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A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING

UNDER THE GUIDANCE OF
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ABSTRACT

The purpose of the research on "Consumer behaviour towards online shopping" is to ascertain the reasons behind consumers' preference for online over physical buying. The majority of large enterprises in the market rely on both online and offline sales, mostly due to the growing popularity of online shopping in the retail sector. This research sheds light on a number of factors, including product variety, delivery speed, internet speed, product pricing, and many more, and how these influence consumers' decision-making. The primary goals of the research are to identify the product categories that consumers prefer to purchase online for. This facilitates the process of determining which products customers prefer to purchase online.

CHAPTER 1 – INTRODUCTION

1.1. INTRODUCTION

A kind of electronic commerce called "online shopping" allows buyers to utilize the internet to make direct purchases of goods or services from vendors. Online store, virtual store, web store, internet shop, and e-shop are other terms for this kind of company.

The process of making equivalent physical purchases of products and services from an online retailer is referred to as online shopping, or business-to-consumer online shopping.

The act of people choosing to purchase goods over the internet is known as online shopping. The internet has evolved into a new distribution channel for a wide range of goods. Online shopping, together with product research and information retrieval, has emerged as the principal internet use motivation. Internet users now live in a very competitive environment where there is intense rivalry for customers.

PROBLEM IDENTIFICATION

1. What primary criteria influence an online buyer as they contemplate and complete an online purchase?

2. What is the demographic makeup of internet shoppers?

3. How do these elements affect the buyer when they make an online purchase?

1.2. INDUSTRY PROFILE

Consumers who buy online do so for goods and services. Online purchasing is acceptable to those who find it convenient, fun, and simple to use. Due to its many benefits—including the ability to shop 24/7, a reduction in the need to visit physical stores, reduced travel expenses, a wider selection of products, and reduced reliance on in-person visits—online shopping has grown rapidly in recent years for both consumers and retailers. Consumers who buy online do so for goods and services. People like shopping online not only in cities but also in rural areas.

AREA OF INDUSTRY

Sample size : 60 abovelocation   : Delhi

Target people   : general public

Online shopping sites

1. Snapdeal.com

- Snapdeal is an online retailer with its headquarters in India. This is a daily deals website with discounts on products in a variety of lifestyle categories, including entertainment, food, health & beauty, and travel. In addition, it provides discounts on a variety of goods, including garments, watches, purses, sunglasses, gadgets, fragrances, and cell phones.

- Founded in February 2010, snapdeal.com is headquartered in Delhi. The firm was started by two friends from school, Rohit Bansal, a iit Delhi alumna, and Kunal Bhawal, a Wharton graduate. They had made a deal that they would begin their own endeavor after they had completed their education and had the necessary job experience.

- Snapdeal.com functions as a discount platform for consumers and an advertising platform for retailers. It is an affordable way for retailers to get new clients if they collaborate with Wily Snapdeal. Additionally, it functions as a risk-free substitute marketing avenue. In essence, the business is offering a discount in order to offset the expense of acquiring a new client.

Product Categories Provided By Snapdeal.Com

- Cell phones and related items; men's and women's clothing; watches; bags and related items; electronics and cameras; computers and related peripherals; fragrances, beauty & health; jewelry; books & movies; footwear; appliances for the house, kitchen, and cooking; babies, children, and toys; sports and hobbies; and travel packages.
- Exciting and adventurous

2. Amazon.com

International internet commerce company Amazon.com is headquartered in Seattle, Washington, in the United States. It is the world's largest online retailer. In addition, the company manufactures consumer goods, most notably the Amazon Kindle e-reader, and is amajor provider of cloud computing services.

Amazon has separate retail websites for the following countries: the US, Canada, the UK, Germany, France, Italy, Spain, Japan, and China. Some products are available for shipping globally. It is also expected that Sweden, the Netherlands, and Poland will launch their websites.

In July 1994, Jeff Bezos formed the firm under the name Cadabra, and in 1995, the website launched as amazon.com. From its beginnings as an online bookshop, Amazon.com quickly expanded to include the sale of software, video games, CDs, DVDs, mp3 downloads, electronics, clothing, furniture, food, toys, and jewelry.

The firm was founded in 1994 as a result of Bezos' "regret minimization framework," which he characterized as an effort to avoid regretting not jumping on the internet gold rush.

The business started off as an internet book seller. An online bookshop has the potential to sell many more titles than even the biggest physical bookshops and mail-order catalogs, which typically have just 200,000 items.

Bezos desired for his company's name to start with the letter "a" in order for it to show up first in the alphabet. He started flipping through the dictionary and chose the word "Amazon" because he thought it described a location that was "exotic and different" and the largest river in the world, which was what he wanted his companion would be. Since the year 2000, Amazon has used an arrow to symbolize customer happiness in their logo, going from a to z. Having every product in the alphabet was one of the objectives.

PRODUCT CATEGORIES PROVIDED AMAZON.COM

- Novels.
- Music, games, and movies.
- Computers and electronics.
- Tools, house, and garden.
- Pet-related items.
- Health, beauty, and groceries.
- Dining & Kitchen.
- Decor & Furnishings.
- Toy, children, and infant.
- Jewellery, shoes, and apparel.
- Automobiles and industries, sports and outdoor.

3.ebay.com

- The United States-based worldwide internet company eBay is in charge of managing ebay.com, an international online marketplace and auction site where people and businesses from all over the world buy and sell a variety of goods and services. Dot- com icon eBay was founded in 1995 and has been a remarkable success story ever since. With activities spanning more than 30 countries, it has developed into a multibillion dollar corporation today. eBay currently provides more services than only "set-time" auctions. These include "buy it now" conventional shopping, upc, isbn, or another kindof sku; online classified ads; online event ticket trading; online money transfers; and more.

- French-born Israeli-American computer programmer Pierre Omidayar launched the online auction website, auction web, in San Jose, California, on September 5, 1995. It was initially a component of Omidayar's bigger personal website, which also included a humorous homage to the ebola virus. A damaged laser pointer sold for $14.83 was one of the first things ever sold on eBay. Omidyar was shocked and questioned the winning bidder about his understanding that the laser pointer was damaged. "I'm a collector of broken laser pointers," the buyer said in his email response. A public relations manager created the widely circulated tale in 1997 that eBay was started to assist Omiyar's fiancée in trading Pez candy dispensers in order to get the attention of the media, who were uninterested in the company's earlier justification that it wanted to establish a "perfect market." eBay verified what Adam Cohen's 2002 book, The Perfect Store, had disclosed.

PRODUCT CATEGORIES PROVIDED EBAY.COM

- Fashion.
- Automobiles.
- Electronics.
- Collectibles & Art.
- Home.
- Outdoors & Décor.
- Entertainment.

- Offers & Gifts.
- Sports Goods.

4. Flipkart.com

The main office of Indian e-commerce firm Flipkart is located in Bangalore, Karnataka. In the year 2007, two IIT grads named Sachin and Binny Bansal founded it. Before, they were employed at Amazon.com. Flipkart used to specialize on books, but it has now grown to offer a wide range of other things, including electronics.

Their first method of spreading information about their company was word-of-mouth marketing. The company sold its first book on flipkart.com a few months later, which was about John Wood leaving Microsoft to change the world. According to Alexa traffic statistics, Flipkart is now in the top 30 Indian websites and is considered to be the largest online bookseller in India, with over 11 million titles. Flipkart claims that since its founding, its growth has climbed by at least 100% each quarter and that it broke even in March 2010. In 2010 the firm, which started out as a book shop, expanded to sell CDs, DVDs, mobile phones, cameras, laptops, computer accessories, and peripherals. 2011 saw the addition of stationery and pens to its catalog, which also included other technological things including home and culinary equipment, medical supplies, and personal hygiene products. Flipkart expanded its product portfolio in 2012 to include office supplies, school supplies, art supplies, air coolers, air conditioners, and lifestyle products. Over 4500 individuals work at Flipkart now.

PRODUCT CATEGORIES PROVIDED BY FLIPKART.COM

- Books.
- Phones & accessories.
- Computers.
- Gaming.
- Movies.
- TV programs.
- Music.
- CDs, DVDs, & vinyl.
- TV, video, & mp3 players.
- Personal & health care.
- Kitchen & home goods.
- Pens & stationery.
- Fragrant items.

1.3. OBJECTIVES OF THE STUDY

- To investigate how consumers behave when they purchase online.
- To be aware of the elements influencing the decision-making process whilebuying a goods online.
- Assessing the preference of customers for online vs physical buying.
- To ascertain their preferences for different e-commerce websites and thegeneral features of websites..
- To be aware of the issues people run into while purchasing online.

CHAPTER 2 – REVIEW OF LITERATURE

REVIEW OF LITERATURES

• Consumer behaviour, as described by Solomon (1998), is the study of the choices, actions, and results that arise when an individual selects, pays for, uses, or discards products, services, ideas, or experiences in order to satisfy needs and desires. Knowing consumer ̦, purpose, and thinking around online purchasing is essential to ensuring that it becomes a popular retail channel.

• According to Lepkowska-White and Rao (1999), vendor characteristics, transaction security, content privacy, and customer attributes were factors that affected electronic exchange.

• Risk aversion, inventiveness, brand consciousness, price consciousness, importance of convenience, tendency toward variety-seeking, impulsiveness, attitude toward advertising, attitude toward shopping, and attitude toward direct marketing are among the factors that Donald and Garcia (1999) hypothesized would influence consumers' online shopping behaviour.

• However, studies done in 2003 by Schiffman, Scherman, and Long show that individual attitudes do not, by themselves, change one's goal and/or behaviour. Instead, the goal or behaviour of the customer is the result of their opinions on a number of issues that are relevant to the situation at hand—in this case, internet buying. Over time, the online consumer has changed; they are no longer seen as trailblazers or early adopters. Despite having been young, successful men in the past, they were now better off financially, more educated, more risk- tolerant, higher in social standing, and less dependent on the media or conventional retail channels (Ernst & Young, 2001; Mahajan, Muller & Bass, 1990).,

• Sultan and Henrichs's (2000) study discovered a positive relationship between customers' propensity and willingness to use the Internet for shopping and affluence, household size, andinnovativeness.

Researchers Vijay, Sai T., and Balaji, M. S. found that consumers are gradually shifting away from crowded stores and toward the one-click online shopping paradigm (May 2009). However, even with its convenience, online shopping is by no means the most common method of making purchases in India. A survey of 150 internet users—those who shop online and those who don't—was undertaken to determine why some individuals purchase products online while others don't. The findings indicated that although Indian customers are discouraged from shopping online by worries about security and privacy, they are driven to do so by convenienceand time savings.

• Research conducted by Kim and Park (2005) using U.S. samples indicates that consumers are very likely to make an online purchase due to their favorable attitudes and readiness to look up information before making a purchase. In order to utilize the Internet for purchasing, consumers must possess computer abilities. Because it will be quicker to shop at a conventional store, contemporary shop, or cheap store than it would take to buy online, people who are uncomfortable using computers are thus more inclined to conduct their shopping there(Monsuwe, 2004).

• In 2018, Drs. V. Vijayalakshmi and R. Lakshmi Due to their familiarity with technology and online shopping, the majority of children and teens (19–30 age range) are very interested in making purchases online.

• According to a joint ASSOCHAM-Resurgent report from 2018, online shopping is predicted to expand by 115% annually this year thanks to a variety of deals made by e-commerce platforms, fast-rising data usage, and improved logistics.

• Journal of Electronic Commerce Research, Jarvenpaa, Vol. 6, No. 2, (2015) In terms of developing a suitable, devoted model of consumer purchasing behaviour , the internet is still in its infancy.

• Ahmed (2012) states that in affluent nations, the primary factors influencing purchasing decisions are cost, durability, quality, and other features linked to the product; however, in underdeveloped nations, the factors may differ.

• Sylke & Associates, 2004 But in India, e-commerce has not grown as quickly as expected; because of its constraints, it still accounts for a very modest percentage of all retail sales.

CHAPTER 3 – RESEARCH METHODOLOGY

3.1. NEED FOR THE STUDY

The primary uses of research methodology are in the formulation of the research procedure and the selection of designs and instruments for the project. Finding customer satisfaction based on product is made easier with the use of research methods. Finding the degree of consumer satisfaction with online sales is the goal of this research study.

3.2. SCOPE OF THE STUDY

An increasing number of shops are opening up online stores where clients can make mouse click purchases due to the growing popularity of the computer and computer savvy among consumers. Customers utilize the internet not just to make purchases but also to research the product or service they are purchasing. The way we do business has changed as a result of the internet. Many businesses are in the process of developing their internet strategy. By analyzing and understanding the factors influencing Indian clients' online behavior, e-marketers may further customize their firm strategies to meet client preferences. The following characteristics of online purchasing are examined in this study, along with how customers perceive them and how their presence or lack thereof affects customer satisfaction.

● Product categories that consumers buy online
● Product quality and availability
● Product delivery mode and speed
● Product pricing and offers for online shoppers
● Customer payment choices
● Shipping, Return, and Exchange policies

3.3. RESEARCH DESIGN

3.3.1 Descriptive Research Design

An accurate depiction of the participants is the goal of descriptive research. In layman's words, descriptive research consists only of characterizing study participants.

3.4. SOURCES OF DATA

Data preparation and collection are processes that are referred to as datagathering.

• Primary Data: A survey completed by 57 participants.

• Secondary Data: Web sites and online journals; reports that have been published; and reviews of published publications' body of work.

3.5. STRUCTURE OF QUESTIONNAIRE

Two parts made up the questionnaire. The first section sought to gather general customer data, while the second half asked respondents to rate their level of happiness with the company.

3.6. SAMPLING SIZE

During the data collecting period, 110 people completed the form in this instance. Thus, the investigator sets the sample size at 110.

3.7.LIMITATIONS OF THE STUDY

• Only the Delhi district is included in the research.

• Customer satisfaction with Big Basket's online services forms the basis of the survey.

• The study's data was gathered using all of the respondents' main data. It is possible to harborpersonal bias. As so, the accuracy is untrue.

• The research is restricted to 105 responders due to storage of time and other limitations.

CHAPTER- 4 DATA ANALYSIS AND INTERPRETATION

4.1. PERCENTAGE ANALYSIS

4.1.1. GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENT	PERCENTAGE
MALE	46	41.8%
FEMALE	64	58.2%
TOTAL	110	100

SOURCE: PRIMARY DATA

CHART 4.1.1. GENDER OF THE RESPONDENTS

Gender
110 responses

● Male
● Female
● Prefer not to say

58.2%

41.8%

Interpretation

It is inferred from the preceding statistics that there are 41.8% more male respondentsand 58.2% more female respondents.

Inference

The majority of responders are female (58.2%).

4.1.2. MARITAL STATUS OF RESPONDENT

MARITAL	NO OF RESPONDENT	PERCENTAGE
MARRIED	47	43.1%
UNMARRIED	62	56.9%
TOTAL	110	100

SOURCE: PRIMARY DATA

CHART NO 4.1.2. MARITAL STATUS OF RESPONDENT

Marital status of Respondent
109 responses

Interpretation

56.9% of respondents are single, which makes up the majority of the sample.

Table 4.1.3: Age of the respondents

S.NO	AGE	NO.OF RESPONDENTS	PERCENTAGE
1.	Below 20	21	19.1%
2.	21-30	44	40%
3.	30-40	32	29.1%
4.	40-50	10	9.1%
5.	Above 50	3	2.7%
TOTAL		110	100%

Source: Primary data.

Chart 4.1.3: Age of the respondents

Age wise classification of respondent
110 responses
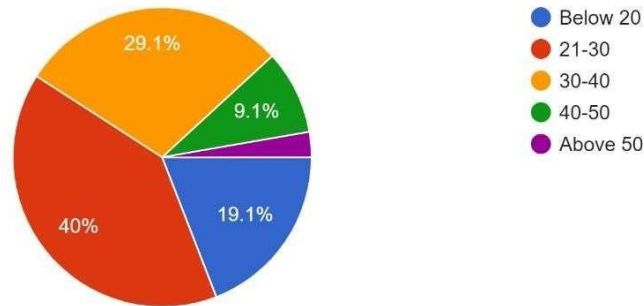
Interpretation

According to the preceding table, the quantity of responders The percentage of responders under 20 is 19.1%, the percentage between 21 and 30 is 40%, the percentage
between 30 and 40 is 29.1%, the percentage between 40 and 50 is 9.1%, and thepercentage between 50 and above is 2.7%.

Inference

The majority of responders (40%) are in the age range of 21 to 30.

4.1.3. HOW OFTEN DO YOU BUY PRODUCTS ONLINE

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE OF RESPONDENT
EXTREMELY OFTEN	27	24.5%
MODERATELY OFTEN	61	55.5%
SLIGHTLY OFTEN	19	17.3%
NOT AT ALL OFTEN	3	2.7%
TOTAL	110	100

CHART 3

How often do you buy products online
110 responses

Legend:
- Extremely often
- Moderately often
- Slightly often
- Not at all often
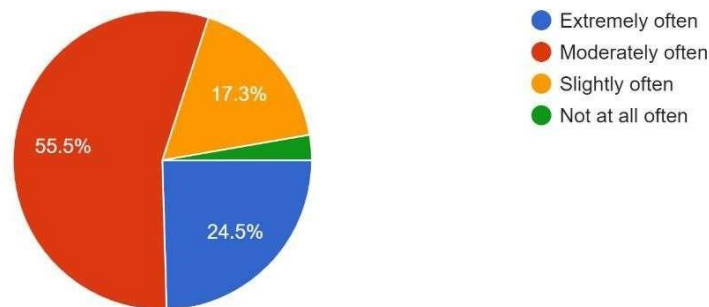
Interpretation

The following table indicates how many respondents purchase things online: 24.5% do so very often, 55.5% do so somewhat frequently, 17.3% do so somewhat frequently, and 2.7% do not do so at all.

Inference

55.5% in the majority somewhat often make purchases online

4.1.4. WHICH CATEGORY OF PEOPLE IS GOING FOR ONLINE SHOPPINGOPTION   NO OF RESPONDENT   PERCENTAGE

STUDENTS	43	39.1%
HOMEMAKER	40	36.4%
BUSINESS PEOPLE	27	24.5%
TOTAL	110	100

SOURCE: PRIMARY DATA

CHART NO:4.1.4. WHICH CATEGORY OF PEOPLE IS GOING FOR ONLINESHOPPING

Which category of people is going for online shopping
110 responses

- Students
- Homemaker
- Business people
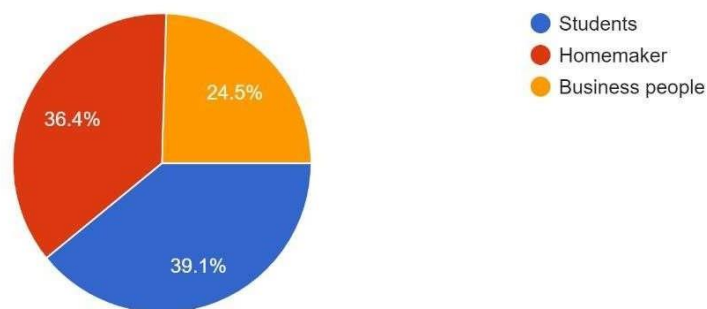
Interpretation

According to the preceding statistics, 39.1% of respondents were students, 36.4% werehomemakers, and 24.5% were businesspeople.

Inference

39.1% of the population is student

4.1.5. INCOME WISE CLASSIFICATION OF RESPONDENTS

INCOME	NO OF RESPONDENT	PERCENTAGE
BELOW 20000	25	22.7%
20000 - 30000	38	34.5%
30000 - 40000	35	31.8%
ABOVE 40000	12	10.9%
	110	100

SOURCE: PRIMARY DATA

CHART NO 4.1.5. INCOME WISE CLASSIFICATION OF RESPONDENTS

Income wise classification of Respondents
110 responses
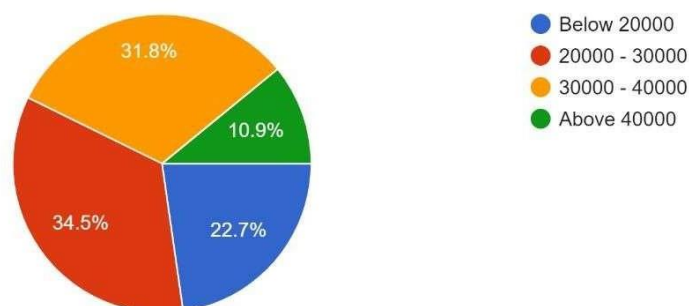
Interpretation:

The aforementioned data indicates that 22.7% of responses are under 20,000, 34.5% are between 20,000 and 30,000, 31.8% are between 30,000 and 40,000, and 10.9%

are beyond 40,000.

Inference

20000–30000 Are The Majority (34.5%)

4.1.6. PROFICIENCY OF THE RESPONDENTS ON THE INTERNET OPTIONSNO OF RESPONDENT   PERCENTAGE

ADVANCED	46	41.8%
INTERMEDIATE	51	46.4%
NOVEL	13	11.8%
TOTAL	110	100

CHART NO 4.1.6. PROFICIENCY OF THE RESPONDENTS ON THEINTERNET

PROFICIENCY OF RESPONDENTS ON THE INTERNET
110 responses
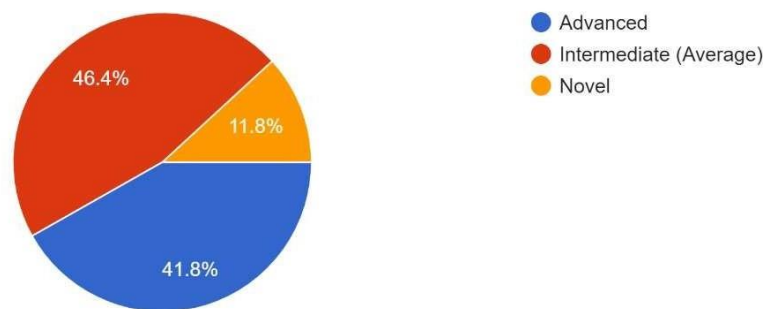
Interpretation

According to the above data, there were 41.8% advanced respondents, 46.4% intermediate respondents, and 11.8% new respondents.

Inference

46.4% of the majority are intermediate

4.1.7. WHAT TYPES OF PRODUCTS DO YOU TYPICALLY BUY ON ONLINE

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE OFRESPONDENT
ELECTRONICS	20	18%
ACCESSORIES	36	32.4%
HEALTH AND SUPPLEMENTS	Beauty 26	23.4%
DRESSES	18	16.2%
BOOKS	11	9.9%
TOTAL	110	100

CHART NO 4.1.7. WHAT TYPES OF PRODUCTS DO YOU TYPICALLY BUY ONONLINE

WHAT TYPES OF PRODUCTS DO YOU TYPICALLY BUY ON ONLINE
110 responses

- Electronics
- Accessories
- Health and beauty supplements
- Dresses
- Books
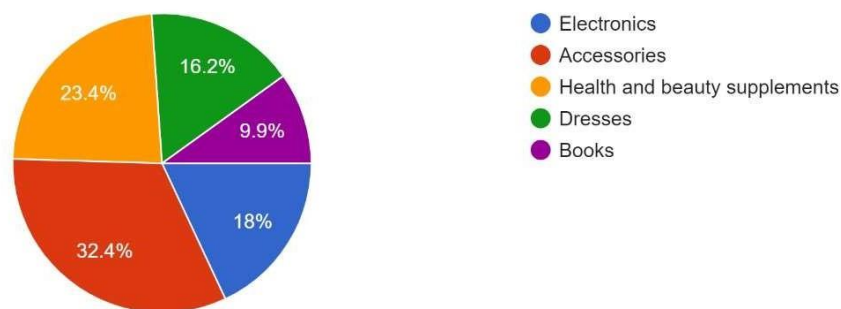
Interpretation

According to the preceding statistics, 16.2% of respondents purchased clothing, 18% gadgets, 32.4% accessories, 9.9% books, and 23.4% health and beauty supplements.

Inference

The majority of respondents (32.4%) purchase accessories.

4.1.8. WHICH ONLINE RETAILERS DO YOU TYPICALLY USE

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE OF RESPONDENT
AMAZON	29	26.6%
FLIPKART	24	22%
SNAP DEAL	21	19.3%
MYNTRA	22	20.2%
MEESHO	8	7.3%
AJIO	5	4.6%
TOTAL	110	100

CHART NO 4.1.8 WHICH ONLINE RETAILERS DO YOU TYPICALLY USE

Which online retailers do you typically use
109 responses
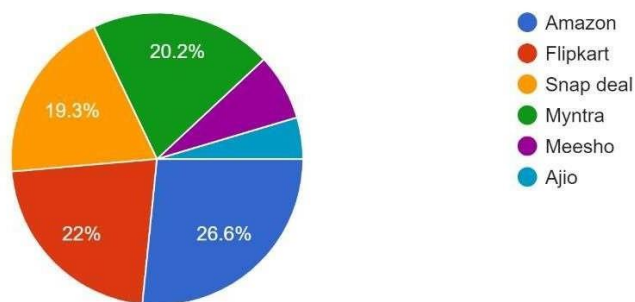
Interpretation

According to the preceding table, 26.6% of respondents said they normally used electronics, 22% said they used flipkart, 19.3% said they used snapdeal, 8% said theyused ajio, 20.2% said they used Myntra, and 7.3% said they used Meesho.

Inference

The majority of respondents, 26.6%, said they regularly used Amazons.

4.1.9. WHAT ARE YOUR BIGGEST CONCERNS ABOUT BUYING PRODUCTSONLINE

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE RESPONDENT	OF
ISSUES RELATING TO PRODUCT QUALITY	20	18.5%	
DELIVERY AND LOGISTICS	31	28.7%	
PAYMENT ISSUES	25	23.1%	
ADDITIONAL CHARGES	12	11.1%	
LACK OF SECURITY	12	11.1%	
UNCLEAR RETURN AND GUARANTEEPOLICIES	8	7.4%	
TOTAL	110	100%	

Chart 4.1.9. WHAT ARE YOUR MAJOR WORRIES WHEN BUYINGPRODUCTS ONLINE?

108 responses
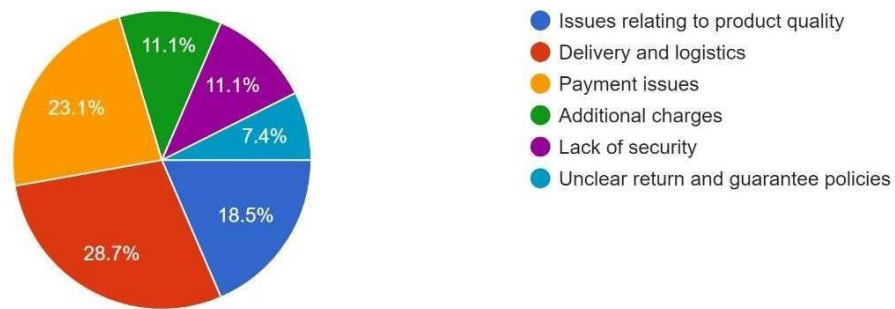
INTERPRETATION

The above table indicates that the top concerns raised by respondents about purchasing goodsonline were 18.5% related to product quality, 28.7% delivery and logistics, 23.1% payment issues, 11.1% additional charges, 11.1% lack of security, and 7.4% unclear return and guarantee policies.

INFERENCE

When it comes to online shopping, the majority of 28.7% are most concerned about shippingand logistics.

4.1.10. COMPARISON ABOUT ONLINE SHOPPING AND OFFLINESHOPPING

COMPARISON	NO OF RESPONDENT	PERCENTAGE
ONLINE SHOPPING	70	64.8%
OFFLINE SHOPPING	38	35.2%
TOTAL	110	100

CHART NO 4.1.10. COMPARISON ABOUT ONLINE SHOPPING ANDOFFLINE SHOPPING

COMPARISON ABOUT ONLINE SHOPPING V/S OFFLINE SHOPPING

108 responses

- ● Online shopping
- ● Offline shopping

35.2%

64.8%
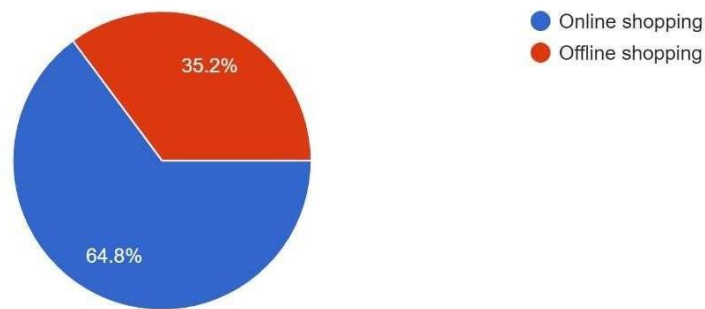
INTERPRETATION

According to the preceding statistics, 64.8% of respondents said they shopped onlineand 35.2% said they shopped offline.

INFERENCE

64.8% of people purchase online.

4.1.11. HOW FAST AND COMFORTABLE IS IT FOR YOU TO BUY PRODUCTSONLINE FROM A BUSINESS YOU KNOW?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE OF RESPONDENT
EXTREMELY CONFIDENT	22	20.2%
MODERATELY CONFIDENT	39	35.8%
SLIGHTLY CONFIDENT	46	42.2%
NOT AT ALL CONFIDENT	2	1.8%
TOTAL	110	100%

CHART NO 4.1.11. HOW FAST AND COMFORTABLE IS IT FOR YOU TO BUYPRODUCTS ONLINE FROM A BUSINESS YOU KNOW?

109 responses

- ● Extremely Comfortable
- ● Moderately comfortable
- ● Slightly Comfortable
- ● Not at all comfortable
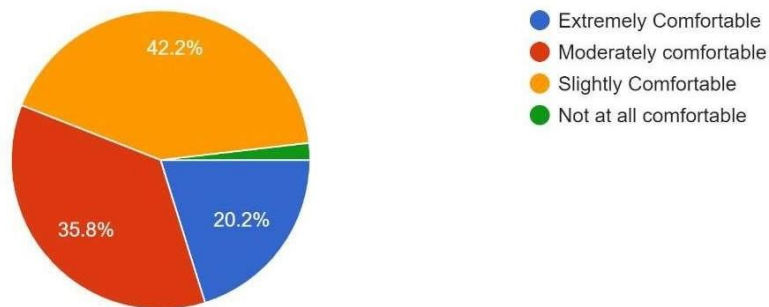
INTERPRETATION

According to the above data, 35.8% of respondents were somewhat sure, 42.2% were fairlyconfident, 20.2% were highly confident, and 1.8% were not satisfied that their personal information was kept private when they made online purchases.

INFERENCE

When making purchases online, the majority, 42.2%, are just somewhat confident thatpersonal information is kept private.
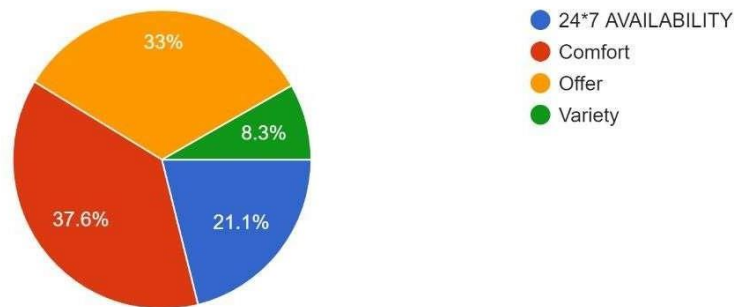
4.1.12. REASON FOR ONLINE PURCHASE

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE OF RESPONDENT
24*7 AVAILABILITY	23	21.1%
COMFORT	41	37.6%
OFFER	36	33%
VARIETY	9	8.3%
TOTAL	110	100%

Chart no 4.1.12. REASON FOR ONLINE PURCHASE

REASON FOR ONLINE PURCHASE
109 responses

● 24*7 AVAILABILITY
● Comfort
● Offer
● Variety

INFERENCE

37.6% of people are comfortable.

4.1.13. HOW OFTEN DO YOU FAIL TO BUY PRODUCTS ONLINE DUE TOPRIVACY CONCERNS?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE OF RESPONDENT
ALWAYS	23	21.1%
OFTEN	31	28.4%
SOMETIMES	34	31.2%
RARELY	17	15.6%
NEVER	2	15.6%
TOTAL	110	100

Chart no. 4.1.13. HOW OFTEN DO YOU FAIL TO BUY PRODUCTS ONLINE DUETO PRIVACY CONCERNS?

109 responses
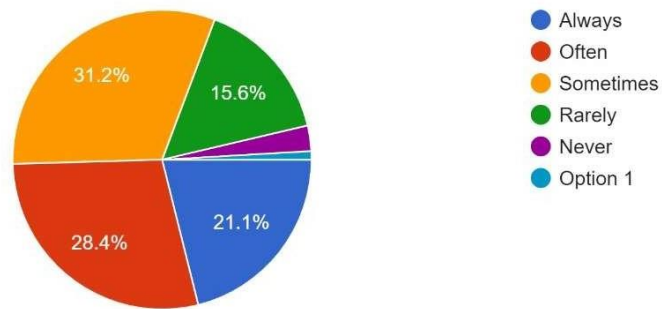
INTERPRETATION

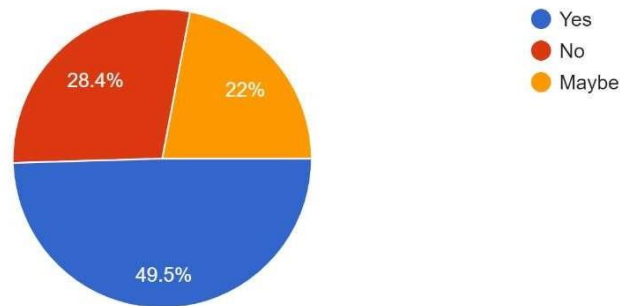Majority (31.2%) sometimes worries about privacy

4.1.14. Are you satisfied with online shopping?

PARTICULARS	NO OF RESPONDENT	PERCENTAGE
YES	54	49.5%
NO	31	28.4%
MAYBE	24	22%
TOTAL	110	100

Chart no 4.1.14. Are you satisfied with online shopping?

Are you satisfied with online shopping?
109 responses

- Yes
- No
- Maybe

28.4% 22% 49.5%

INTERPRETATION

According to the above data, 49.5% of respondents stated they were pleased with onlineshopping, 28.4% said they were not, and 22% answered maybe.
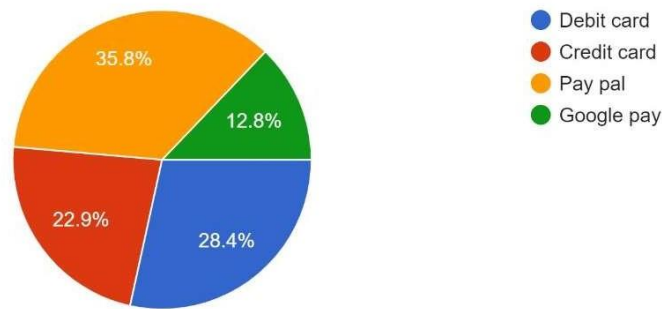
INFERENCE

49.5% of respondents say they are happy with their internet purchase.

4.1.15 WHICH PAYMENT METHOD DO YOU MOST OFTEN USE WHENMAKING ONLINE PURCHASES?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE OF RESPONDENT
DEBIT CARD	31	28.4%
CREDIT CARD	25	22.9%
PAY PAL	39	35.8%
GOOGLE PAY	14	12.8%
TOTAL	110	100%

Chart no 4.1.15 WHICH PAYMENT METHOD DO YOU MOST OFTEN USE WHENMAKING ONLINE PURCHASES?

109 responses

INTERPRETATION

Based on the chart above, it can be inferred that 12.8% of respondents used Google Pay, 22.9% used credit cards, 35.8% used Pay Pal, and 28.4% used debit cards while making online purchases.

INFERENCE

The majority of respondents—35.8%—buy things online with cash on delivery.

4.1.16. WHICH WEBSITE DO YOU FEEL MOST COMFORTABLE PURCHASINGFROM AN UNKNOWN INDIVIDUAL ON?

PARTICULAR	NO. OF RESPONDENT	PERCENTAGE OF RESPONDENT
GOOGLE PRODUCT SEARCH	26	23.9%
E-BAY	29	26.6%
APPS	33	30,3%
AMAZON	16	14.7%
INSTAGRAM PAGE	5	4.6%
TOTAL	110	100%

Chart no 4.1.16. ON WHICH WEBSITE ARE YOU MOST COMFORTABLEBUYING FROM INDIVIDUAL YOU DON'T KNOW

ON WHICH WEBSITE ARE YOU MOST COMFORTABLE BUYING FROM INDIVIDUAL YOU DON'T KNOW

109 responses

- Google product search
- E-Bay
- Apps
- Amazon
- Instagram page
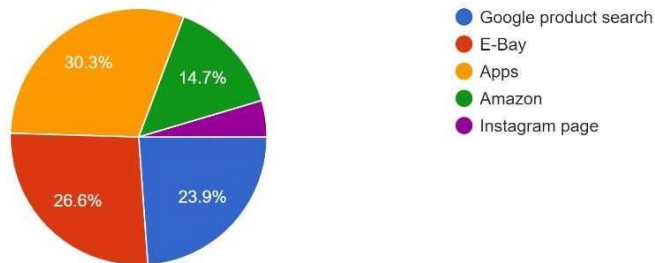
INTERPRETATION

According to the above chart, the majority of respondents—23.9%—are most comfortable making purchases from individuals on websites where they can search for products on Google, followed by eBay, 26.6%, 30.3%, applications, 14.7%, Amazon, and 4.6% Instagram pages.

INFERENCE

The majority of responders (30.3%) use applications.

CHAPTER 5: RESULTS, RECOMMENDATIONS, ANDCONCLUSION

5.1. RESULTS

1. Women make up the majority of responders (58.2%).

2. The majority of responders (40%) are in the age range of 21 to 30.

3. Women make up the majority of replies (58.2%).

4. The majority (55.5%) makes somewhat frequent internet purchases.

5. The majority are students—39.1%.

6. Most people (34.5%) make between $20,000 and $30,000.

7. The majority are in the middle (46.4%).

8. The majority of respondents (32.4%) purchase accessories.

9. The majority (26.6%) often shop on Amazon.

10. When making an online purchase, the majority (28.7%) are most concerned about shippingand logistics.

11. When making an online purchase, the majority (28.7%) are most concerned about shippingand logistics.

12. The majority (42.2%) express just a passing confidence in the confidentiality of personaldata while making online purchases.

13. The majority—37.6%—feel at ease.

14. The majority (31.2%) sometimes worries about their privacy.

15. The majority (49.5%) say they are happy with internet purchasing.

16. The majority of respondents (35.8%) purchase items online using cash on delivery.

17. The majority of responders—30.3%—use applications.

RECOMMENDATIONS

1. Increasing pricing competitiveness may draw clients.

2. Online retailers need to strengthen the security of their online payment systems.

3. By providing more alluring product discounts, you may draw in more clients and wintheir trust.

4. To ensure total customer pleasure, businesses should create and offer a range of items to draw in and keep online customers.

CONCLUSION

1. Consumer prefer online store and offline store for the necessary products. It mainly depends on the delivery date, prices of the product and availability of the product.

2. Quality assurance and affordable pricing influences the consumer to make purchase decision. The best in class quality and discounted prices encourages to shop in trustedonline platforms.

3. Convenient time and available 24*7 throughout the years are a boom of onlinemarket. With customer service working round the clock to provide best service.

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QUESTIONAIRE

    1. NAME

    2. GENDER
     - Male
     - Female

3. Marital status of Respondent
   - Married
   - Unmarried

4. Age wise classification of respondent
   - Below 20
   - 21-30
   - 30-40
   - 40-50
   - Above 50

5. How often do you buy products online
   - Extremely often
   - Moderately often
   - Slightly often
   - Not at all often

6. Which category of people is going for online shopping
   - Students
   - Homemaker
   - Business people

7. Income wise classification of Respondents
   - Below 20000
   - 20000 - 30000
   - 30000 - 40000
   - Above 40000

8. PROFICIENCY OF RESPONDENTS ON THE INTERNET
   - Advanced
   - Intermediate (Average)
   - Novice

9. WHAT TYPES OF PRODUCTS DO YOU TYPICALLY BUY ONLINE
   - Electronics
   - Accessories
   - Health and beauty supplements
   - Dresses
   - Books

10. Which online retailers do you typically use
    - Amazon
    - Flipkart
    - Snapdeal
    - Myntra
    - Meesho
    - Ajio

11. WHAT ARE YOUR BIGGEST CONCERNS ABOUT BUYING PRODUCTSONLINE
    - Issues relating to product quality
    - Delivery and logistics
    - Payment issues
    - Additional charges

- Lack of security
- Unclear return and guarantee policies

12. COMPARISON ABOUT ONLINE SHOPPING V/S OFFLINE SHOPPING
- Online shopping
- Offline shopping

13. HOW COMFORTABLE ARE YOU BUYING PRODUCTS ONLINE FROM ACOMPANY YOU KNOW
- Extremely Comfortable
- Moderately comfortable
- Slightly Comfortable
- Not at all comfortable

14. REASON FOR ONLINE PURCHASE
- 24*7 AVAILABILITY
- Comfort
- Offer
- Variety

15. HOW OFTEN DO PRIVACY CONCERNS PREVENT YOU FROM BUYINGPRODUCTS ONLINE
- Always
- Often
- Sometimes
- Rarely
- Never

16. Are you satisfied with online shopping
- Yes
- No
- Maybe

17. WHICH PAYMENT METHOD DO YOU USE MOST OFTEN WHEN BUYINGPRODUCTS ONLINE
- Debit card
- Credit card
- PayPal
- Google Pay

18. ON WHICH WEBSITE ARE YOU MOST COMFORTABLE BUYING FROMINDIVIDUAL YOU DON'T KNOW
- Google product search
- eBay
- Apps
- Amazon
- Instagram page