

A STUDY ON ONLINE SHOPPING HABITS OF WORKING PROFESIONALS

Submitted in partial fulfillment of the requirements for the award
Of
Master of Business Administration

BY
JOEL SUBIN.S
Register No. 39410082



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with "A" grade by NAAC | 12B Status by UGC | Approved

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

April - 2021



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AICTE

Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600 119

www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of JOEL SUBIN.S 39410082 who carried out the project entitled "**A study on online shopping habit of working professional**" under my supervision from January 2021 to April 2021.

INTERNAL GUIDE

Dr. NITHYA SHANKAR

Dr. BHUVANESWARI .G

Dean – School of Business Administration

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I **JOEL SUBIN.S 39410082** hereby declare that the Project Report entitled **A study on online shopping habit of working professionals”** done by me under the guidance of Dr. NITHYA SHANKAR, at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

JOEL SUBIN.S

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ABSTRACT

Online shopping is a form of electric commerce which allows customers to directly purchase the product or service from the seller over the internet using web browser. Growing number of customers shop in online to purchase product and services to gather information about the product to know the trends in the market and even for entertainment purpose. This helps in studying the purchase behaviour of the customers with different occupation background like student, professional workers, self- employees, salaried persons and their purchase desiccation based on their gender, age and other demographic factors. And the other factors which affect their purchase decision in online .The factors were analysed by collecting the source of data from the respondents and analysing by using different strategic tools. Where online shopping saves the time also which helps in comparing the price and features of the product .And the occupation and frequency of the purchasing the product from online has an significant connection and the growth of the online selling is growing and its shows the future of online selling and online purchasing decision of customers.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION ABOUT THE STUDY

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet and smartphones. An online shopping evokes the physical analogy of buying product or service at regular retailer or shopping center the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

1.1.2 HISTORY OF ONLINE SHOPPING

One of the earliest forms of trade conducted online was IBM's online transaction processing (OLTP) developed in the 1960s and it allowed the processing of financial transactions in real-time. The emergence of online shopping as we know today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about its products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions. Specifically, the growth of the internet as a secure shopping channel has developed since 1994, with the first sales of Sting album 'Ten Summoner's Tales. Wine, chocolates, and flowers soon followed and were among the pioneering retail categories which fueled the growth of online shopping. Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success.^[6] Many of these products did well as they are generic products which shoppers did not need to touch and feel in order to buy. But also importantly, in the early days, there were few shoppers online and they were from a narrow segment: affluent, male, 30+. Online shopping has come along way since these early days and -in the UK- accounts for significant percents depending on product category as percentages can vary

1.1.3 HOW DO IT WORKS

- ***PRODUCT SELECTION***

When a customer find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine. Once a particular product has been found on the website of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, like filling a physical shopping cart or basket in a conventional store.

- ***PAYMENT METHOD***

Once the product selection is over payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. There will be some type of payment method will be given like.. Cash on delivery (C.O.D.)

- Debit card
- Credit card
- Netbanking
- Gift cards

The consumer often receives an e-mail confirmation once the transaction is complete

- ***PRODUCT DELIVERY***

Once a payment has been accepted, the goods or services can be delivered in the following ways

FOR PHYSICAL PRODUCTS

i. **SHIPPING**

The goods will be shipped from the seller to desired customer's address

ii. **PACKAGE DELIVERY**

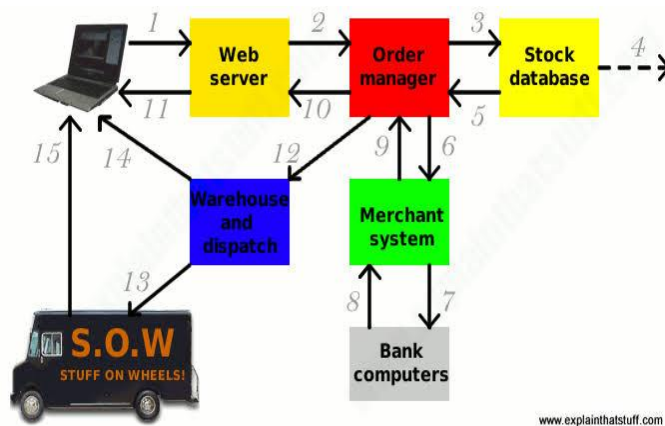
This type of delivery is done by postal service like courier or through post

iii. **DROP SHIPPING**

The order is passed to the manufacturer or third-party distributor, who then ships the item directly to the consumer, bypassing the retailer's physical location to save time, money, and space.

FOR DIGITAL ITEMS

Digital items like tickets, subscription, songs, e-books, can be sent through digital mail to the customer



Picture shows how online product delivery works

1.2 ONLINE SHOPPING IN INDIA

India has an Internet user base of about 504 million as of May 2020, about 40% of the population. This number is expected to be 627 million by the end of 2019. Despite being the second-largest user base in world, only behind China 650 million, (48%) of population, the penetration of e-commerce is low compared to markets like the United States 266 million,(84%), or France 54 million,(81%), but is growing, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point.

India's e-commerce market was worth about \$3.9 billion in 2009. As per "India Goes Digital". A report by Avendus Capital, the Indian e-commerce market is estimated at ₹28,500 Crore (\$6.3 billion) for the year 2011. Online travel constitutes a sizable portion (87%) of this market today. Online travel market in India had a growth rate of 22% over the next 4 years and reach ₹54,800 crore (\$12.2 billion) in size by 2015. Indian e-tailing industry is estimated at ₹3,600 crore (US\$800 million) in 2011 and estimated to grow to ₹53,000 crore (\$11.8 billion) in 2015. The market went up to \$12.6 billion in 2013. In 2013, the e-retail segment was worth US\$2.3 billion. About 79% of India's e-commerce market was travel related in 2013. According to Google India, there were 35 million online shoppers in India in 2014 Q1 and was expected to cross 100 million mark by end of year 2016.

CAGR vis-à-vis a global growth rate of 8–10%. Electronics and Apparel are the biggest categories in terms of sales. Overall e-commerce market had reached ₹1,07,800 crores (US\$24 billion) by the year 2015 with both online travel and e-tailing contributing equally. Another big segment in e-commerce is mobile/DTH recharge with nearly 1 million transactions daily by operator websites. Year 2016 also saw online sales of luxury products like jewellery also increased. Most of the retail brands have also started entering into the market and they expect at least 20% sales through online in next 2–3 years. According to Google India Research in 2016, by 2021 India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion e-commerce.

In 2017, the largest e-commerce companies in India were Flipkart, Snapdeal and Amazon. In 2018, Amazon beat Flipkart and was recorded the biggest ecommerce in india in terms of revenue.

The ecommerce industry was reported at \$24 billion in 2017 and was recognised as the fastest growing industry in India. The ecommerce market grew to \$38.5 billion in 2018. It is estimated that one in every three Indian shops via smartphone and online retailers deliver to 20,000 pin-codes out of the 100,000 pin-codes in India. As per Goldman Sach. India's e-commerce industry will reach \$99 billion in size while online retail is expected to more than double to around 11% by 2024 from 4.7% in 2019 while increasing at 27% compound annual growth rate (CAGR). The online grocery segment that is below \$2 billion will reach \$29 billion in size by 2024. Online grocery orders will grow from 3,00,000 per day in 2019 to more than 5 million per day by 2024. Non grocery eCommerce penetration will be 16.1 percent by 2021.

From February 2020 to June 2020 during the Covid19 lock-down period, e-commerce increased by 117% with the delivery of only essential supplies that is now bigger than the pre-Covid19 level. Flipkart surpassed 1.5 billion visits per month with 45% growth in monthly active user while 30% growth in transaction per consumer.

1.2.2 SOME OF THE ECOMMERCE SITES IN INDIA

These are some of the ecommerce sites in india which have the catorgery of products like electronics, fashion, grocery items, home appliances, ect..

1.Amazon india

2. Flipkart

3.Snapdeal

4.Alibaba

5. myntra

6. Ajio

7. Bigbasket

8.Nykaa.com

9.Paytm Mall

10.Tata Clio

11.Shopclues

12.First cry

1.3 NEED FOR THE STUDY

The Concept of Consumer behaviour is ever changing phenomenon. In the recent decade's majority of companies started doing online business, which has been gaining great market share, since its inception. The future of the online business is growing faster. The research problem is to identify the Consumers preference and attitudes on online shopping features, Purchase decision making process and demographic variables, which are helpful to online marketers to formulate a strategic framework to sell their products/services to the online customers in an efficient and effective manner. Needless to say, the base line of any type of marketing starts with understanding our consumer's needs in order to satisfy the same.

1.4 SCOPE OF THE STUDY

The report would help in finding the online purchase habits of the working professionals and finding out the factors which make them to make a decision on making an online purchase in an website or in an application and this study also help in finding the online purchase behaviour of other customers to which might help the online businesses to formulate a new strategy or to turn up their strategies according to the needs of the customer

1.5 OBJECTIVES OF THE STUDY

Primary objective

- To study about the online shopping habit of working professionals

Secondary objective

- To analyze the customer attitude and preferences towards online shopping
- To identify the various factors which makes a customer to buy or not to buy a product online
- To identify the kind of product they select and purchase in online platform.

1.6 LIMITATIONS OF THE STUDY

- The time duration of this study was only three months and the sample size was less.
- The research is based on the responses given by the respondents from their opinion.

CHAPTER-2

REVIEW OF LITERATURE

2.1 REVIEW OF LITURATURE

Sultan and Henrichs (2000)

In his study he concluded that the consumer's willingness and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

Moez Limayem, Mohamed Khalifa, and Anissa Frini(2000)

Made a study on what are the factors that make the customers to buy products in online with the data of 705 and found that most of the customers had used the online shopping only once or very rare purchase where made through online and gave a suggestion that it important for businesses is to retain their customers for repeated purchase

Radhejha (2003)

Had made a study on customer preception on online shopping in India and concluded that their was a growth in the online purchase among the customers in india and the lack of touch feel-try ,credibility in payment style , untimely of product delivery are some of the bariears in online shopping

Chung-Hoon Park and Young-Gul Kim (2003)

they made a study to identify the key factors affecting consumer purchase behaviour in an online shopping context and found that user interface quality, product and service information quality, security perception and site awareness were found to have significant effects on consumer's site commitment. And found

the importance of product information quality and user interface design in the online shopping site

Patricia Sorce & Victor potty (2005)

Made a study on Attitude and age differences in online buying and found that Age explained more variance in purchasing behavior if the consumer had first searched for the product online.

Wang, Liu and Jun Cheng (2008)

In this study he examined the influencing and restricting factors for online shopping in China. The exploratory research compares a set of factors for both traditional and online shopping. The author enumerated transaction risk, privacy concern, consumer cognition and Internet experience as the major influencing factors for online shopping in China.

JuxtConsult (2007)

This report was based on the survey taken by an Delhi-based online research firm,. As per research findings, eBay is the most preferred site for online shopping followed by Rediff, Google and Yahoo. eBay leads with 34 per cent online shoppers still preferring to visit it the most. Rediff follows at the second spot with 25 per cent online shoppers preferring to visit it. However, both eBay and Rediff have lost usage share on preferred basis in the last one year, while new entrant Futurebazaar along with Google have been the biggest gainers. The top two of the top 10 products bought on the Net by online buyers are train tickets (53%) and air tickets (45%). The research also showed that three-fourth of all regular online Indians (76%) search for products and services online. Yet 'product quality' and 'delivery' concerns may be negating some of the gains made. Though 'misuse of a credit card' is a nonissue among online buyers, the research reveals that 'lack of a credit card' is still a strongly perceived roadblock to growth of online buying

ACNielsen's (2009)

This study is based on online shopping habit of customers in (2009). Has revealed that more Indians are taking to shopping online. It suggested an upward trend in online shopping across the world. A significant observation of this study was that India beat the global counterparts in number of purchases per month. Nearly 24% have bought electronic items and more than 20% have purchased items such as apparel, music and electronic entertainment such as movies, DVDs and games. The most favoured mode of payment for online purchases in India is the use of credit cards followed by cash-on-delivery. As PC and internet penetration grows, the key

Dahiya Richa (2009)

This study is based on the Impact of demographic factors of consumers on online shopping behaviour and found that the consumers' response across different demographics factors shows that gender impacts frequency of on-line shopping positively and Family Size impacts overall spend on on-line shopping. And she also said that Online websites should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men. So companies should devise the policies and strategies to attract more number of people in this segment in future also. Online retailers should also look into the possibility of running call centres which could ensure that the customer get a chance to formally interact with the other party before the actual purchase. This is one of the important studies on online shopping in Indian context because it has included people from diverse backgrounds from different cities in India. It includes the random sample of individuals from major cities of India, which are representatives of whole population of India. This study finds unanimity amongst diversity by including people of different age groups falling under different income segments with difference in attitude and buying behaviour.

Neelotpaul Banerjee (2010)

The study is made on customers attitude towards online shopping in india this study focuses to understand the customers attitude which will help the online

marketers to frame up a good strategy to satisfy the customer needs the study took the respondent of 316 around india and this study result indicate that the customers are consent about the online shopping in india and they said that people do not engage with online shopping because of the online security concern

Ankur kumar Rastogi (2011)

This is the study based on the modern approach of online shopping the objective of the study is to know about the reason for buying products in online and to know about the present and future of the online shopping through his study he says that online shopping adds up to faster, easier, safer and less costly shopping. Online shopping has a great advantage for us as it is time saving and also a wide range of products can be selected with the best offer

Julio Jimenez and M. Jose Martin (2009)

The purpose of this study is to analyse whether individuals' socioeconomic characteristics age, gender and income influence their online shopping behaviour. The individuals analysed are experienced e-shoppers i.e. individuals who often make purchases on the internet. The results show that socioeconomic variables moderate neither the influence of previous use of the internet nor the perceptions of e-commerce; in short, they do not condition the behaviour of the experienced e-shopper

Mohammad Hossein Moshref Javadi(2012)

This study is based on the analysis of factors affecting on online shopping behavior of consumers based on the study's results that consumers were worried and unsure about delivery of their orders (non-delivery risk), online retailers should provide the insurance for shoppers that they ordered items and make sure that the products will definitely be delivered to them. they can achieve this goal by providing certain certificate from authorities and governmental organizations that allow them to sell goods from internet and assure customers that this online retailer is rendering the job legally, so customers will buy from them with more confident and will not be worry about the delivery of their orders anymore

Mamoun N. Akroush ,Mutaz M. Al-Debei (2015)

This study is based on the integrated factors affecting consumer attitudes towards online shopping. Online consumers' shopping attitudes are mainly affected by perceived relative advantage and trust. Trust is a product of relative advantage and that the latter is a function of perceived website reputation. Relative advantage and perceived website reputation are key predictors of perceived website image. Perceived website image was found to be a direct predictor of trust. Also, the authors found that 26% of variation in online shopping attitudes was directly caused by relative advantage, trust, and perceived website image.

Kalpana Mathur, Arti Sharma (2014)

This study is based on the online shopping habits of consumers in India and conclude that offline shopping is more time consuming than online shopping and online shopping habits are gaining quick market and are growing every year because of the increasing this study also says that that discount coupons are emerging as an attractive feature calling for more consumers to shop online

Srinivas (2015)

The study focus on the impact of demographic factors of Indian consumers on online shopping behaviour and says that the respondents have perceived online shopping in a positive manner which clearly justifies that there is a growth of online shopping in the country. And says that the frequency of online users are less and suggest the company to frame some strategy to increase the frequency of the online shoppers

Ganapathi (2015)

This study focus on the factors that affect the shopping behaviour of consumers in Chennai. The study consists of 300 Samples where taken to make this study and came to an conclusion that the Online retailers need to ensure that the online shopping process in their websites is designed to be as easy, simple and convenient as possible for online consumers to shop online. With easy to use and user friendly websites, this will encourage buyers to make a purchase decision

that may more likely return for repeat purchases. In addition, online retailers also need to ensure that they provide an efficient delivery service to their consumers.

Abdullah Osman (2016)

This study aimed to identify factors on youth for intention to buy online shopping in Malaysian Public University. The factors were attitude, subjective norm and website usability. A total of 253 questionnaires were collected and analyzed using several statistical analyses including demographic profile, descriptive analysis, reliability analysis, correlation test and regression test. The result revealed that youth were significantly related comprises of attitude, subjective norm and website usability. Furthermore, the study findings confirmed that website usability was perceived to be the most important factor, whereas other variables has moderate influence on consumers' into online shopping

Sujan Chakravorty (2018)

This study is undertaken to understand the behaviour of online shoppers through a self-constructed questionnaire of 160 respondents from Dhaka city. The survey reveals that consumers shop online to save time, and for available varieties of products and services. Both male and female both have the same type of behaviour towards liking and disliking factors; they like home delivery facility and dislike inability to touch and feel the product most.

S.Balamurali (2018)

The study was under taken to know about the customers behaviour towards online shopping the study was taken to know about the customers behaviour to and to help the firms to fine turn up their business strategy .The researchers came to an conclusion that the sites that should not only have an attractive feature but it also should have an user friendly interface and should have an positive review and good feedback

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

Discriptive research design is used for obtain this study

3.2 SAMPLING TECHNIQUE

The number of samples were collected through questionnaire and the analytical tools were used to measure the data that has been collected

3.3 SOURCE OF DATA

Two source of data are mainly used in this study they are

- Primary data
- Secondary data

Primary data collection:

The primary data was collected from the respondent of 125 from different region of Tamil Nadu through questioner framed by the factors that may affect the purchasing decision of the customer in online shopping

Secondary data collection:

This data are which have already been collected, tabulated and presented by someone in the form of journals, magazines, study in internet ect, we used that for data collection

3.3 STRUCTURE OF QUSTIONNAIRE

Multiple choice questions were given to respondents.

3.4 SAMPLE SIZE

The number of samples which were used for this study was 125

3.5 PERIOD OF STUDY

It was a three month study from January to March

3.6 ANALYTICAL TOOLS

The techniques used for analysis are

- Percentage analysis
- Chi square test
- Anova
- Correlation

CHAPTER 4

DATA ANALYSIS AND INTERPREATION

4.1 PERCENTAGE ANALYSIS

TABLE 4.1.1: SHOWS THE GENDER RESPONDENTS

Particulars	No. of respondent	Percentage of Respondent
Male	66	52.8
Female	59	47.2
Total	125	100

INTERPRETATION

The above chart shows that there are 52.8% of male and 47.2% of female respondents in this study

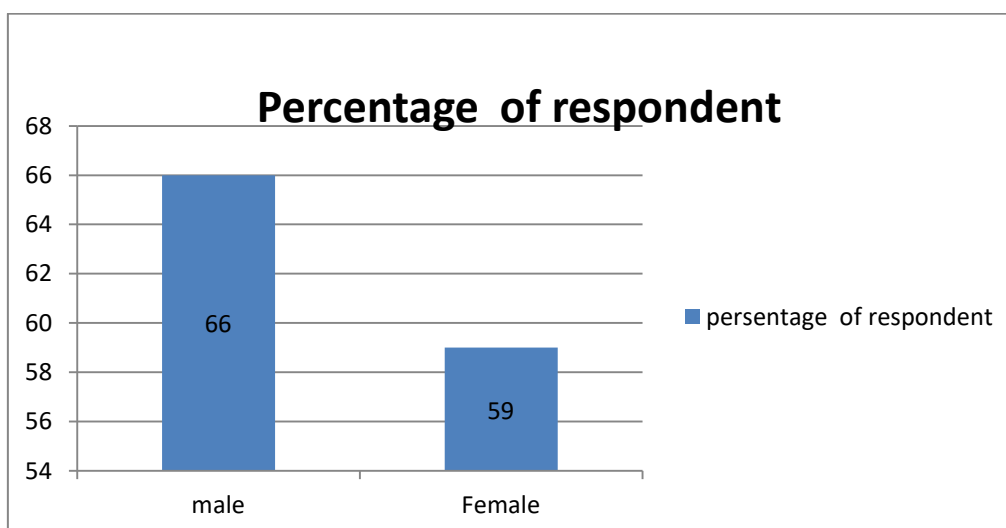


CHART 4.1.1; SHOWS GENDER WISE RESPONDENTS

. TABLE 4.1.2; SHOWS THE AGE WISE OF THE RESPONDENTS

Particulars	No. of respondent	Percentage of respondent
18- 20 years	21	16.8
21 -30 years	63	50.4
31 – 40 years	36	28.8
41- 50 years	3	2.4
Above 50	2	1.6
Total	125	100

INTERPRETATION

The above chart shows that (50.4%) of them are form the age group of 21 to 30. (28.8%) of people are from the age group of 31 to 40. (16.8%) of people are from the age group of 18 to 20 (2.4%) of people are from the age group of 41 to 50. (1.6%) of people are from the age group of above 50

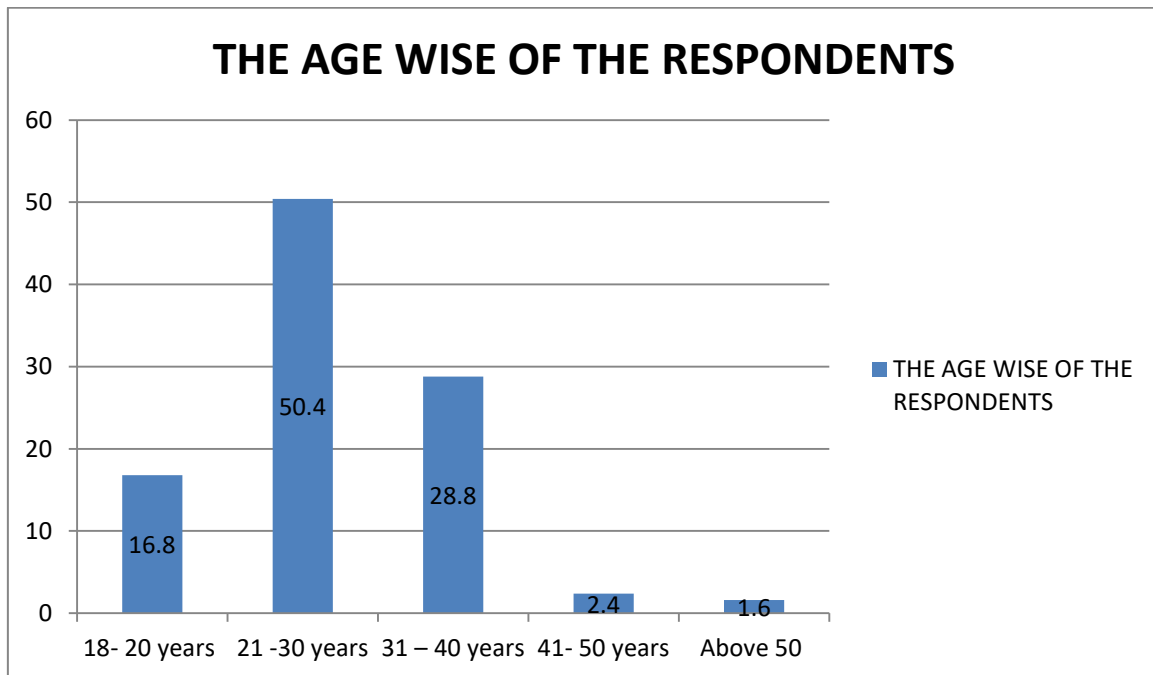


CHART 4.1.2: SHOWES THE AGE WISE OF THE RESPONDENTS

TABLE 4.1.3: QUALIFICATION WISE OF THE RESPONDENTS

Particular	No. of respondents	Percentage of respondent
H.S.C	4	3.2
Diploma	12	9.6
UG	62	49.6
PG	45	36
Others	2	1.6
Total	125	100

INTERPRETATION

The above chart shows that 49.6% of respondent's qualification is UG 36% of peoples qualification is PG 9.6% of peoples qualification is diploma 3.2% of peoples qualification is H.S.C 1.6% of peoples qualification are others.

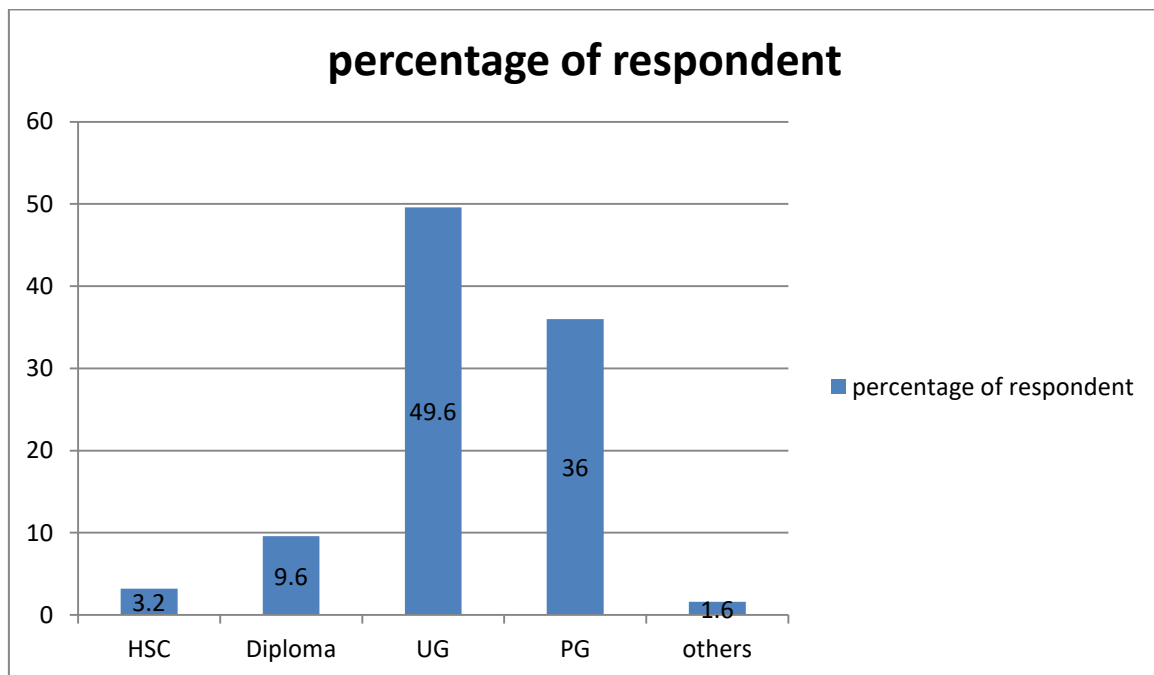


CHART 4.1.3: SHOWS THEQUALIICATION WISE RESPONDENT

TABLE 4.1.4 OCCUPATION WISE OF RESPONDENTS

Particulars	No. of respondents	Percentage of respondent
Salaried	31	24.8
Professional work	36	28.8
Self- employee	17	13.6
Student	35	28
Others	6	4.8
Total	125	100

INTERPRETATION

The above chart show that 28.8% of people are professional workers 24.8% of people are salaried 13.6% of people are self-employee 28% of students are students & 4.8% of people are from other category.

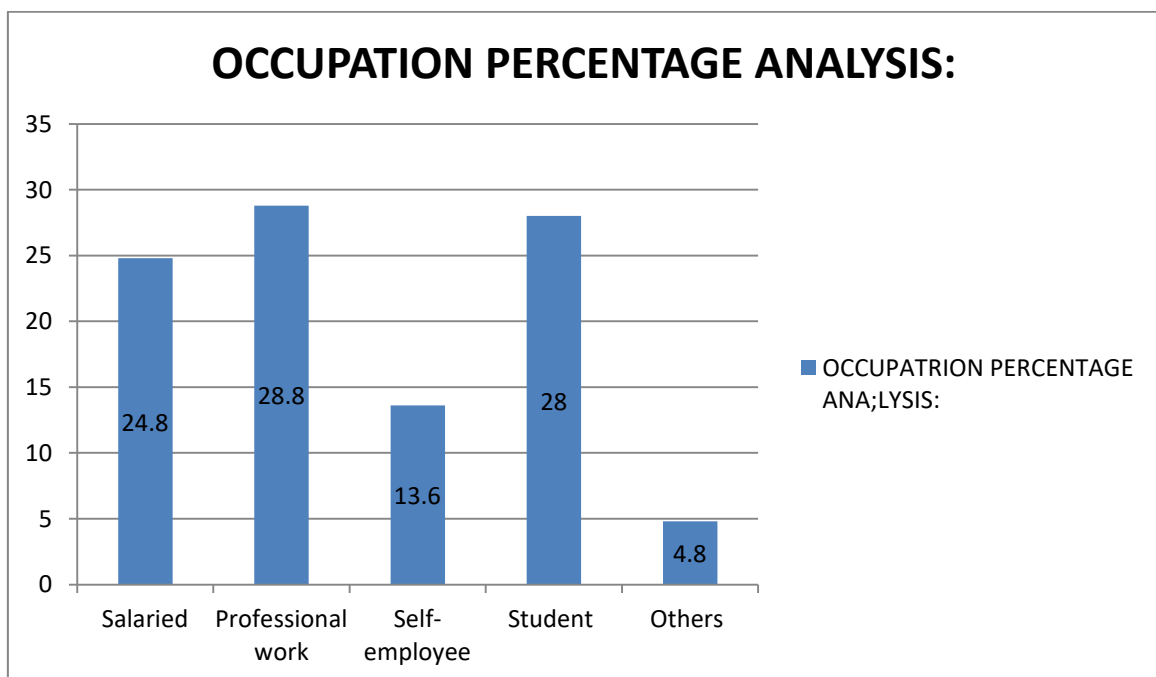
**CHART 4.1.4: SHOWS THE OCCUPATION LEVEL RESPONDENT**

TABLE 4.1.5: INCOME LEVEL OF THE RESPONDENTS

Particulars	No. of respondents	Percentage of respondent
Below 10000	33	26.4
11000- 20000	13	10.4
21000- 30000	28	22.4
31000- 40000	37	29.6
Above 41000	14	11.2
Total	125	100

INTERPRETATION

The above chart shows that 29.6% of people are for the income level of 31000 to 40000 22.4% of people are from the income level of 21000 to 30000 10.4% of the people are from the income level of 11000 to 20000 26.4% of the people income level is below 10000 & 11.2% of peoples income level is above 40000.

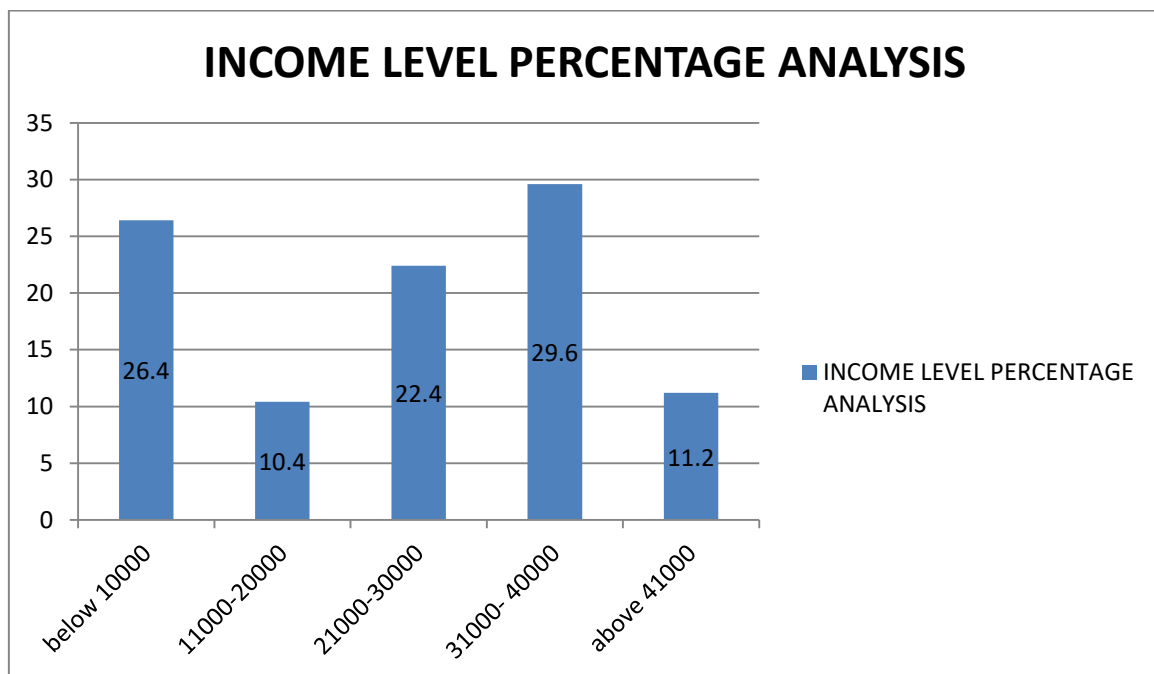
**CHART 4.1.5: SHOWS THE INCOME LEVEL OF RESPONDENTS**

TABLE4.1.6: MARITAL STATUS OF RESPONDENTS

Particulars	No. of respondents	Percentage of respondent
Married	43	34.4
Unmarried	66	52.8
Not preferred to say	16	12.8
Total	125	100

INTERPRETATION

The above chart shoes that 52.8% of respondent are un- married 34.4% of respondent are married & 12.8% of respondents where not preferred to say their marital status

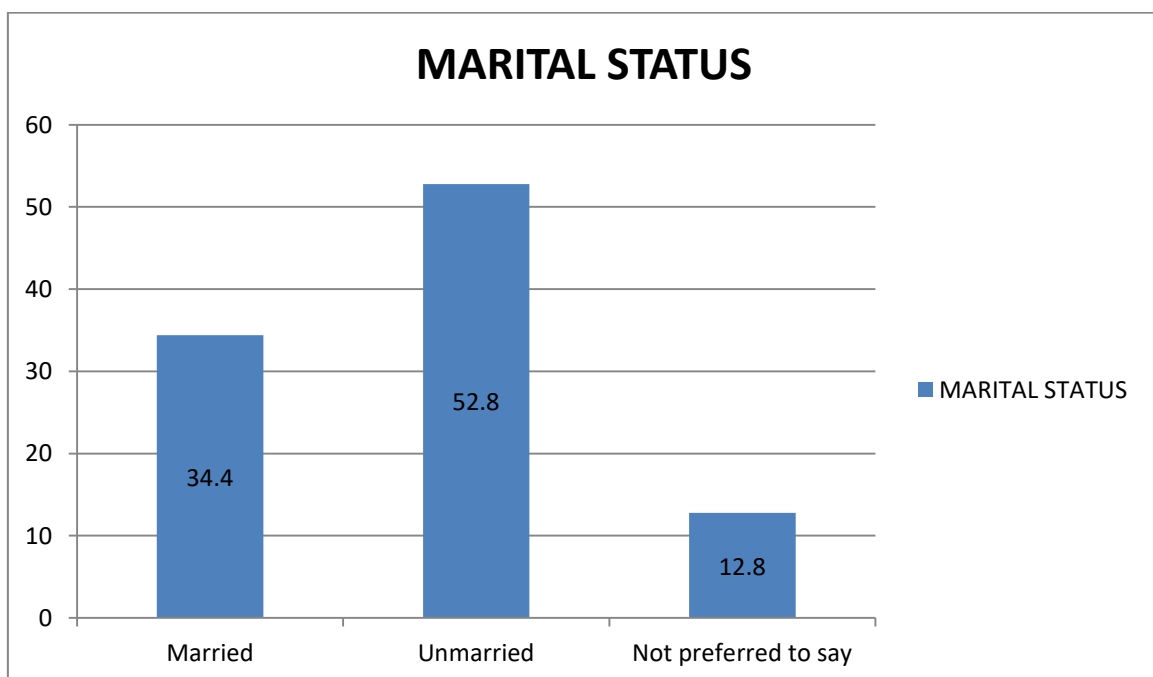


CHART 4.1.6: SHOWS THE MARITAL STATUS OF THE RESPONDENTS

TABLE 4.1.7: FREQUENCY OF TIME IN ONLINE PER DAY

Particulars	No. of respondents	Percentage of respondent
10-20 min	15	12
21-30 min	14	11.2
31-40 min	14	11.2
41-50 min	19	15.2
More than 50 min	63	50.4
Total	125	100

INTERPRETATION

The above chart shows that 50.4% of the respondents where spending more than 50mintes in online 15.2% of respondent where spending 40-50 min in online 12% of respondents where spending 10-20 min in online & 11.2% of the respondent where spending 21-40 min in online

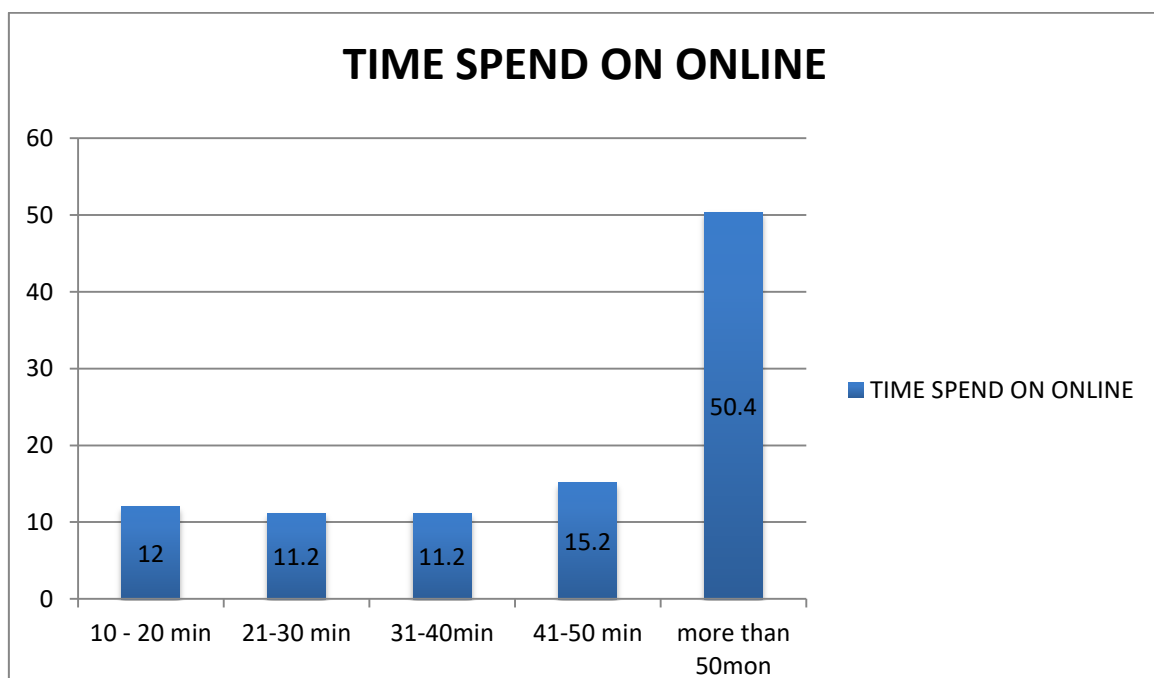


CHART 4.1.7: SHOWS THE FREQUENCY OF TIME SPEND IN ONLINYE PER DAY

TABLE4.1.8: PLACE OF BROWSING:

Particulars	No. of respondents	Percentage of respondent
At office	8	6.4
At home	45	36
Both at office and home	72	57.6
Total	125	100

INTERPRETATION:

The above chart shows that 57.6% of the respondent said they will do online browsing both in their home and in office 36% of the respondent said they will do their online browsing at their home and only 6.4% of respondent said they will do online browsing at their office

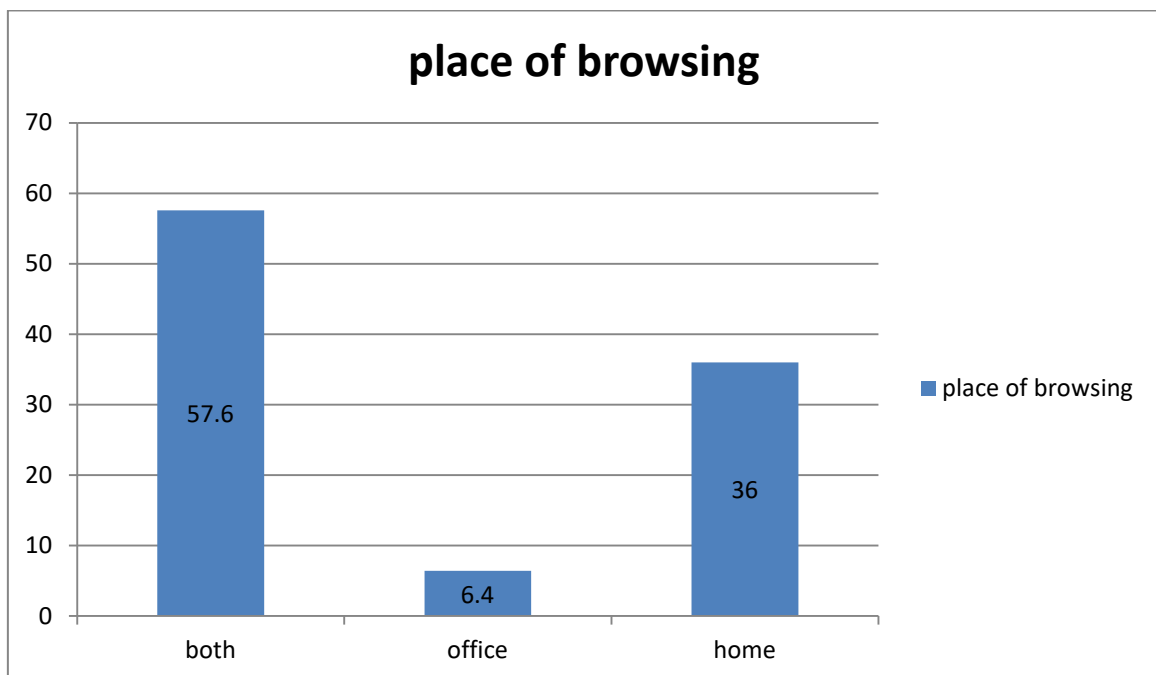


CHART 4.1.8: SHOWS THE BROWSING PLACE OF RESPONDENTS

TABLE 4.1.9: PURCHASE FREQUENCY OF RESPONDENTS

Particulars	No. of respondents	Percentage of respondent
Monthly	33	26.4
Weekly	15	12
Frequently	77	61.6
Total	125	100

INTERPRETATION:

The above chart shows that 61.6% of respondent said they will buy products in online sites frequently 26.4% of respondent said they will buy products in online monthly and 12% of respondent said they will buy products weekly

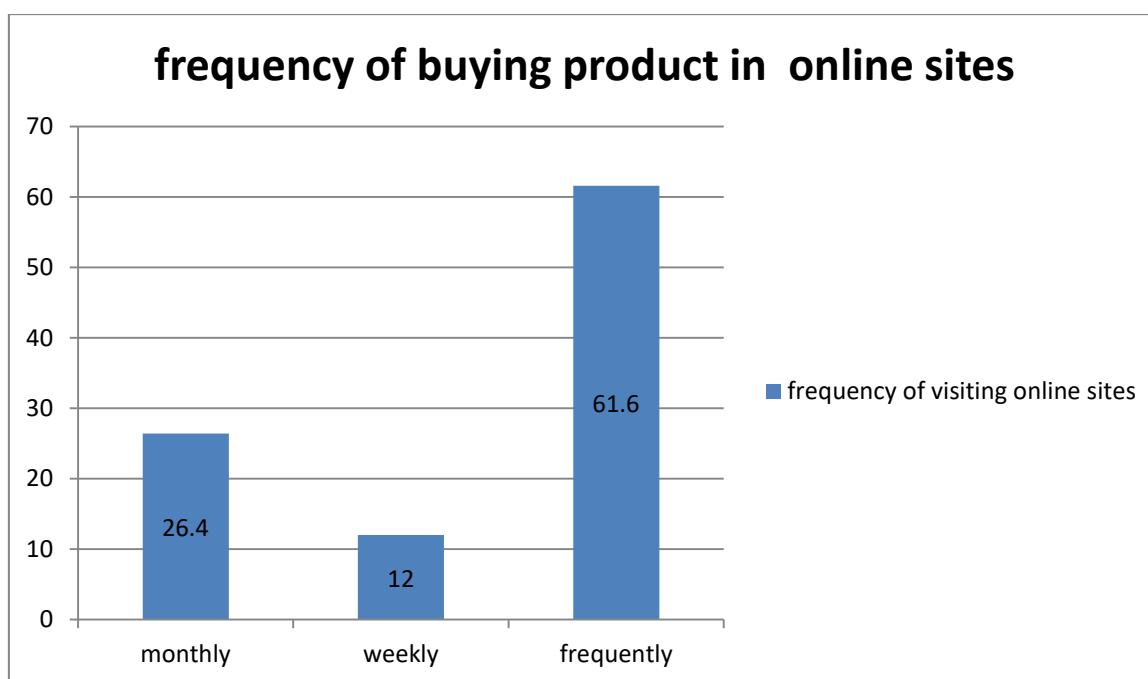


CHART 4.1.9: SHOWS THE PURCHASE FREQUENCY OF RESPONDENTS

TABLE 4.1.10: FREQUETLY VISITED SITES BY RESPONDENTS

Particulars	No. of respondents	Percentage of respondent
Amazon	68	54.4
Flipkart	44	35.2
Myntra	6	4.8
Jiomart	3	2.4
Others	4	3.2
Total	125	100

INTERPRETATION:

The above chart shows that 54.4% of respondents were visiting Amazon for online purchase. 35.2% of respondents were visiting Flipkart for online purchase. 4.8% of respondents were visiting Myntra. 2.4% of respondents were using Jiomart and 3.2% of them are using other online sites.

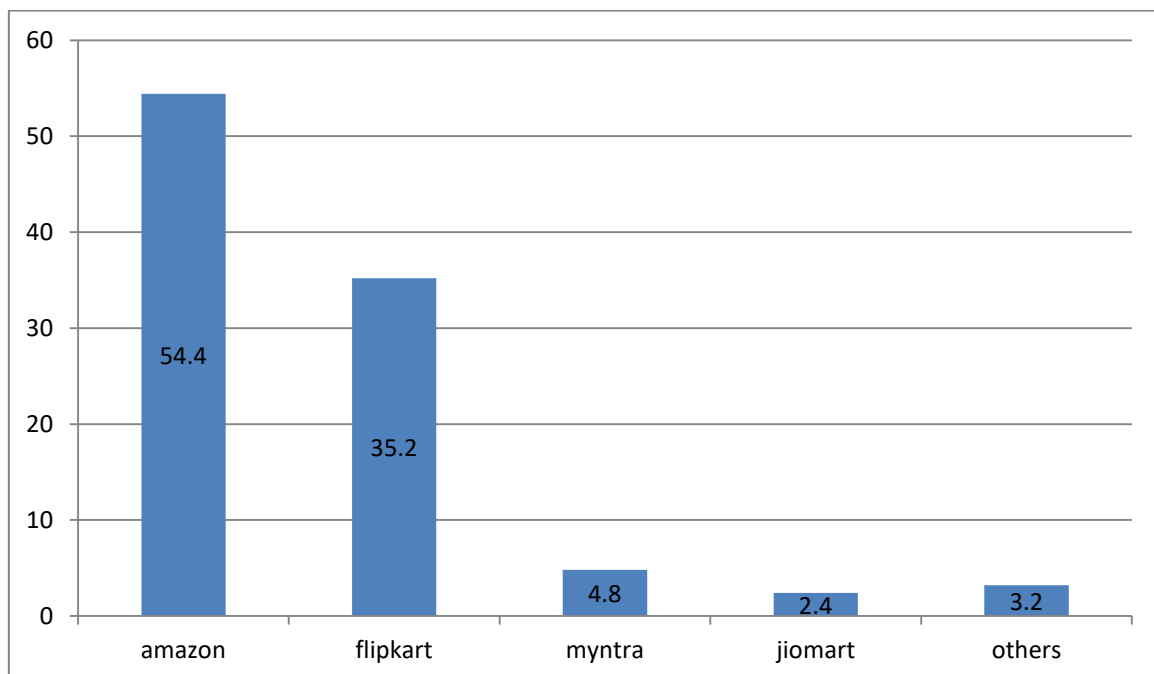
**CHART 4.1.10: SHOWS THE RESPONDENTS MOST VISITED ONLINE SITES**

TABLE 4.1.11: RESPONDENTS PURPOSE OF VISITING

Particulars	No. of respondents	Percentage of respondent
To know about the product	29	23.2
To know about trends	25	20
Time pass browsing	21	16.8
Actual purchase	31	24.8
Others	19	15.2
Total	125	100

INTERPRETATION:

The above chart shows that 20% of the respondents where browsing online to know about the latest trend 23.2% of respondent where browsing to know about the product they want 24.8% of respondent said they visit online site for actual purchase another 16.8% of respondent where visiting online sites for time pass and 15.2% of the respondent use online sites for other purpose.

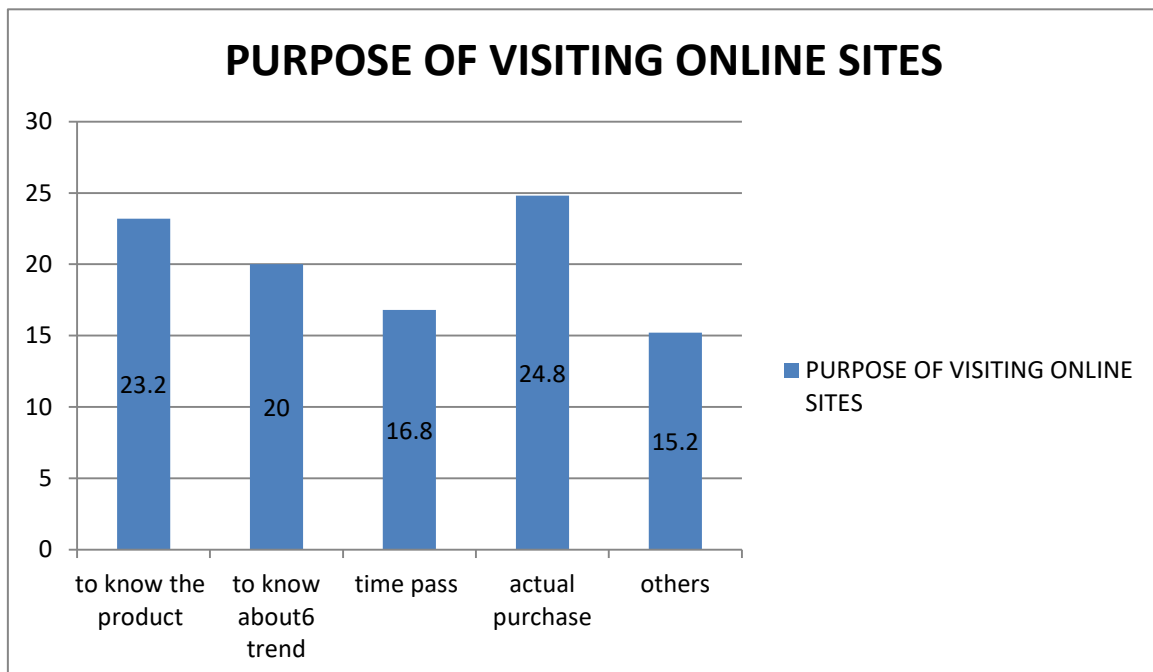
**CHART 4.1.11: SHOWS THE RESPONDENTS PURPOSE FOR VISITING ONLINE SITES**

TABLE 4.1.12: CATOGERY OF PRODUCT RESPONDENTS CHOOSE

Particulars	No. of respondents	Percentage of respondent
Electric & home appliances	66	52.8
Fashion item	35	28
Beauty products	11	8.8
Grocery items	1	.8
Others	12	9.6
Total	125	100

INTERPRETATION:

The above chart shows that 52.8% respondent mostly buy the category of electric & home appliance and 28% for fashion items 8.8% goes for beauty products 9.6% goes for other items and .8% goes for grocery item

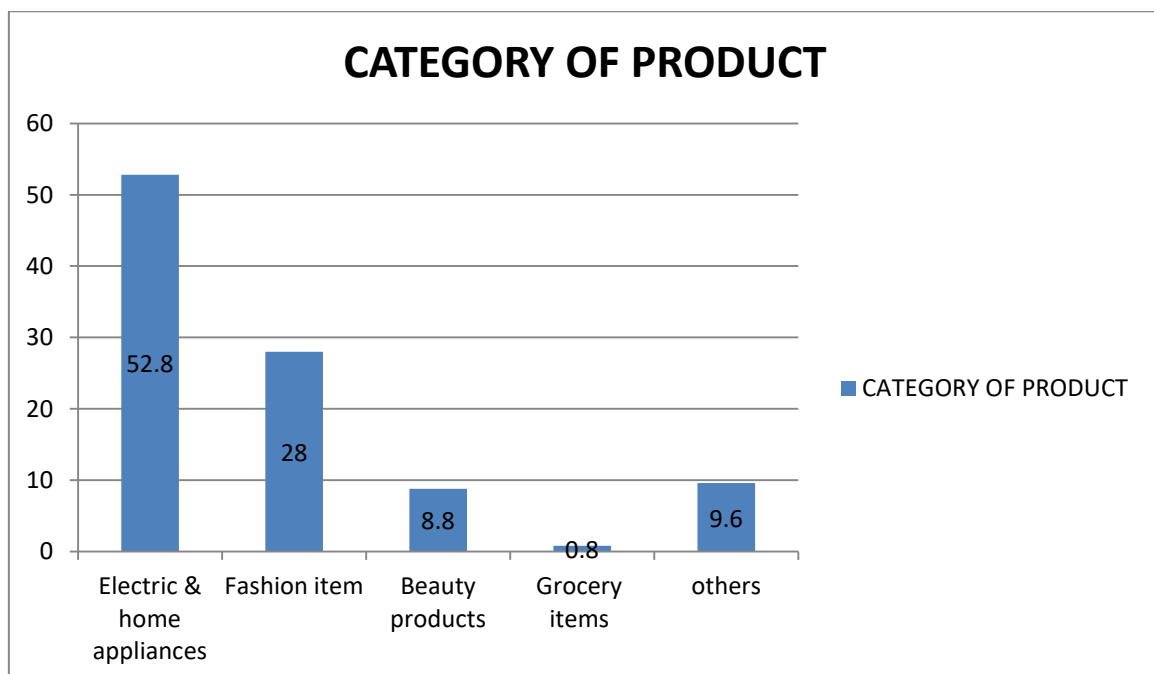
**CHART 4.1.12: SHOWS THE PRODUCT CATOGERTY THAT THE RESPONDENT CHOOSE**

TABLE 4.1.13: FACTORS THAT ATTRACTS CUSTOMERS TO BUY A PRODUCT FOR 1st TIME:

Particulars	No. of respondents	Percentage of respondent
Price offer	40	40
Cash Back offer	26	20.8
Combo offer	10	8
Quality of the product	26	20.8
Others	13	10.4
Total	125	100

INTERPRETATION:

The above chart shows that price offer they provide attracts 40% of the respondent and 20.8% of the respondent said that the discount offer and the product quality attracts them in purchasing the product and 8% of the respondent said that the combo offer attracts them to buy and 10.4% Of the respondent said other factors that make them to buy a product

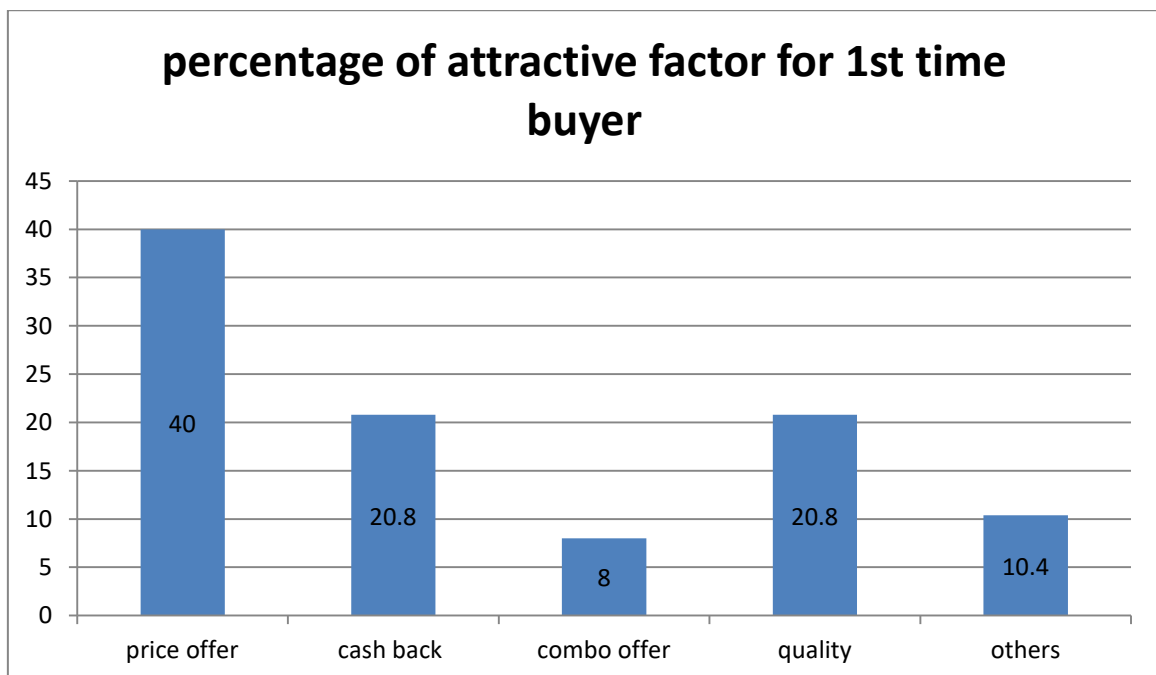


CHART 4.1.13: SHOWS THE FACTORS THAT ATTRACTS THE 1st TIME CUSTOMERS

TABLE 4.1.14: FACTORS THAT THE RESPONDENTS WILL LOOK FURTHER FOR PURCHASING ONLINE

Particulars	No. of respondents	Percentage of respondent
Customer review	60	48.4
Through price offer	18	14.5
Through brand name	19	15.3
Have experience in that product	15	12.1
Others	12	9.7
Total	125	100

INTERPRETATION:

The above chart shows that 48.4% of the respondent will see the customer reviews before buying a product and 15.3% of the respondent said they will be looking for the brand name of the product 14.5% of the respondent said they will look for the price offered for the product where 12.1% of the respondent said they will purchase the product if they already have an experience in using that product and 9.7% of the respondent said the other.

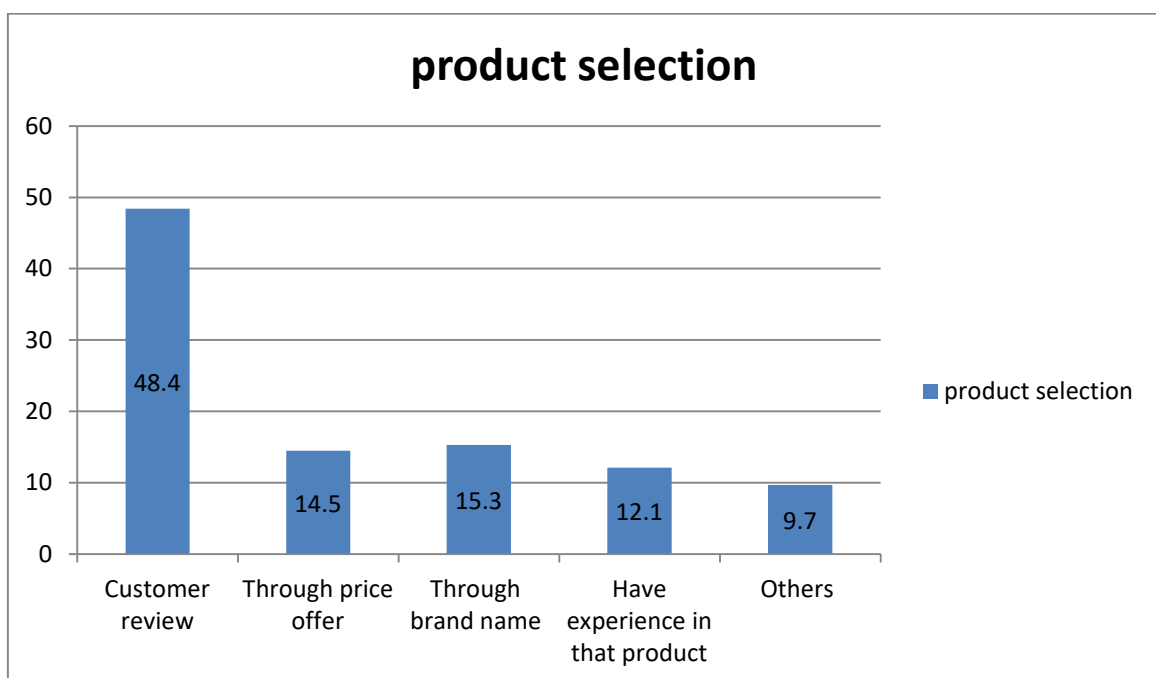


CHART 4.4.14 SHOWS THE FACTOR THAT INFLUENCE RESPONDENT IN PRODUCT SELECTION

TABLE 4.1.15: RESPONDENTS WILLINGNESS TO BUY THE PRODUCT SOON AFTER ITS LAUNCH

Particulars	No. of respondents	Percentage of respondent
Yes	22	17.6
No	45	36
Maybe	58	46.4
Total	125	100

INTERPRETATION:

The above chart shows that 46.4% of the respondent said that they may buy a product in online soon after it release or launch and 17.6% of the respondent said they will buy the product after its launch and 36% of people said they will not buy product soon after the launch

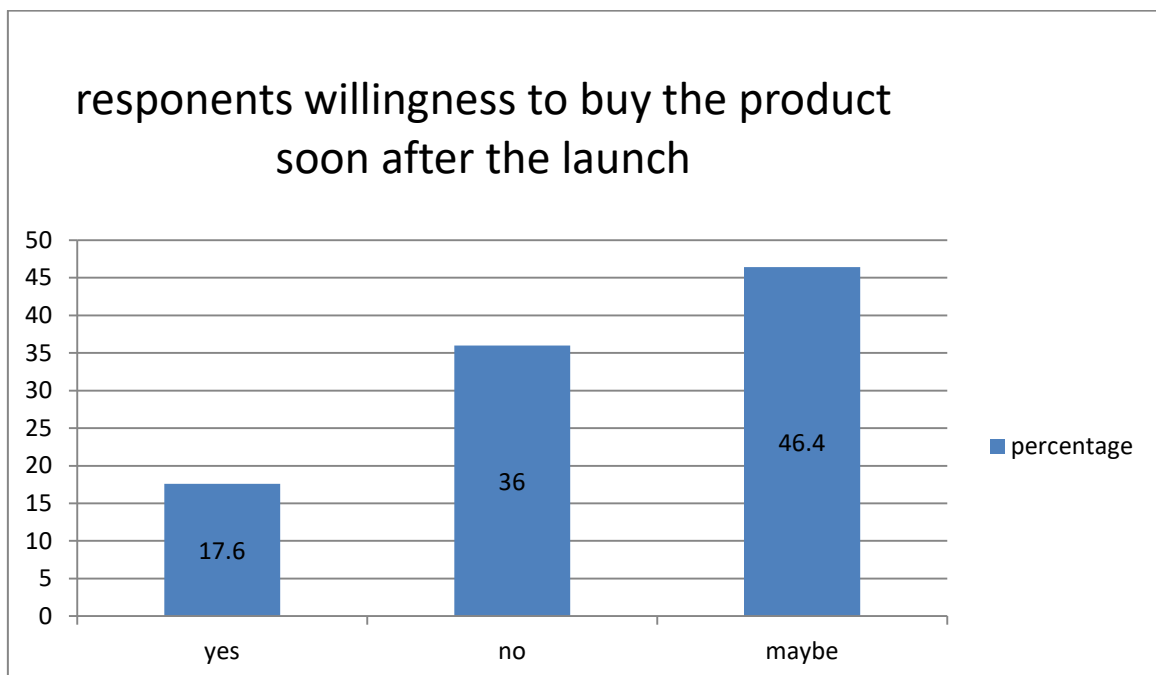


CHART 4.1.15: SHOWS THE REpondents WILLNESS TO BUY THE PRODUCT IN ONLINE SOON AFTER THE LAUNCH

TABLE 4.1.16 ONLINE BUYING SAVES TIME

Particulars	No. of respondents	Percentage of respondent
Strongly agree	15	12
Agree	65	52
Neutral	37	29.6
Disagree	8	6.4
Strongly disagree	0	0
Total	125	100

INTERPRETATION:

The above chart shows that 12% of respondent were strongly agreeing that online buying will save their time 52% of respondent agrees that online buying will save time and 29.6% of respondent are in neutral stage neither agree or disagree and 6.4% of respondent disagreed the statement

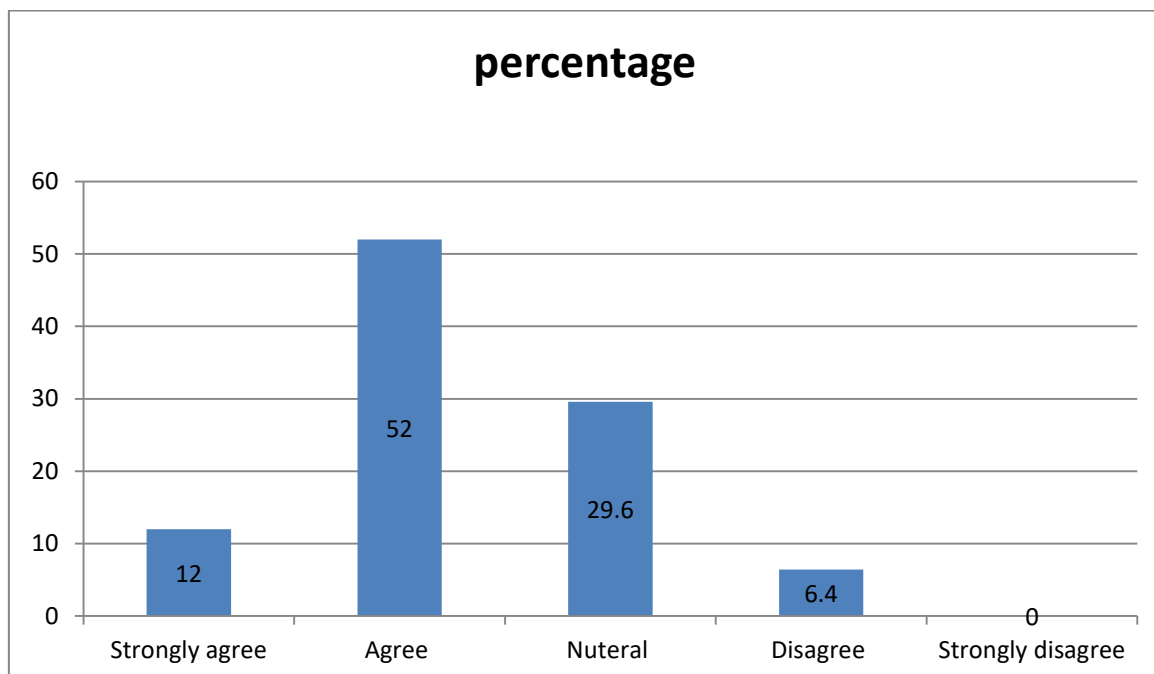
**CHART 4.1.16: SHOWS THE PERSENTAGE OF RESPONDENTS ONLINE BUYING SAVES TIME**

TABLE 4.1.17: POSTIVE ABOUT ONLINE SHOPPING

Particulars	No. of respondents	Percentage of respondent
Less price	17	13.6
Original products	9	7.2
Can get user review before buying	58	46.4
Return policy	31	24.8
Others	10	8
Total	125	100

INTERPRETATION:

The above chart shows 46.4% of the respondents positive thing about the online buying is that they can get the user review before purchasing the product 24.8% of respondents said that the return policy was the positive thing in online buying where 13.6% said less price 7.2% said Original products and 8% said others

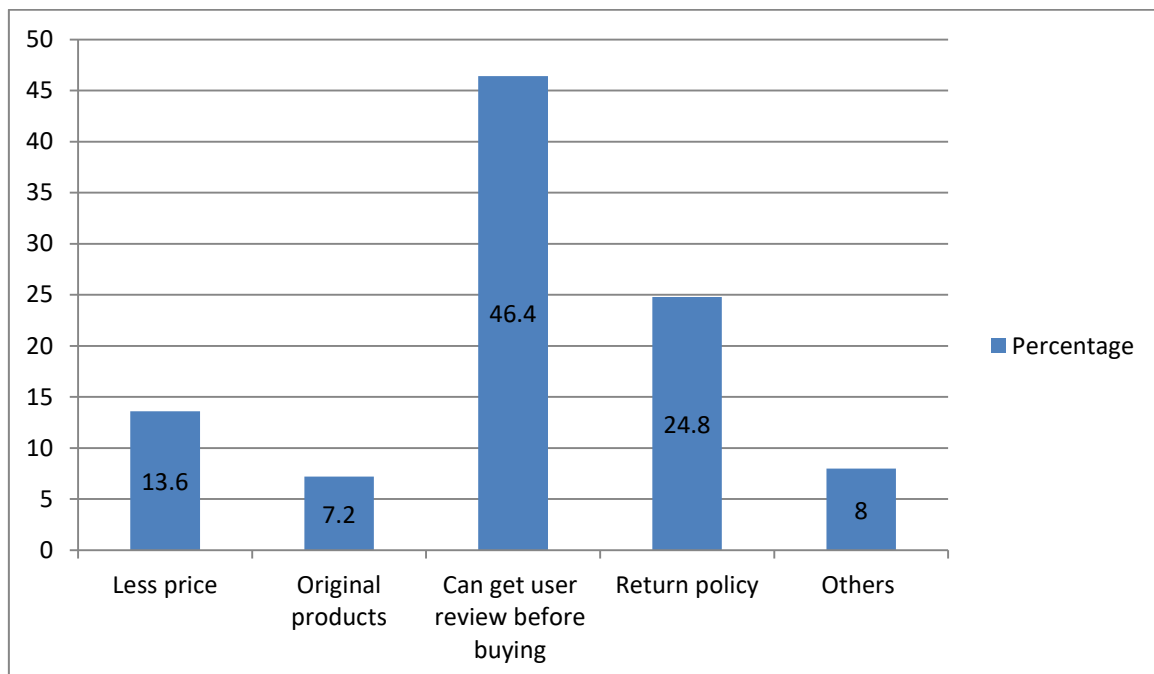
**CHART 4.1.17: SHOWS THE RESPONDENTS POSTIVE OPENION ABOUT ONLINE SHOPPING**

TABLE 4.1.18 NEGATIVE ABOUT ONLINE SHOPPING

Particulars	No. of respondents	Percentage of respondent
Delay in delivery	28	22.4
Fake & cheap quality	49	39.2
Damage	25	20
High delivery charge	8	6.4
Others	15	12
Total	123	100

INTERPRETATION:

The above chart shows that 39.2% of the respondent said that the fake and cheap quality of the products are the negative in online buying where 22.4% said delay in delivering the product 20% said damaged product 6.4% says high delivery charges and 12% says others

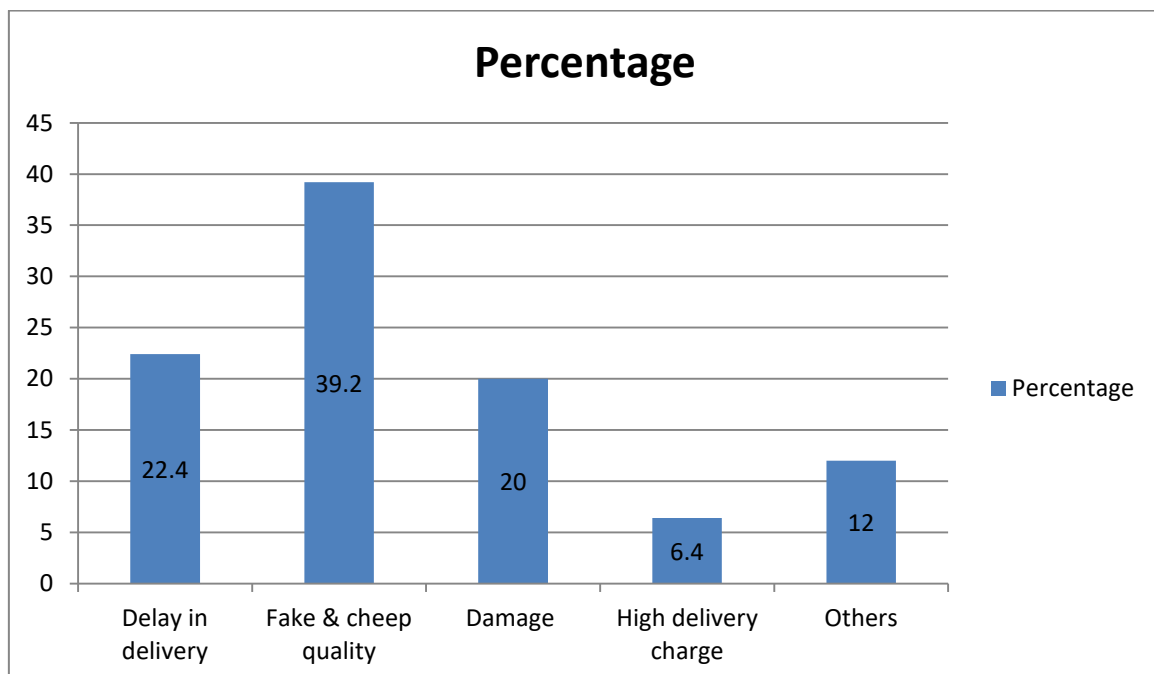
**CHART 4.1.18: SHOWS ABOUT RESPONDENTS NEGATIVE FEEDBACK ON ONLINE**

TABLE 4.1.19 SATISFACTION LEVEL OF RESPONDENT IJN ONLINE SHOPPING

Particulars	No. of respondents	Percentage of respondent
Highly satisfied	12	9.7
Satisfied	55	44.4
Neutral	48	38.7
Dissatisfied	8	6.5
Highly dissatisfied	1	.8
total	125	100

INTERPRETATION:

The above chart shows that 44.4% of the respondent where satisfied in online shopping where 9.7% are highly satisfied 38.7% are in neutral stage 6.5% where dissatisfied and .8% where highly dissatisfied in online shopping

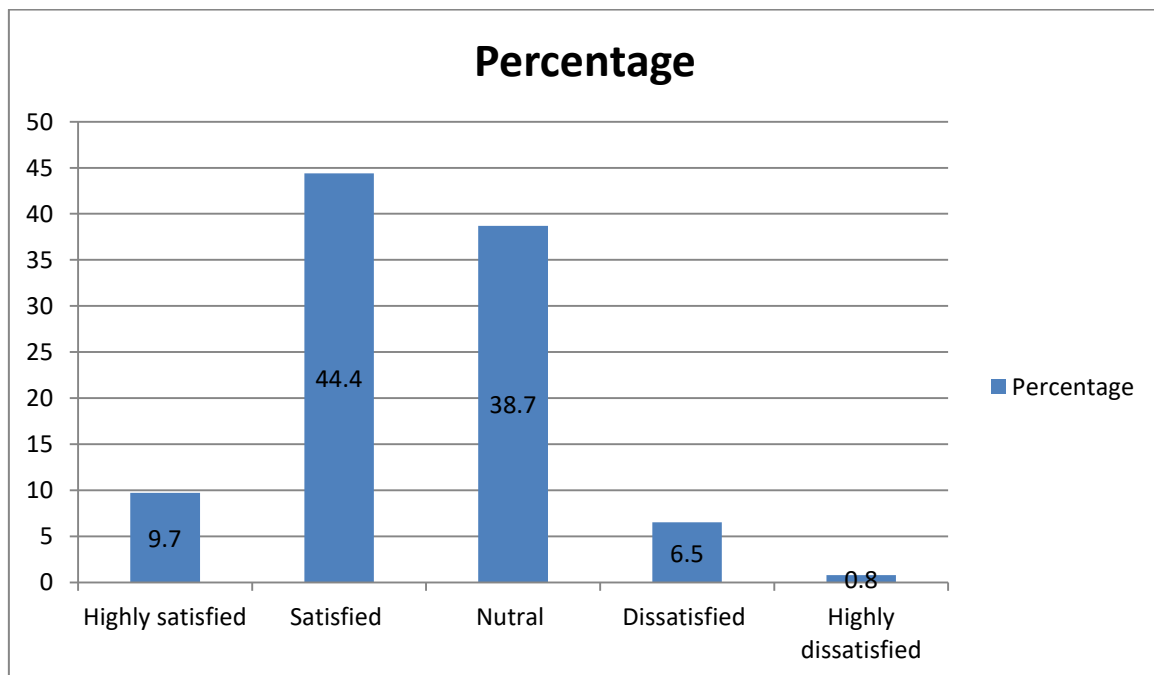


CHART 4.1.19: SHOWS THE RESPONDENTS SATISFACTION LEVEL ON ONLINE SHOPPING

TABLE 4.1.20 SUGGEST YOUR FAMILY TO BUY PRODUCT ON ONLINE

Particulars	No. of respondents	Percentage of respondent
Yes	77	61.6
No	14	11.2
Maybe	34	27.2
Total	125	100

INTERPRETATION:

The above chart shows that 61.6% of the respondents will suggest their family and friend to buy products in online and 27.2% said they may suggest thair family and frienda to buy the product in online and 11.2% said they will not suggest their family and friends to buy products in online

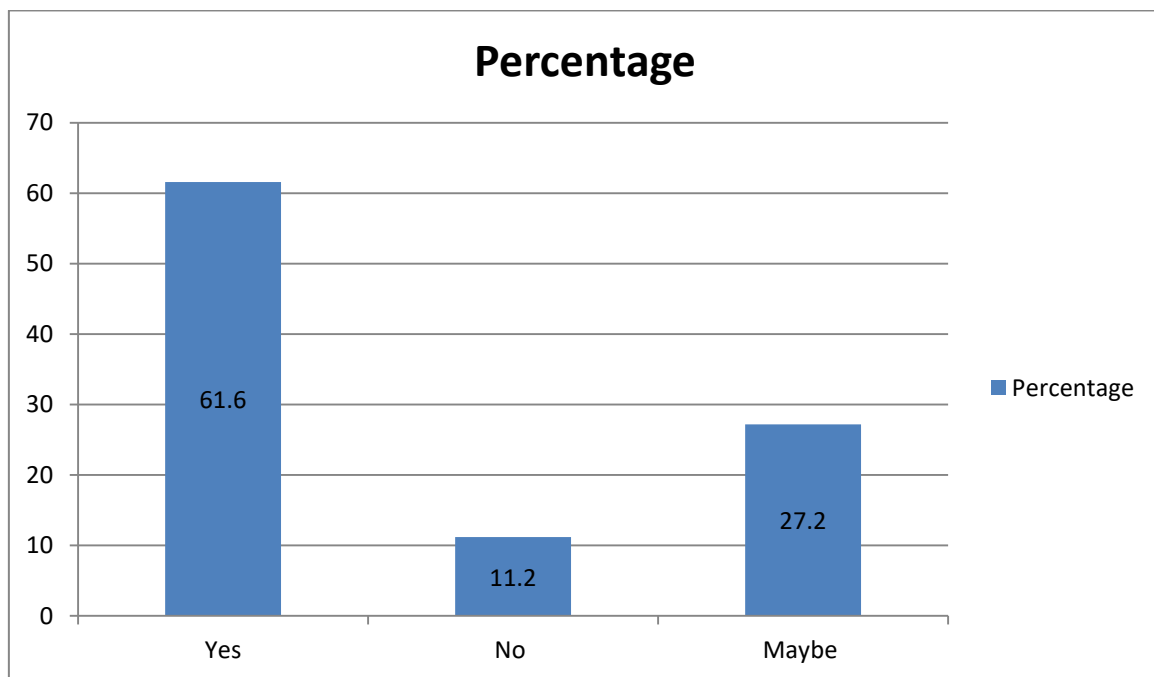


CHART 4.1.20:SHOWS THE PERCENTAGE OF RESPONDES SUGGESTION TO FAMILY OR FRIENDS

4.2 ANOVA

H0 (Null hypothesis) There is no significant difference between the occupation with regards to frequency of buying products in online

H1 (Alternate hypothesis) There is significant difference between the occupation with regards to frequency of buying product in online

TABLE 4.2.1 OCCUPATION * FREQUENCY OF BUYING PRODUCT

ANOVA

Occupation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.616	2	7.308	4.687	.011
Within Groups	190.216	122	1.559		
Total	204.832	124			

INTERPRETATION

As the result of anova the significance value is .011 which is less than 0.05. So H1 is accepted there is significant difference between the occupation with regards to frequency of buying product in online

ANOVA

H0 (Null hypothesis) There is no significant difference between age with regards to category of the product selected

H1 (Alternate hypothesis) There is significant difference between age with regards to category of the product selected

TABLE 4.2.2 shows the Product category * Age Cross tabulation

ANOVA

Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.388	4	.847	1.307	.271
Within Groups	77.780	120	.648		
Total	81.168	124			

INTERPREATION

As the result of anova result shows the significant value is .271 which is higher than 0.05 .That mean H0 is accepted there is no significant difference between ages with regards to category of product selected

4.3 CORRELATION

H0 (Null hypothesis) There is no significant relationship between positive opinion and suggestion to family or friends

H1 (Alternate Hypothesis) There is an significant relationship between positive opinion and suggestion to family or friends

TABLE 4.3.1 SHOWES THE CORRELATION BETWEEN POSTIVE OPENION & SUGGESTION TO FRINDS &FAMILY

Correlations			
		Positive about online buying	Suggest to family and friends
Positive about online buying	Pearson Correlation	1	.070
	Sig. (2-tailed)		.435
	N	125	125
Suggest to family and friends	Pearson Correlation	.070	1
	Sig. (2-tailed)	.435	
	N	125	125

Calculated value =.435

INTERPETATION

The calculated value is .435 which is greater than 0.05. So accept H0 there is no significant relationship between positive opinion and suggestion to family or friends

CHAPTER 5

FINDINGS,SUGGESTION AND CONCLUTION

5.1 FINDINGS

- 52.8% of male and 47.2% of female respondents are their in this study
- (50.4%) of them are form the age group of 21 to 30. (28.8%) of people are from the age group of 31 to 40. (16.8%) of people are from the age group of 18 to 20 (2.4%) of people are from the age group of 41 to 50. (1.6%) of people are from the age group of above 50.
- 49.6% of respondent's qualification is UG 36% of peoples qualification is PG 9.6% of peoples qualification is diploma 3.2% of peoples qualification is H.S.C 1.6% of peoples qualification are others.
- 28.8% of people are professional workers 24.8% of people are salaried 13.6% of people are self-employee 28% of students are students & 4.8% of people are from other category.
- 29.6% of people are for the income level of 31000 to 40000 22.4% of people are from the income level of 21000 to 30000 10.4% of the people are from the income level of 11000 to 20000 26.4% of the people income level is below 10000 & 11.2% of peoples income level is above 40000.
- 52.8% of respondent are un-married 34.4% of respondent are married & 12.8% of respondents where not preferred to say their marital status.
- 50.4% of the respondents where spending more than 50mintes in online 15.2% of respondent where spending 40-50 min in online 12% of

respondents where spending 10-20 min in online & 11.2% of the respondent where spending 21-40 min in online.

- 57.6% of the respondent said they will do online browsing both in their home and in office 36% of the respondent said they will do their online browsing at their home and only 6.4% of respondent said they will do online browsing at their office.
- 61.6% of respondent said they will buy products in online sites frequently 26.4% of respondent said they will buy products in online monthly and 12% of respondent said they will buy products weekly.
- 54.4% of respondents where visiting amazon for online purchase 35.2% of respondents where visiting flipkart for online purchase 4.8% of respondents were visiting myntra 2.4% respondent were using jiomart and 3.2% of them are using other online sites .
- 20% of the respondents where browsing online to know about the latest trend 23.2% of respondent where browsing to know about the product they want 24.8% of respondent said they visit online site for actual purchase another 16.8% of respondent where visiting online sites for time pass and 15.2% of the respondent use online sites for other purpose
- 52.8% respondent mostly buy the category of electric & home appliance and 28% for fashion items 8.8% goes for beauty products 9.6% goes for other items and .8% goes for grocery item

- price offer they provide attracts 40% of the respondent and 20.8% of the respondent said that the discount offer and the product quality attracts them in purchasing the product and 8% of the respondent said that the combo offer attracts them to buy and 10.4% Of the respondent said other factors that make them to buy a product
- 48.4% of the respondent will see the customer reviews before buying a product and 15.3% of the respondent said they will be looking for the brand name of the product 14.5% of the respondent said they will look for the price offered for the product where 12.1% of the respondent said they will purchase the product if they already have an experience in using that product and 9.7%of the respondent said the other.
- 46.4% of the respondent said that they may buy a product in online soon after it release or launch and 17.6% of the respondent said they will buy the product after its launch and 36% of people said they will not buy product soon after the launch
- 12% of respondent were strongly agreeing that online buying will save their time 52% of respondent agrees that online buying will save time and 29.6% of respondent are in neutral stage neither agree or disagree and 6.4% of respondent disagreed the statement
- 46.4% of the respondent's positive thing about the online buying is that they can get the user review before purchasing the product 24.8% of respondents said that the return policy was the positive thing in online buying where 13.6% said less price 7.2% said Original products and 8% said others

- 39.2% of the respondent said that the fake and cheap quality of the products are the negative in online buying where 22.4% said delay in delivering the product 20% said damaged product 6.4% says high delivery charges and 12% says others
- 44.4% of the respondent where satisfied in online shopping where 9.7% are highly satisfied 38.7% are in neutral stage 6.5% where dissatisfied and .8% where highly dissatisfied in online shopping.
- 61.6% of the respondents will suggest their family and friend to buy products in online and 27.2% said they may suggest thair family and frienda to buy the product in online and 11.2% said they will not suggest their family and friends to buy products in online.
- The anova Calculated valu .011 shows that there is an significant difference between occupation with regards to frequency of buying product in online
- The avova Calculated value .271 shows that there is no significant diffrence between the age with regards to catogery of product selected
- The correlation value .435 says there is no significant relationship between positive opinion and suggestion to family or friends

5.2 SUGGESTION

- As the result of the study certain suggestion are put forward in order to Increase the customers to go online
- Most of the repondents said that thay would buy eoelectronic items in online and most of the respondents not preferd to buy fashtion or grocery items in online so the sites can focus on incresing the sales that catogery of products also.

- There is an option to return the product if you don't like in some of the online and most of the online sites will not refund the shipping charges and some items can't be returned so the sites may take care of their return policy

5.3 CONCLUSION

The study concludes that most of the customers visit online sites for various reasons like to know about the latest trend in the market to know the details and specification about some product and to compare the product price through online shopping it helps them in saving their time. Though it has many positives there are also some negatives in online shopping like fake online sites, fake products, cheap quality products etc. Today most of the people have been changed to shop online and it is growing up and many existing retailers are changing to online selling and most of the people trust online shopping is the safest way of shopping though it has some drawbacks. Most of them are from the age group of 18 to 30 and shows the growth and the future of online retailers and customers change from offline to online.

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APPENDIX 1

QUESTIONNAIRE:

1) GENDER

- a. Male
- b. Female

2) AGE

- a. 18-20
- b. 21-30
- c. 31-40
- d. 41-50
- e. Above 50

3) Qualification

- a. HSC
- b. Diploma
- c. UG
- d. PG
- e. others

4) Occupation

- a. Salaried
- b. Self-Employee
- c. Professional work
- d. Students
- e. Others

5) Marital status

- a. Married
- b. Unmarried

6) Can you mention the frequency of time you spend in online per day?

- a. 10-20min
- b. 21-30min
- c. 31-40min
- d. 40-50min
- e. more than 50

7) How frequently you buy products in online

- a. Mostly
- b. Sometimes
- c. frequently

8) Which online sites you use the most

- a. Flipkart
- b. Myntra
- c. Amazon
- d. Ajo
- e. Others

9) Can you mention your place of browsing

- a. At office
- b. At home
- c. both at home & office

10) Can you mention your purpose for visiting the online sites?

- a. Time pass browsing
- b. Actual shopping
- c. To know about trends
- d. to know about the product
- e. others

11) What makes you to buy the products in online?

- a. price offer
- b. Discount provided
- c. Quality of the product
- d. Combo offers
- e. Others

12) Which category of products you prefer the most in online shopping

- a. Electronics & home appliances
- b. Fashion items
- c. Beauty products
- d. Grocery items
- e. Others

13) How do you select products in online sites?

- a. Through customer review
- b. Through price discounts
- c. Through the quality of the product
- d. Already have an experience in using the product
- e. Others

14) Will you buy a new product in online soon after it was launched?

- a. Yes
- b. No
- c. Maybe

15) Do you agree that online buying saves your time?

- a. Strongly Agree
- b. Agree
- c. Neutral
- d. Disagree
- e. Strongly Disagree

16) Which of the following attracts you to buy a products in online

- a. Advertisement
- b. Suggestion from friends
- c. Brand ambassadors
- d. Offers they provide
- e. Others

17) Will you go to offline purchase if they give a discount offer higher than online sites?

- a. Yes
- b. No
- c. Maybe

18) What's is your positive opinion about online shopping

- a. Less price
- b. Can get the user review before buying the products
- c. Compare the products
- d. Return policy
- e. others

19) Which are the negative thing you have been faced during the online shopping

- a. Delay in delivering the products
- b. Fake & Cheep quality products
- c. Damaged products
- d. High delivery charges
- e. Others

20) Your satisfaction level towards online shopping

- a. Highly satisfied
- b. Satisfied
- c. Neutral
- d. Dissatisfied
- e. Not satisfied

21) Will you suggest your family or friends to buy product in online

- a. Yes
- b. No
- c. Maybe

APPENDIX 2

ARTICLE- FULL PAPER

A STUDY ON ONLINE SHOPPING HABBIT OF WORKING PROFESSIONALS

Dr.NITHYA, Assistant professor, School of Business Administration, Sathyabama
Institute Of science and Technology, Chennai

JOEL SUBIN.S , Student, School of Business Administration, Sathyabama
Institute of Science and Technology , Chennai

ABSTRACT- Online shopping is a form of electric commerce which allows customers to directly purchase the product or service from the seller over the internet using web browser. Growing number of customers shop in online to purchase product and services to gather information about the product to know the trends in the market and even for entertainment purpose. This helps in studying the purchase behaviour of the customers with different occupation background like student, professional workers, self- employees, salaried persons and their purchase desiccation based on their gender, age and other demographic factors. And the other factors which affect their purchase decision in online .The factors were analysed by collecting the source of data from the respondents and analysing by using different strategic tools. Where online shopping saves the time also which helps in comparing the price and features of the product .And the occupation and frequency of the purchasing the product from online has an significant connection and the growth of the online selling is growing and its shows the future of online selling and online purchasing decision of customers.

KEY WORDS- Online shopping, Purchase behaviour, Demographic factors, factor analysing

INTRODUCTION

Online shooping is a form of electronic commerce witch allows the customers to dirictly buy the product from the seller through internet using browser or through

an application. Through online shopping customers can buy the product from different sellers and compare the price difference and the quality difference of the product. In this era people use to buy products from online sites using different range of computer devices like desktop computers, laptop, mobile phones etc. Customers can also purchase the physical product like paper, electronic items and even food in online and also digital products such as audio file of a song, software etc. The e-tailer send the file through internet to the customer.

The concept of e-commerce first started in the year 1991 were in world wide very few were buying and selling the goods through internet. By late 90's people were aware of internet and for many of them it's a type of luxury at that time and they have no need of it. But in India people were in 2002 only people came to know about online services were IRCTC introduced an online reservation system in India. After that the people of India started to use the internet. And Amazon was the 1st company in India launched its online shopping website in India in February 2012 as Junglee.com, a site which allows customers to compare prices online but not to purchase. It initially sell books, films and TV shows but it have a plan to sell mobile phones and cameras within a week and in future many companies started to launch its online platforms in India and according to Google India there were 35 million online shoppers are there in India in 2014 and they expected it would cross 100 million by 2016. And 2017 the largest e-commerce sites in India were Flipkart, Snapdeal and Amazon but in 2018 Amazon beat Flipkart and become the biggest e-commerce in India in terms of revenue. The spread of e-commerce also led to several niche players in the market and many companies started to merge with many companies and acquired many companies according to the report of Grant Thornton 2.1 billion worth of merges and acquisition were linked in 2017 in Indian e-commerce. And in light of COVID-19 pandemic the Indian government issued a directive to stop delivery of non-essential product through e-commerce platform. This lead many e-commerce platform to merge with each others to sell the products like Myntra partned with Wildcraft to sell protective face mask Flipkart partned with Uber for last mile delivery of essential items to its customers. As per consultant Colliers International the demand for warehousing of 5000 to 10000 sq.ft size has been increase due to COVID lockdowns in the tier one cities like Mumbai, Kolkata, Bangalore, Chennai and Delhi. E-commerce helps Nestle to increase sales

at the rate of 122% which contributes to 3.6% of overall sales during second quarter of 2020 to 2021

OBJECTIVES OF THE STUDY

- The primary objective of the study is to know about the online shopping habit of working professionals
- To analyze the customer attitude and preferences of customers towards online shopping
- To identify the various factors which makes a customer to buy or not to buy a product in online
- To identify the category and kind of product they select and purchase in online platform.

REVIEWS OF PAST STUDYS

Sultan and Henrichs (2000) In his study he concluded that the consumer's willingness and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

Moez Limayem, Mohamed Khalifa, and Anissa Frini(2000) Made a study on what are the factors that make the customers to buy products in online with the data of 705 and found that most of the customers had used the online shopping only once or very rare purchase where made through online and gave a suggestion that it important for businesses is to retain their customers for repeated purchase

Radhejha (2003) Had made astudy on customer preception on online shopping in India and concluded that their was a growth in the online purchase among the customers in india and the lack of touch feel-try ,credibility in payment style , untimely of product delivery are some of the bariears in online shopping

Chung-Hoon Park and Young-Gul Kim (2003) they made a study to identify the key factors affecting consumer purchase behaviour in an online shopping context and found that user interface quality, product and service information quality, security perception and site awareness were found to have significant effects on consumer's site commitment. And found the importance of product information quality and user interface design in the online shopping site

Patricia Sorce & Victor potty (2005)Made a study on Attitude and age differences in online buying and found that Age explained more variance in purchasing behavior if the e consumer had first searched for the product online.

Wang, Liu and Jun Cheng (2008) in this study he examined the influencing and restricting factors for online shopping in China. The exploratory research compares a set of factors for both traditional and online shopping. The author enumerated transaction risk, privacy concern, consumer cognition and Internet experience as the major influencing factors for online shopping in China.

JuxtConsult (2007) This report was based on the survey taken by an Delhi-based online research firm,. As per research findings, eBay is the most preferred site for online shopping followed by Rediff, Google and Yahoo. eBay leads with 34 per cent online shoppers still preferring to visit it the most. Rediff follows at the second spot with 25 per cent online shoppers preferring to visit it. However, both eBay and Rediff have lost usage share on preferred basis in the last one year, while new entrant Futurebazaar along with Google have been the biggest gainers. The top two of the top 10 products bought on the Net by online buyers are train tickets (53%) and air tickets (45%). The research also showed that three-fourth of all regular online Indians (76%) search for products and services online. Yet 'product quality' and 'delivery' concerns may be negating some of the gains made. Though 'misuse of a credit card' is a nonissue among online buyers, the research reveals that 'lack of a credit card' is still a strongly perceived roadblock to growth of online buying

ACNielsen's (2009) this study is based on online shopping habit of customers in (2009). Has revealed that more Indians are taking to shopping online. It suggested an upward trend in online shopping across the world. A significant observation of

this study was that India beat the global counterparts in number of purchases per month. Nearly 24% have bought electronic items and more than 20% have purchased items such as apparel, music and electronic entertainment such as movies, DVDs and games. The most favoured mode of payment for online purchases in India is the use of credit cards followed by cash-on-delivery. As PC and internet penetration grows, the key to increasing online purchases will remain in the hands of marketers in India

Dahiya Richa (2009) This study is based on the Impact of demographic factors of consumers on online shopping behaviour and found that the consumers' response across different demographics factors shows that gender impacts frequency of on-line shopping positively and Family Size impacts overall spend on on-line shopping. And she also said that Online websites should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men. So companies should devise the policies and strategies to attract more number of people in this segment in future also. Online retailers should also look into the possibility of running call centres which could ensure that the customer get a chance to formally interact with the other party before the actual purchase. This is one of the important studies on online shopping in Indian context because it has included people from diverse backgrounds from different cities in India. It includes the random sample of individuals from major cities of India, which are representatives of whole population of India. This study finds unanimity amongst diversity by including people of different age groups falling under different income segments with difference in attitude and buying behaviour.

Neelotpaul Banerjee (2010) The study is made on customers attitude towards online shopping in india this study focuses to understand the customers attitude which will help the online marketers to frame up a good strategy to satisfy the customer needs the study took the respondent of 316 around india and this study result indicate that the customers are consent about the online shopping in india and they said that people do not engage with online shopping because of the online security concern

Ankur kumar Rastugi (2011) This is the study based on the modern approach of online shopping the objective of the study is to know about the reason for buying products in online and to know about the present and future of the online shopping through his study he says that online shopping adds up to faster, easier, safer and less costly shopping. Online shopping has a great advantage for us as it is time saving and also a wide range of products can be selected with the best offer

Kalpana Mathur, Arti Sharma (2014) This study is based on the online shopping habits of consumers in India and conclude that offline shopping is more time concluding than online shopping and online shopping habits are gaining quick market and are growing every year because of the increasing this study also says that that discount coupons are emerging as an attractive feature calling for more consumers to shop online

Srinivas (2015) The study focus on the impact of demographic factors of Indian consumers on online shopping behaviour and says that the respondents have perceived online shopping in a positive manner which clearly justifies that there is a growth of online shopping in the country. And says that the frequency of online users are less and suggest the company to frame some strategy to increase the frequency of the online shoppers

METHODOLOGY

A research methodology is the systematic plan for conducting the research. The methodology may include publication research, Interviews, surveys and other research techniques and may include both historic and present information. The method in this research has undertaken is descriptive research method is adopted for conducting the research. For this primary and secondary data were collected. The primary data was collected from 125 respondents in and around Tamil Nadu through questionnaire by asking the demographic factors and the factors which make them to buy products in online and the secondary data was collected through referring previous research papers published in online, journals in online. After collecting the data statistical tools were used to analyse the data that have been collected through SPSS and Excel to get the correct statistical value

DISCUSSIONS

Through primary and the secondary data collected from the respondents through questionnaire and through journals the data were interpreted and analysed through percentage, correlated, chi square test and anova test was made to know if there is a significant correlation between the variables and the finding and the suggestion were made according to the result of the analysis

HYPOTHESIS 1:

H₀ (Null hypothesis) There is no significant difference between the occupation with regards to frequency of buying products in online

H₁ (Alternate hypothesis) There is significant difference between the occupation with regards to frequency of buying product in online

TABLE 1: OCCUPATION * FREQUENCY OF BUYING PRODUCT

ANOVA

Occupation					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	14.616	2	7.308	4.687	.011
Within Groups	190.216	122	1.559		
Total	204.832	124			

As the result of anova the significance value is .011 which is less than 0.05. So H₁ is accepted there is significant difference between the occupation with regards to purchase frequency

HYPOTHESIS 2:

H0 (Null hypothesis) There is no significant difference between age with regards to category of the product selected

H1 (Alternate hypothesis) There is significant difference between age with regards to category of the product selected

TABLE .2: Product category * Age Cross tabulation

ANOVA

Age					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.388	4	.847	1.307	.271
Within Groups	77.780	120	.648		
Total	81.168	124			

As the result of anova result shows the significant value is .271 which is higher than 0.05 .That mean H0 is accepted there is no significant difference between ages with regards to category of product selected

HYPOTHESIS 3:

H0 (Null hypothesis) There is no significant relationship between positive opinion and suggestion to family or friends

H1 (Alternate Hypothesis) There is an significant relationship between positive opinion and suggestion to family or friends

TABLE.3: Positive opinion * suggestion to family & friends

Correlations			
		Positive about online buying	Suggest to family and friends
Positive about online buying	Pearson Correlation	1	.070
	Sig. (2-tailed)		.435
	N	125	125
Suggest to family and friends	Pearson Correlation	.070	1
	Sig. (2-tailed)	.435	
	N	125	125

Calculated value = .070

The calculated value is .435 which is greater than 0.05. So accept H0 there is no significant relationship between positive opinion and suggestion to family or friends

CONCLUTION

The study conclude that most of thre customers visite online sites for various reasons like to know about the latest trend in the market to know the details and spefication about some product and to compare the product price through online shopping it helps them in saving their time .Though it have many positive there is also some negetives are also their in online shopping like fake online sites ,fake products ,cheep quality product ect. Today most of the people have been changed to shop online and its growing up and many extesting retailers are changing to online selling and most of the people trust onlineshopping is the safest way of shopping though it have some drawbacks. Most of them are from the age group of 18 to 30 and shows the groweth and the future of online retailers and customers change from offline to online.

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