

Project Dissertation

“Study of consumer behaviour while making purchase from Bagittoday in order to improve the overall experience of shopping”

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2K13/MBA/21

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Certificate

This is to certify that the Project Dissertation Report titled “**Study of consumer behaviour while making purchase from Bagittoday in order to improve the overall experience of shopping**”, is a bonafide work carried out by **Mr. Bilal Husain** of MBA 2013-15 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide

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Place:

Seal of Head

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Declaration

I **Bilal Husain**, student of MBA 2013-15 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that Project Dissertation Report on “**Study of consumer behaviour while making purchase from Bagittoday in order to improve the overall experience of shopping**” submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This Report is not being submitted to any other University for award of any other Degree, Diploma and Fellowship.

Bilal Husain

MBA 2013-15

Place:

Date

Acknowledgement

Accomplishment of a task with desired success calls for dedication towards work and prompting guidance, co-operation and deliberation from seniors.

At the outset, I would like to thank Dr. Vikas Gupta, Assistant Professor, Delhi School of Management, for his support and professional approach in guiding me through the careful details of the project.

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EXECUTIVE SUMMARY

E-commerce has taken Indian business by storm. It is creating a new economy, has a huge potential and is significantly changing the way businesses are done. This industry is advantageous for both buyers and sellers and this win-win situation is at the core of its phenomenal rise.

The greater variety of goods and services which can be bought over the internet has made buying online more attractive and convenient for consumers all over the country.

Trends in the Industry-

- Mounting Social Media
- M-commerce
- Online Group Buying
- Renewed interests of Venture Capitalists
- Change in the Business Model
- Hiring the best

Last year Gartner Inc. had estimated E-commerce market in India worth US \$6 billion in 2015, projecting a 70% growth from 2014 revenue of US \$3.5 billion. However, according to the latest report by IAMAI and IMRB International, the Indian e-commerce industry is expected to grow at a rate of 33% and cross US \$16.3 billion by the end of 2015 – little over 2.5X predicted by Gartner. As the Indian e-commerce market is in growing stage, it will surely amplify in the future. There are some weak links but with improvements in technology these can be ironed out, making the e-commerce easy, convenient and secure. E-commerce is certainly here to stay.

This project aims to throw light on the trends in the industry, the working, the pros and cons associated with the industry, and the future of the industry. Apart from the industry as a whole, this project focuses on one of the major players in the industry: Bag It Today (BIT), an online shopping site by The India Today Group. It takes into consideration the processes involved from acquisition of a customer to delivering the goods to the customers. It would also include the comparative analysis of some of the major e-commerce players in the industry.

The exploratory research was designed to collect the data and analyze the customer experience of shopping from BIT. The survey was conducted to know the customers' perception about Bag It Today. The sample included both the existing customers and the potential customers. The analysis was conducted with the view to identify the touch points and improve the customer experience. For e.g. it would identify the products they would like to see on the site or to the extent they are satisfied with the services of the company.

The major recommendations made involved the ways the company can improve its customer experience by improving its website and making it more user friendly. It also involves standardisation of the systems for easy and early detection of the problems faced by the customers.

TABLE OF CONTENTS

1. Introduction	
1.1 Introduction to Industry.....	1
1.1.1 Drivers in E-Commerce.....	1
1.1.2 Barriers in E-Commerce.....	2
1.2 Introduction to the Company	3
1.2.1 Facts and Figures related to the company.....	4
1.3 Competitor Analysis	6
1.4 Comparative analysis of the traffic statistics.....	27
1.5 Process Mapping.....	30
1.5.1 Merchandising.....	31
1.5.2 Marketing.....	32
1.5.3 Order Processing.....	33
1.5.4 Logistics.....	34
2. Literature Review.....	36
3. Research Methodology	
3.1 Statement of the problem.....	38
3.2 Research Process.....	38
3.3 Research Design.....	39
3.4 Data Collection	
3.4.1 Information need.....	39
3.4.2 Data collection from secondary source.....	39
3.4.3 Questionnaire development.....	39
4. Data Analysis	
4.1 Analysis: Part I.....	41
4.2 Analysis: Part II.....	47
5. Results.....	53
5.1 Conclusion.....	54
5.2 Recommendations.....	55
5.3 Limitations	58
6. Bibliography.....	59
7. Abbreviations Used.....	60

Appendix-Questionnaire.....61