30	25
4	Risk of identify theft	23	19.2
5	Other reasons	32	26.7
TOTAL		120	100.00

Source: Primary data.

14. If you never had online shopping please specify the reason

120 responses



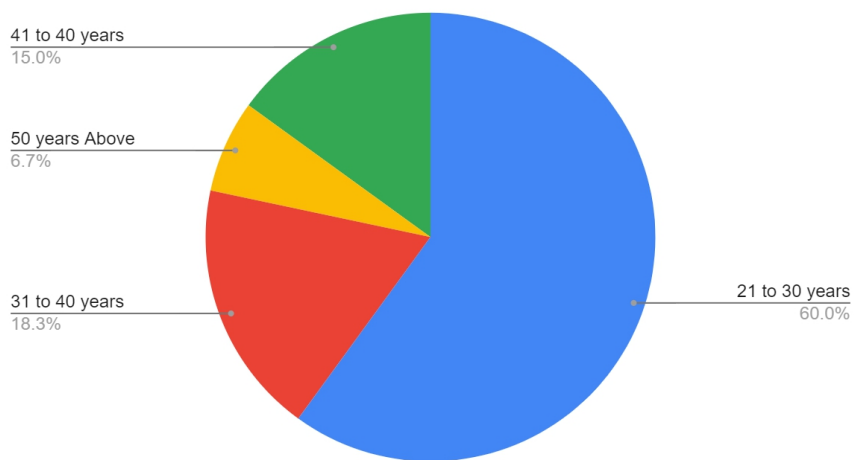
INFERENCE:

Majority of the respondents are Satisfied

TABLE SHOWING AGE

S NO	Particulars	No. of Respondent s	Percentage
1	21 to 30	72	60
2	31 to 40	22	18.3
3	41 to 50	18	15
4	50 above	8	6.7
TOTAL		120	100.00

Count of 3. Could you specify your Age category



INFERENCE:

Majority of the respondents are 21-30

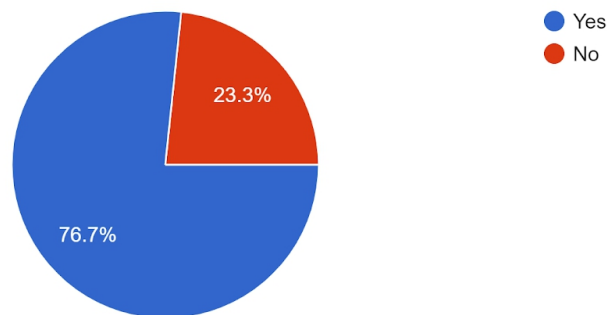
TABLE SHOWING SATISFIED LEVEL INTERNET PRIOR TO PURCHASE FOR COLLECTING INFORMATION

S NO	Particulars	No. of Respondents	Percentage
1	YES	96	76.7
2	NO	28	23.3
TOTAL		120	100.00

Source: Primary data.

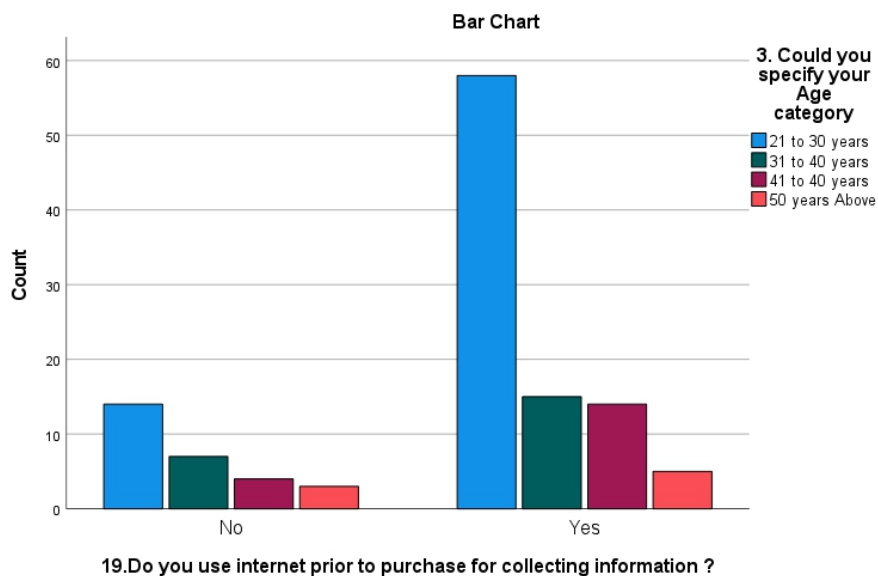
19.Do you use internet prior to purchase for collecting information ?

120 responses



INFERENCE:

Majority of the respondents are Satisfied



Anova data analysis

		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean Lower Bound	95% Confidence Interval for Mean Upper Bound	Min	Max
If you never Had online Shopping please Specify The reason	1	72	3.36	1.485	.175	3.01	3.71	1	5
	2	22	3.05	1.430	.305	2.41	3.68	1	5
	3	18	2.06	1.110	.262	1.50	2.61	1	4
	4	8	2.36	1.061	.375	1.74	3.51	1	4
	Total	120	3.06	1.463	.134	2.79	3.32	1	5
Could you Specify your monthly income	1	72	1.96	.795	.094	1.77	2.15	1	4
	2	22	1.50	.512	.109	1.27	1.73	1	2
	3	18	1.56	.511	.121	1.30	1.81	1	2
	4	8	2.50	1.309	.463	1.41	3.59	1	4
	Total	120	1.85	.795	.073	1.71	1.99	1	4

ANOVA

		Sum of Square	df	Mean Square	F	Sig.
If you never had online shopping please specify the reason	Between Groups	26.207	3	8.736	4.437	.005
	Within Groups	228.385	116	1.969		
	Total	254.592	119			
Could you specify your monthly income	Between Groups	8.481	3	2.827	4.907	.003
	Within Groups	66.819	116	.576		
	Total	75.300	119			

INFERENCE

Majority of the respondents are Satisfied and Sig value for existing grievance handling system is .005 . Sig value for The decision taken by the top management is .003 sig value is more than 0.5 so hypothesis accepted

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.404 ^a	3	.493
Likelihood Ratio	2.274	3	.517
N of Valid Cases	120		

a. B.2 cells (60.0%) have expected count less than 5. The minimum expected count is .3.

INFERENCE

Majority of the respondents are effective. Sig value. .493 sig value is more than 0.5 so hypothesis accepted

FINDINGS

- It is found that most of the respondents are Male.
- It is found that most of the respondents fall in the age category of 21 to 30
- It is found that majority of the also agree with monthly income 31.7%
- It is found that Satisfied level of never had online shopping 26.7% other reasons
- it is found that most SATISFIED LEVEL INTERNET PRIOR TO PURCHASE FOR COLLECTING INFORMATION 76.7% yes

SUGGESTION.

- The online shopping lacks in after sales service that leads to less number of online shopping customers.
- The products that require after sales service should avail the facility to attract more number of online customers
- Consumers should be educated on online shopping procedures with proper steps to be followed while online shopping
- Company should improve there payment security for the customers

CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future

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