MAJOR RESEARCH PROJECT

CONSUMER PERCEPTIONS TOWARDS ONLINE SHOPPING FOR APPARELS

Submitted By:

Naveen Kumar

2K18/MBA/108

Under the Guidance of:

Mr. Yashdeep Singh Assistant

Professor

DELHI SCHOOL OF MANAGEMENT
Delhi Technological University
Bawana Road Delhi 110042

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<u>Certificate from Faculty Mentor</u>

This is to certify that the A Major Research Project Report titled **CONSUMER PERCEPTIONS TOWARDS ONLINE SHOPPING FOR APPARELS** is a bonafide work carried out by **Naveen Kumar** of MBA (2018-20) Batch of Delhi School of Management, DTU, Delhi as a fulfillment of MBA Programme.

He has worked under my guidance and satisfactorily completed his project.

Date:

Mr. Yashdeep Singh

<u>Signature of Faculty Mentor</u>

Declaration by the Student

I, hereby, declare that the work presented in this report, entitled "**CONSUMER PERCEPTIONS TOWARDS ONLINE SHOPPING FOR APPARELS**" in fulfillment of the requirements for MBA Programme, submitted to Delhi School of Management, DTU, Delhi is an authentic record of my work and is free from any type of plagiarism, carried out under the supervision of **Assistant Professor Mr. Yashdeep Singh.**

I also declare that the work embodied in the report

(i) is my original work and has not been copied from any source, and

(ii) Has not been submitted for any other Degree or Diploma of any university/Institution.

Naveen Kumar

Roll No. – 2K18/MBA/108

Delhi School of Management

Date

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<u>ACKNOWLEDGEMENT</u>

I offer my sincere thanks and humble regards to **DELHI SCHOOL OF MANAGEMENT, DELHI TECHNOLOGICAL UNIVERSITY** for imparting us valuable professional training in MBA.

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INTRODUCTION

ONLINE SHOPPING

The act of purchasing product or services over the internet is called online shopping. The online shopping has grown in popularity over the years, mainly because find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. An online shop, e-shop, internet shop, web shop, web store, online store or virtual store evokes the physical analogy of buying products or services at a bricks and mortar retailer or in a shopping mall.

Internet shopping is shaping up. However, today internet shopping is a really significant part of retail sector. Internet shopping is the new shopping experience of the future. Of course of the major hurdle for internet shopping is shipping charges, sometimes they are to expensive. The growth rate of internet shopping is growing. Secure internet shopping is secure using encryption and ssl techniques. Internet shopping is easier, safer, and more convenient than at any point in its history. Internet shopping is fast becoming one of the easiest way to buy almost anything you want. Internet shopping is a way of shopping that allows shopping for required products without going to the store physically. The internet shopping is great because people are able to shop 24 hours a day without having to leave their home or work.

The internet is changing the wholesale/retail landscape daily. In today's market the shopping sector is taking about a tenth of all retail shopping sales in the U.S. and the % in other countries is not as high. One reason we use the internet is to buy merchandise at a discount to retail.

One of the biggest benefits of shopping online is the convenience and access to more products and information 24 hours a day 7 days a week. Note that blocking all cookies prevents some online services from working, so you must allow cookies on your browser.

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Nearly 40% of remote workers said they use their work computers for internet shopping. Be a smart and use common sense when online shopping and just go ahead and enjoy your internet shopping today.

The more people that shop online, the bigger their expectations. The supermarket industry now services many customers through online food shopping over the internet. We understand that shopping online can feel risky and uncertain.

The following tips will help ensure a safe internet shopping. If you follow this advice on safe internet shopping, this should not be a problem. All purchases are made through safe and secure servers. Its safe to say SSI, is extremely sophisticated software and safe.

Always know where your cards are and keep them in place.

The last ten years have been a wild time on the internet, especially when ti comes to online shopping. The e-commerce industry has seen rapid growth, a shake out of the market due to security concerns, and finally a rebirth thanks to new technology and innovative ways to shop.

Online shopping is a type of electronic commerce used for business to business(B2B) and business to consumer(B2C).

CONSUMER

An individual who buys product and services for personal use and not for manuf*acture or resale.* A consumer is someone who can make the decision whether or not to purchase an item at the store, and someone who can be influenced by marketing an advertisements. Any time someone goes to a store and purchase a toy, short, beverage or anything else, they are making that decision as a consumer

CONSUMER PERCEPTION

Consumer behavior is one of the topic that marketer tries to uses to better understanding of consumer on how their behavior react when come to buying decisions. Perception is how one view under the influence of past experience, personal opinion.

Consumer perception. A motive is a drive which activities behaviors in order to

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satisfy that around need, i.e. the motive, motivation provides a basic influence upon buyer, while perception is operationally critical. A motive creates disposition to act. Perception triggers or causes the behavior in a certain way. Perception is the meaning we give. On the basis of our post experience to perceive is to see, to hear, to touch, to

smell something or event or relation and to organize, interpreted and find meaning in the experience . for example, the average CONSUMER may be exposed to 1500 ads during a normal day but he consciously perceive only about 75 of them and perhaps 12 of these could be related to his subsequent behavior.

This consumer perception towards a product is what a consumer wants from his product and what actually courses or drives him to go for a product or a service.

APPARELS

Apparel is just another word for what you wear. Hopefully the apparel you wear to work suits and hills is very different from the apparel you wear on the weekends pajama pants and bunny slippers.

ONLINE SHOPPING IN INDIA

THE birth and growth of internet has been the biggest event of the country. E-commerce in India has come to long way from a time beginning in the 1999-2000 to a period where one can sell and find all sorts of stuff from a high end product to a major peanut online. Most corporations are using the internet to represent their product range and services so that it is accessible to the global market and reach out to a higher range of their audience. Computers and internet have completely change the way one handles day to day transactions; online shopping is one of them. The internet has brought about sweeping changes in the purchasing habits of the people. In the comforts of once home, office or cyber café or anywhere across the global, one can log and by just about anything from apparel, books, music and diamond jewelry to digital cameras, mobiles phones , mp3 players, video games movies tickets, rail and air tickets, ease, simplicity, convenience and security are the key factors turning the users to buy online.

FACTORS THAT BOOST ONLINE SHOPPING IN INDIA

- Rapid growth of cybercafés across India
- Access to information
- The increase in number of computer users
- Reach to internet services through broadband
- Middle class population with spending power is growing.

There are about 200 million of middle class population good spending power. These people have very little time to spend for shopping. Many of them have started to depend on internet to satisfy their shopping desires.

ADVANTAGES OF ONLINE SHOPPING

- **CONVENIENCE :** online stores are usually available 24 hours a day, and many consumers have internet access both at work and at home. Other establishments such as internet café and schools provide access as well.
  A visit to conventional relative store requires travel and must taken place during business hours. In the event of a problem with the item it is not what consumer order, or it is not what they expected consumers are concern with the easy with which they can return an item for correct one or for a refund. Consumers may need to contact the retailer, visit the post office and a return shopping, and then wait for a replacement or refund. Some online companies have more generous return policies to compensate for the traditional advantage of physical stores. For example the online apparel retailer : CRAFTSVILLA including labels for free return shopping and does not charge a rest looking feel, even for returns which are not the result of merchant error.

- **INFORMATION AND REVIEWS:** online stores most describe products for the safe with text, photos, and the multimedia files whereas in a physical retail store and the actual product and the manufacture packing will be available for direct inspection.
  Some online stores provide to link to supplemental product information such as

- **BETTER PRICES:** The vast majority of online stores offer prices that are much lower than what you will find at a physical store. There are a few reason for this. The first is because many people use the internet to find cheaper items. Usually online business owners understand this. They will usually reduce their profit margin to get more consumers. Another reason is because you can easily browse through dozens of different websites to find the best price. You can do the same at mall, but it would take an about an hour or longer. You also may not be taxed because most e-commerce stores want tax you unless they are stationed in your state.

- **SAVE TIME:** Do You have the specific list that you want to buy? With just a couple of clicks of mouse, you can purchase your shopping orders and initially move to other important things, which can save time.

- **SAVE FUEL:** The market of fuel industries battles from increasing and decreasing its cost very now and again, but no matter how much the cost fuel are it does not affect your shopping errands. One of the advantages of shopping online is that there is no need for vehicles, so no purchase of fuel necessary.

- **SAVE ENERGY:** Admit it, it is tiresome to shop from one location and transfer to another location. What is worse is that there are no available stocks for the merchandise you want to buy. In online shopping, you do not need to waste your precious energy when buying.

- **COMPARISON OF PRICES:** The advanced innovation of search engine allows you to easily check prices and compare with just a few clicks. It is very straightforward to conduct price comparisons from one online shopping website to another. This gives you the freedom to determine which online store offers the most affordable item you are going to buy.

- **24/7 AVAILABILITY:** Online shopping stores are open around a clock of 24/7, 7 days a week and 365 days. It is very rare to find any conventional

retail stores that are open 24/7. The availability of online stores give you the freedom to shop at your own place and convenience.

- **HATE WAITING IN LINES:** When buying items online , there are no long lines you have to endure, just to buy your merchandise. The idea of shopping online is cutting down those bad habits of standing in a long line and just waiting. Every online store is designed with unique individual ordering features to purchase the items.

- **TOO ASHMED TO BUY:** There are times that you want to purchase something out of the ordinary that can be a bit embarrassing when seen by other people. Items like weird ornaments, sexy lingerie, adult toys, etc., in online shopping, you do not need to be ashamed, your online transactions are basically done privately.

- **EASY TO SEARCH MERCHANDISE:** You are able to look for specific merchandise that includes model number, style, size, and color that you want to purchase in addition, it is east to determine whether the products are available or out of stocks.

DISADVANTAGES OF ONLINE SHOPPING

If there are advantages, most likely there will be disadvantages. Despite the success of purchasing through online shopping stores, there are still some disadvantages that most people complain about. These include:

- **PERSONALLY CHECK THE ITEM :** If you are one of those shoppers who want to touch, see, and test the product personally, at online shopping, you are not able to do so. Online stores are showing product description and photos of the merchandise, which can be a disadvantage for many online shoppers.

- **DIMNISHED INSTANT SATISFACTION:** Unlike buying at retail stores, you are able to use the product instantly after you buy it, which can be satisfying. However, online shopping requires patience to wait for the item to arrive at your door step about 2 to 3 days or even longer depending on the location you have ordered it from.

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Online shopping is continuously becoming more popular and improving every single day. Knowing the advantages of online shopping and its disadvantages is additional knowledge for a lot of online shopping that are useful before shopping online.

REVIEW OF LITERATURE

E-business probably began with electronic data interchange in 1960s (Zwass, 1996). However, (melao, 2008) suggest that it was only in the 1990s, primarily via the internet, that e-business has emerged as core feature of many organization. In his opinion, the hope was that e-business would revolutionize the ways in which the organization interact with customers, employees, suppliers and partners. Some saw e-business as a part of recipe to stay competitive in the global economy.

CHRISTY M.K.Cheung, LLEI ZHU, TIMOTHY KWONG, GLORIA W.W.CHAN,

MOEZ LIMAYEM, (2002) The topic of online consumer perception has been examined under various context over the years. Although researchers form a variety disciplines have made significant progress over the past few years, the scope of these studies rather broad the studies appear relatively fragmented and no unifying theoretical model is found in this research area. In view of this , provide an exhaustive review of the literature and proposed a research framework with three key building blocks(intention, adoption, and continuance) so as to analyze the online consumer perception in a systematic way. This proposed framework not only provides us with a cohesive view of online consumer perception, built also serves as a salient guideline for researcher in this area.

BURKE, R.R.(2002), Trust is a factor that determines the success of Business to Consumer (B2 C) e-commerce transaction. Previous researchers have identified several

critical factors that influence trust in the context of online shopping. This research focuses on a available security measures which assures online shoppers safety and great sales promotions and online deals which stimulate customers to shop online.

Abel Stephen (2003) in his paper represents the findings of research studies that address e-commerce design and associated consumer exception. The innovation of e-commerce has affected not only the market place through the facilitation of the exchang3e of goods and services but also human behavior in response to the mechanism of online services. The researchers have identified and hypothesis on relevant subject matter ranging from web usability, marketing channel and other factor influencing buying behavior. Those researchers have focus on what appear different aspects of online buying perception , there studies may be shown to be interrelated and interdependent , even to the extent of revealing construct upon which e-commerce in terms of future design and research, could be built.

OBJECTIVES OF THE STUDY

GENERAL OBJECTIVE

To know the consumer perception and awareness about shopping on online. This will to help to know the attitude of consumers towards online shopping and what are the factors which shape the consumers perception towards online shopping. Also what key concerns from the point of view are of consumes while online shopping.

SPECIFIC OBJECTIVE

* To know why the customers prefer do online shopping
* To know the consumer awareness level among women about online shopping.
* To know the fear of customers for doing online shopping
* To know the expectations of customers from online market of apparels
* To know the satisfaction level of customers from online shopping

SCOPE OF THE STUDY

1. The study was among the internet users

2. The geographical area covered was of Delhi only.

3. The scope of internet shopping.

RESEARCH METHODOLOGY

RESEARCH DESIGN TITLE OF THE STUDY The title of the study is "consumer **perception towards online shopping in apparels". DEFINITION OF RESEARCH DESIGN**

"It is a basic plan, which guides the data collection and analysis phases of the project. It

is a framework, which specifies the type of information to be collected, the resources

of data collection procedure." Research design is of three types- 1. Exploratory

research design 2. Descriptive research design 3. Hypothesis research design.

I had use exploratory research design for knowing consumer perception towards online

shopping of apparels.

SAMPLE AREA

DELHI

SAMPLE UNIT

INDIVIDUAL RESPONDENTS

SAMPLE SIZE

100

DATA COLLECTION METHOD

Broadly there are two types of data collection method one is primary data and second one is secondary data.

PRIMARY DATA METHOD

I had collected primary data for this research which is collected originally with the help of tools of data collection i.e. questionnaire.

Questionnaire:

Questionnaire development is the critical part of primary data collection method. For this I had prepare a questionnaire in such a way that it will be able to collect all relevant information regarding the project. The questionnaire was designed using various scaling techniques. The questionnaire was used mainly to test the model purposed for consumer perception towards online shopping in apparels. This was done by going directly to the respondents.

SECONDARY DATA METHOD

Primary data is the main source of data collection but secondary data is also considered for conducting research.

LIMITATIONS OF THE STUDY

- The study was restricted to Delhi city only so the findings are only applicable to Delhi city
- Findings of the survey are based on the assumptions that the respondents have given correct information
- The time limitations is one the factor which influence the study findings also.

DATA ANALYSIS AND INTERPRETATION

SEGMENATTION OF THE RESPONDENTS BASED ON AGE GROUP

AGE GROUP	NUMBER OF RESPONDENTS	PERCENTAGE
BELOW 20 YEARS	20	20%
20-30 YEARS	40	40%
30-40 YEARS	18	18%
40 ABOVE	22	22%
TOTAL	100	100%

SEGMENTATION OF RESPONDENTS BASED ON EDUCATION

EDUCATION	NUMBER OF RESPIONDENTS	PERCENTAGE
UNDEER GRADUATION	40	40%
GRADUATION	17	17%
POST GRADUATION	43	43%
OTHER	0	
TOAT;L	100	100%

SEGMENTATION OF RESPONDENTS BASED ON OCCUPATION

OCCUPATION	NUMBER OF RESPONDENTS	PERCENTAGE
SELF EMPLOYED	8	8%

STUDENT	64	64%
EMPLOYEE	22	22%
HOMEMAKER	6	6%
TOTAL	100	100%

Q1. ₁HOW OFTEN DO YOU GO FOR ONLINE SHOPPING?

|	ONCE IN A MONTH	ONCE IN A WEEK	OFTEN	TOTAL
RESPONDENTS	42.5%	35%	22.5%%	100%

Sales
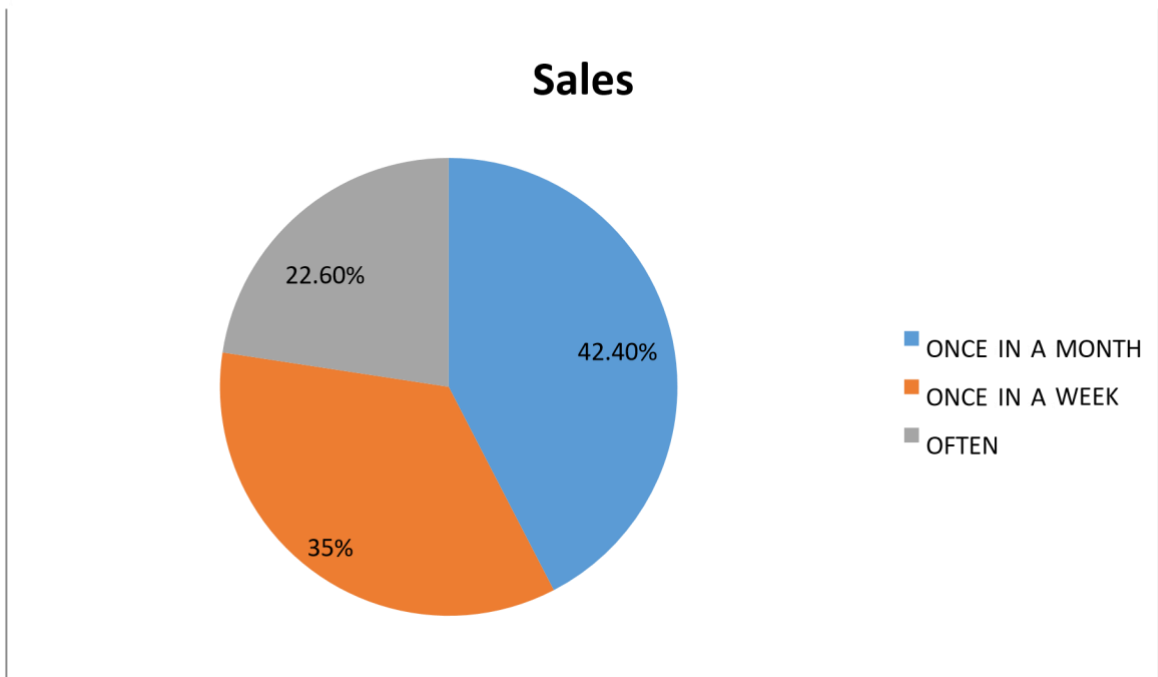
INTERPRETATION

42,5% people do online shopping once in a month, 35% people do online shopping once in a week and 22.6% people do online shopping often. This is due to the number of working women has increased so they have no time to go for shopping in store. Online shopping saves time of working women.

Q2. ₁WHAT ARE THE PAYMENT METHODS YOU GENERALLY USE FOR ONLINE SHOPPING?

	CREDIT CARD	DEBIT CARD	CASH	OTHERS	TOTAL
RESPONDENTS	10%	15%	70%	5%	100%

INTERPRETATION
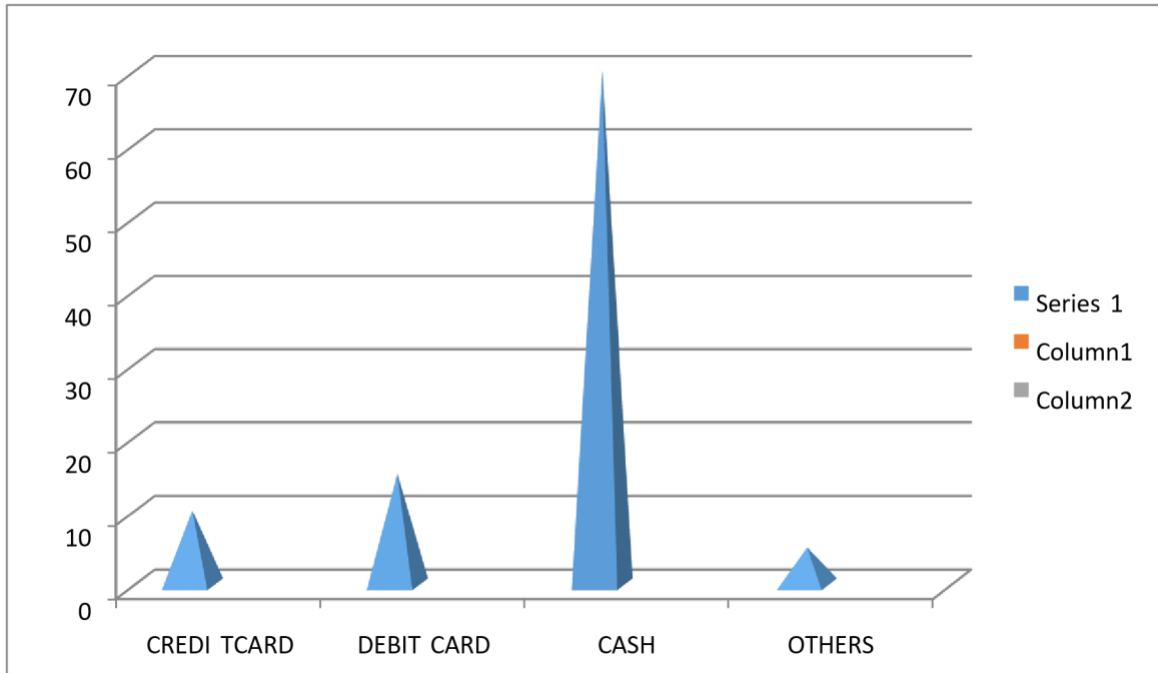
The maximum number of person goes for cash option. A very small number of person go for other option i.e. for debit card, credit card, and other (mobile wallet). The cash option is choose by most of the person because maximum number of people don't have credit card and debit card.

Q3. DO YOU FEEL IT IS SAFE TO BUY ONLINE?

	YES	NO	TOATL
RESPONDENTS	87.5%	12.5%	100%
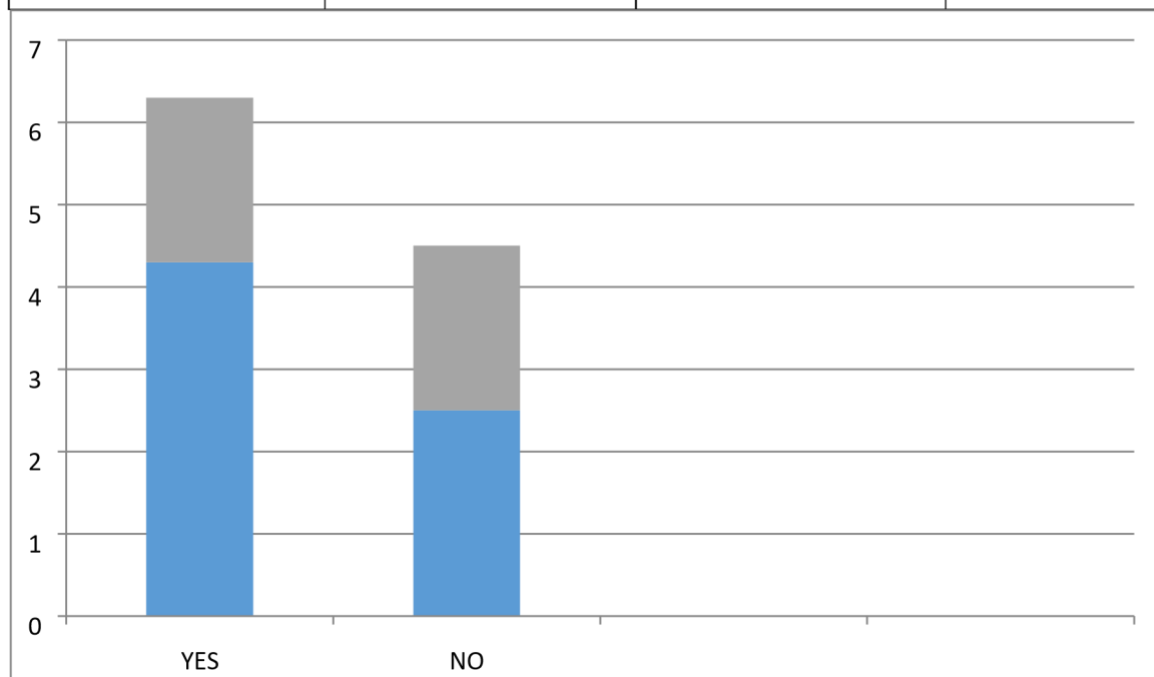
INTERPRETATION

87.5% people think that online shopping is as compared to rest of people i.e. 12.5%. This

thinking exist in the mind people because the payment will done after taking the delivery

of goods. And the goods can be return with in 7 days if it will not suitable to buyer. So there

is risk is so less.

Q4. ₁HOW MUCH DO YOU SPEND ON ONLINE ₁SHOPPING PER MONTH?
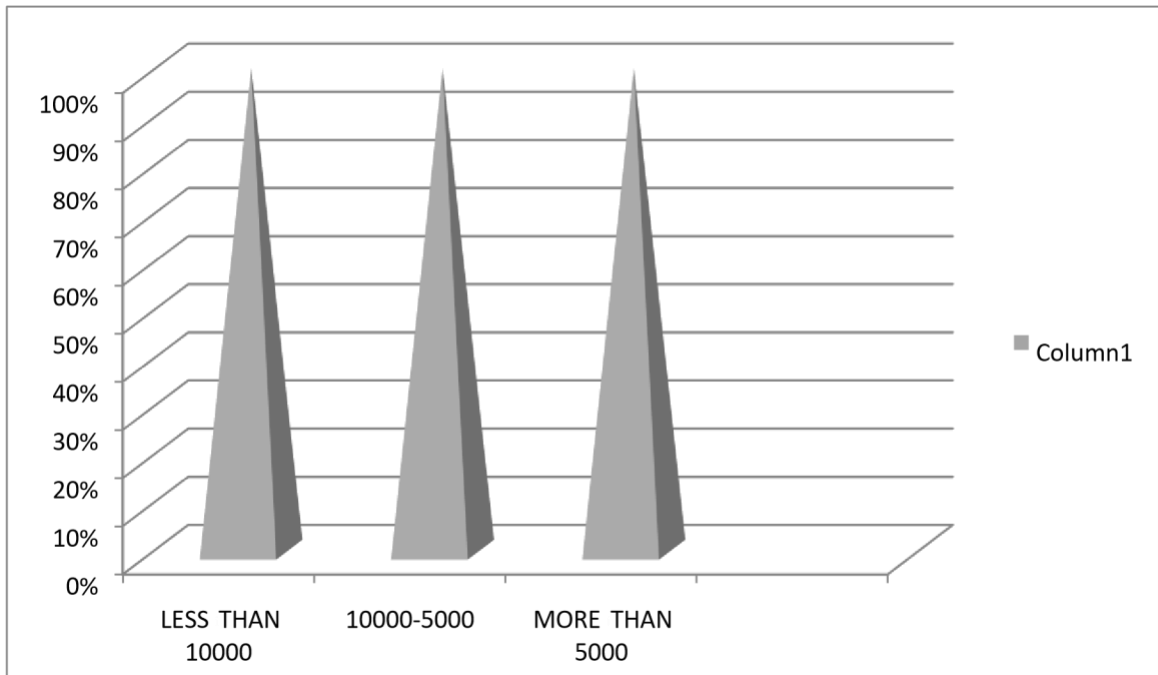
INTERPRETATION

30% people spend more than 5000 on online shopping, 40% spend 1000-5000 on online shopping and 30% spend less than 1000 on online shopping.
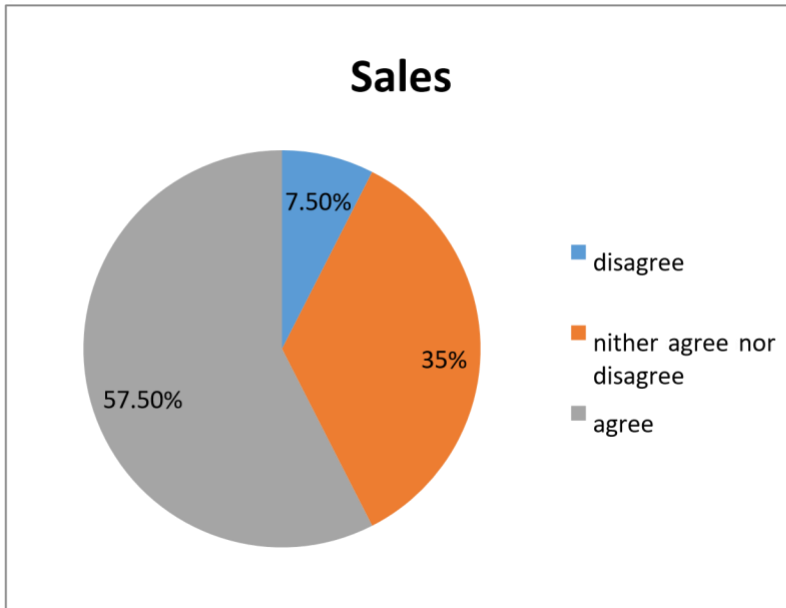
	DISAGREE	NIETHER AGREE NOR DISAGREE	AGREE	TOTAL
RESPONDENTS	7.5%	35%	57.5%	100%

SHOPPING

Q5. ᵢONLINE IS CONVENIENT THAN IN STORE SHOPPING? **NTERPRETATION**

57.5% people agree that online shopping is convenient than in store shopping, 35% people

have no idea that online shopping is convenient or not than in store shopping and

ᵢ7.5% people disagree that online shopping is convenient than in store shopping.

Sales

- disagree
- nither agree nor disagree
- agree

7.50%
35%
57.50%

	DISAGREE	NIETHER AGREE NOR DISAGREE	AGREE	TOTAL
RESPONDENTS	20%	20%	60%	100%

SHOPPING

Q6. ¡ONLINE   SAVES TIMES OVER ¡IN SOTRE SHOPPING? ¡

INTERPRETATION

60% people agree that online shopping saves time than in store shopping, 20% people neither

agree nor disagree that online shopping saves time than in store shopping and 20

% people disagree that online shopping saves time than in store shopping.

Sales

20.00% ■ disagree

20% ■ nither agree nor disagree

60.00% ■ agree
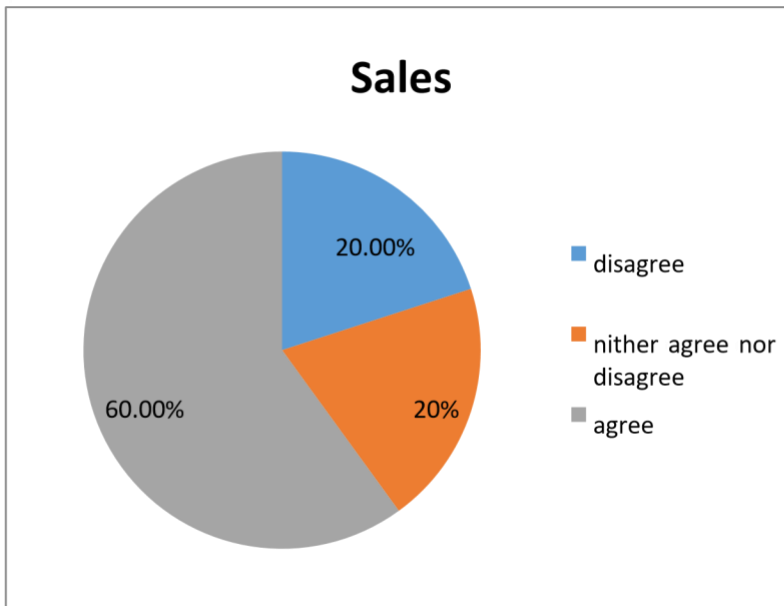
SHOPPING
Q7. ¡ONLINE PROVIDES ME WITH THE OPPORTUNITY TO ¡GET THE PRODUCTS

	DISAGREE	NIETHER AGREE NOR DISAGREE	AGREE	TOTAL
RESPONDENTS	15%	60%	25%	100%

Sales

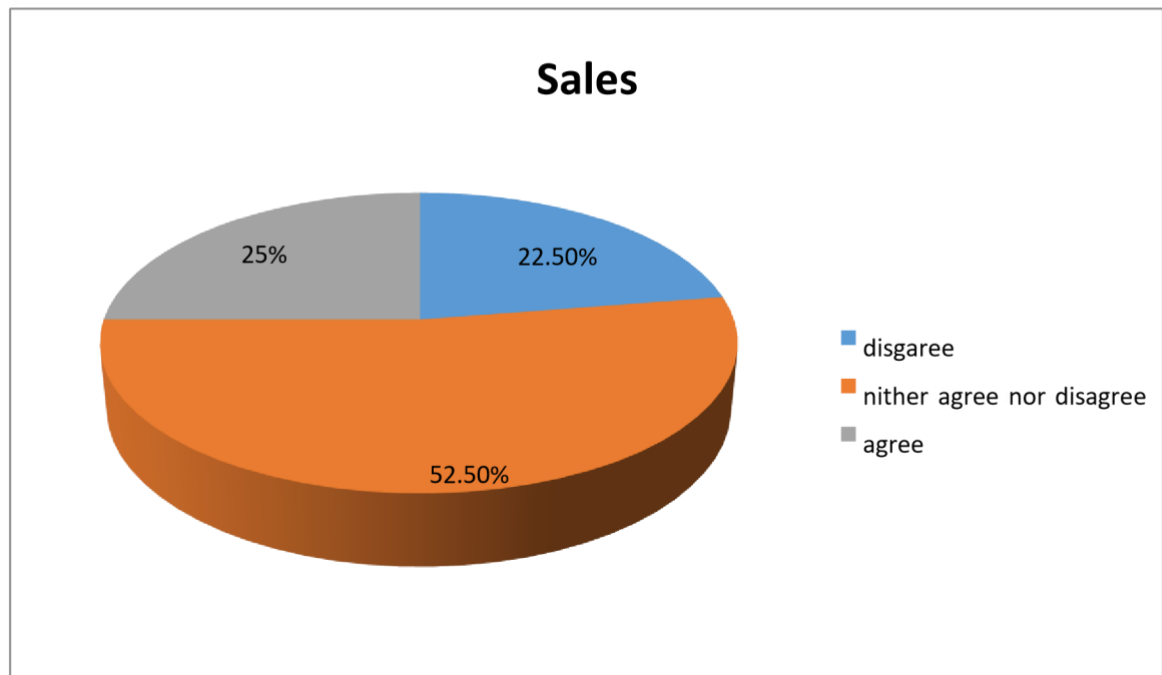- disagree
- anither agree nor disagree
- agree
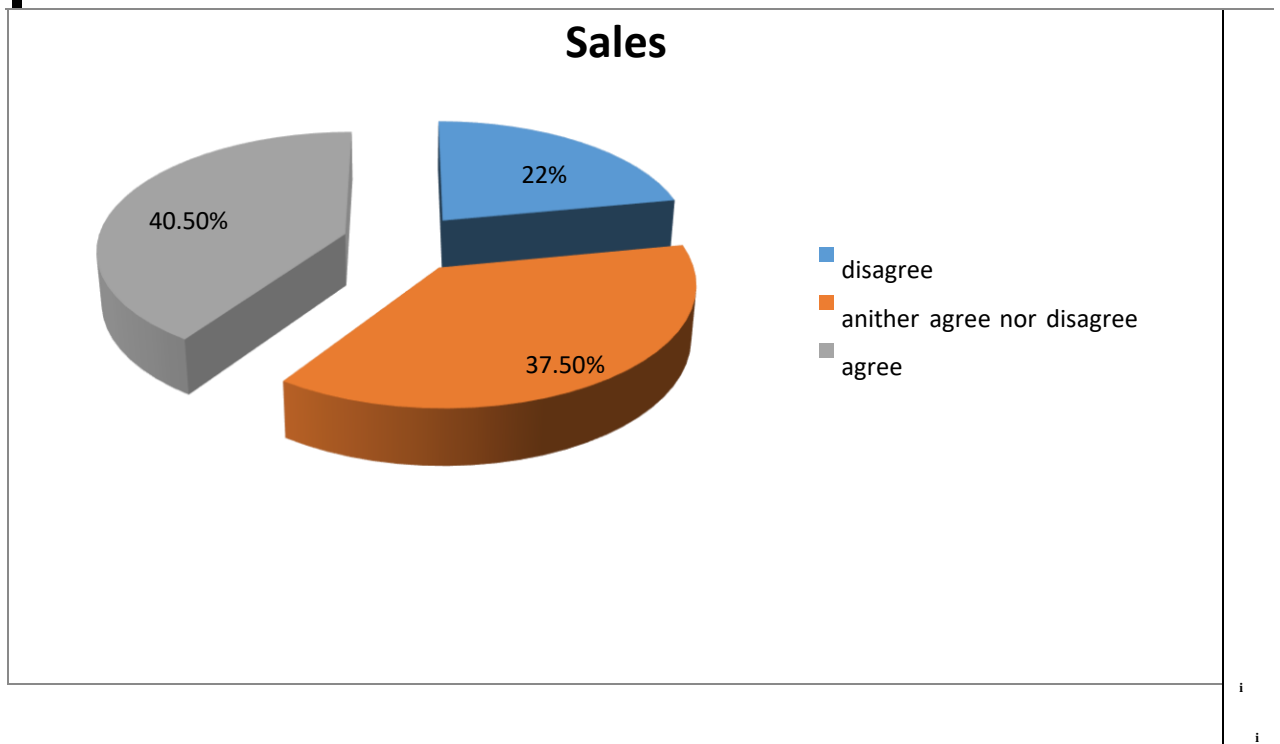
DELIVERED ON SPECIFIC DATE AND TIME ANYWHERE AS REQUIRED.

SHOPPING

INTERPRETATION

40.5% people agree that online shopping provides product delivery in the specific date and anytime and anywhere as required by the customers. 37.5% people are neither agree nor disagree that online shopping provides the opportunity to get the product on time, specific date and anywhere as required by the customers.

Q8. PRODUCTS PURCHASED THROUGH THE INTERNET ARE WITH GUARANTEED QUALITY?

|	DISAGREE	NIETHER AGREE NOR DISAGREE	AGREE	TOTAL
RESPONDENTS	22.5%	52.5%	25%	100

INTERPRETATION

52.5% people are neither agree nor disagree that the products are of guaranteed quality,

25% people are disagree that online shopping products are iof guaranteed quality and only

22.5% people are agree that online shopping products are of guaranteed quality.

Q9. INTERNET PROVIDES REGULAR DISCOUNTS AND PROMOTIONS
OFFERS.

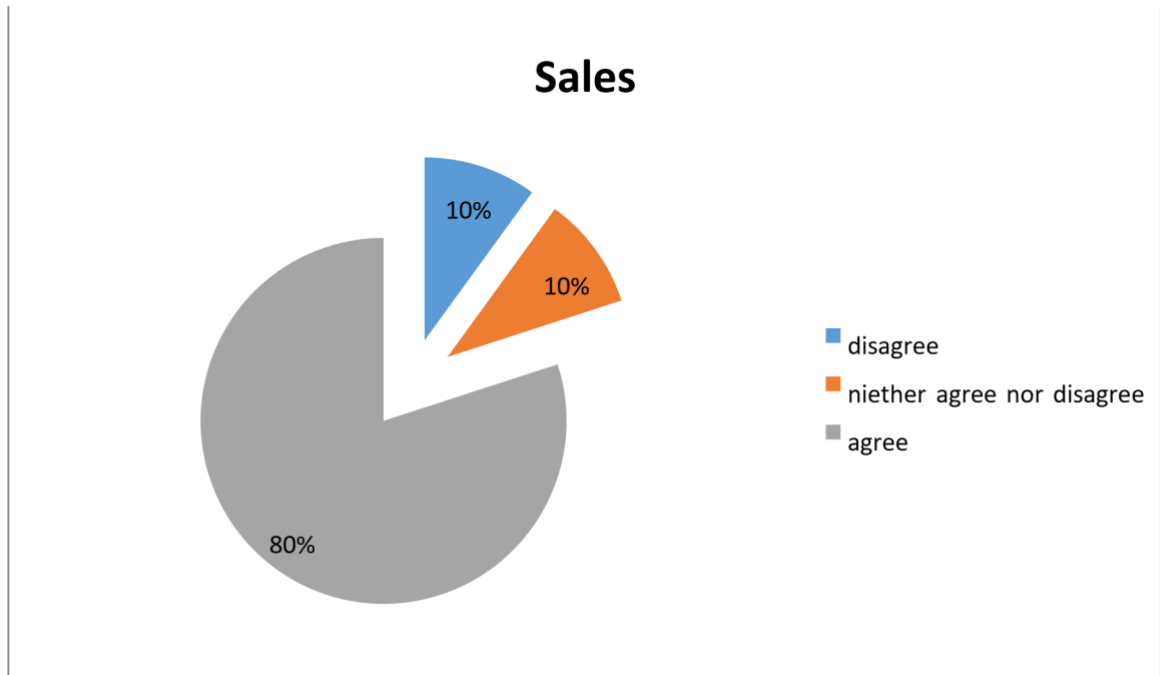|	DISAGREE	NIETHER AGREE NOR DISAGREE	AGREE	TOTAL
RESPONDENTS	5%	17.5%	77.5%	100
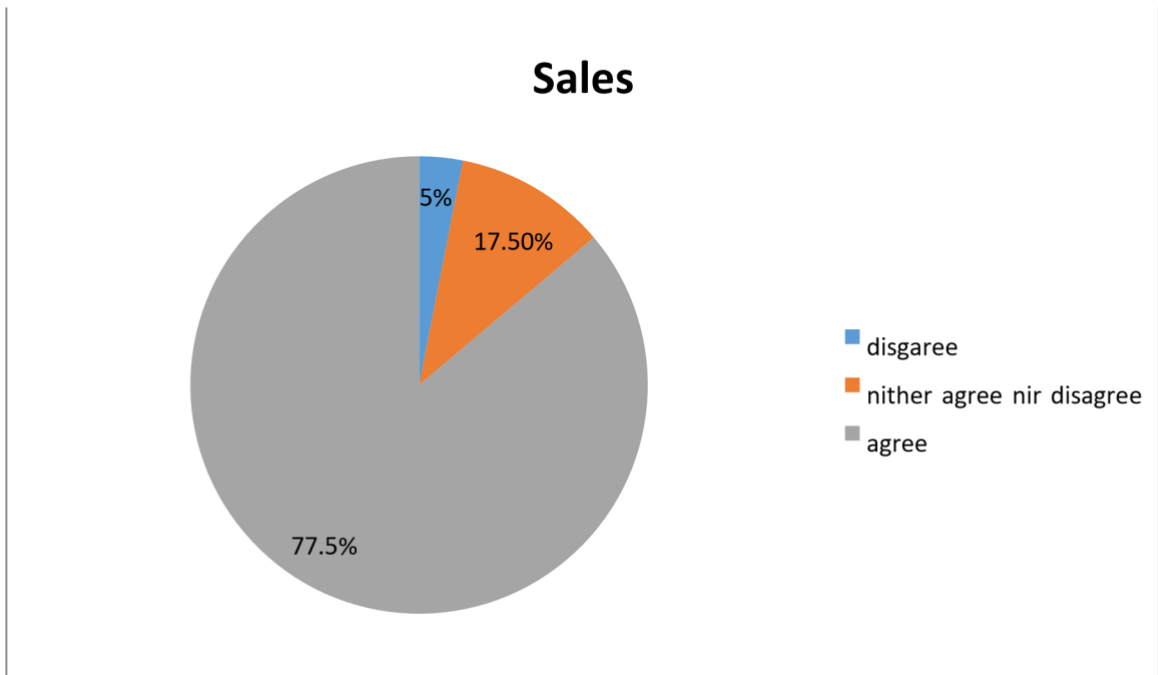
INTERPRETATION

77.5% people agree that online shopping provides regular discounts and offer. 17.5%

people have no idea about discounts and promotions provided by online shopping and

5% people disagree that online shopping provides regular discount and promotion.

Q10. INTERNET HELPS ME AVOID HASSLES OF SHOPPING IN STORES.

|	DISAGREE	NIETHER AGREE NOR DISAGREE	AGREE	TOTAL
RESPONDENTS	10%	10%	80%	100%

Sales

INTERPRETATION

80% people agree that online shopping avoid all the hassles faced at the time of shopping in store. 10% people have no idea about online shopping avoid hassles in store shopping and 10% people disagree that online shopping avoid hassles in store shopping.

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Q11. iHAVE FACED PROBLEM WHILE SHOPPING ONLINE.

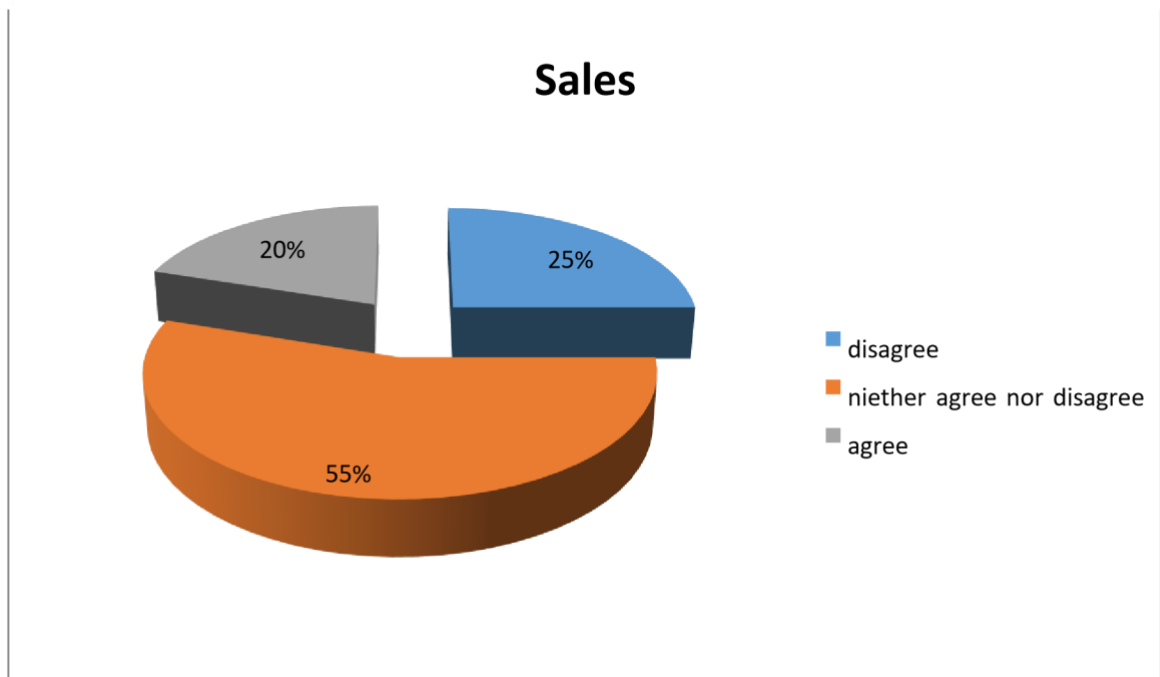|	DISAGREE	NIETHER AGREE NOR DISAGREE	AGREE	TOTAL
RESPONDENTS	35%	57.5%	7.5%	100%
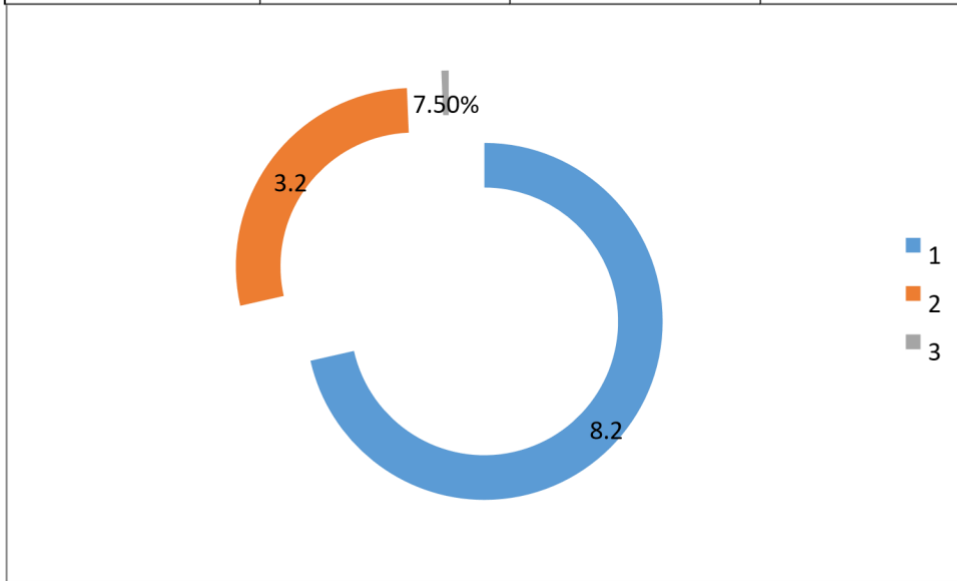
INTERPRETATION

57.5% people sometimes faced problem and sometime not. 35% people are disagree that

they faced problem while shopping online. Only 7.5% people are agree that they faced

problem while shopping online.

Q12. I CONTINUE SHOPPING ONLINE DESPITE FACING PROBLEMS ON SOME OCCASIONS.

|	DISAGREE	NIETHER AGREE NOR DISAGREE	AGREE	TOTAL
RESPONDENTS	25%	55%	20%	100%

Sales

INTERPRETATION

Here 55% people are not in position that will continue shopping on online while facing problem on some occasions. 20% people are disagree that they will continue shopping on online. Only 25% people are agree that they will continue shopping on online on some occasions whether they face problem on online shopping.

Q13. IT IS IMPORTANT FOR ME TO TOUCH AND FEEL CERTAIN PRODUCTS ON SOME OCCASIONS.

|	DISAGREE	NIETHER AGREE NOR DISAGREE	AGREE	TOTAL
RESPONDENTS	22.5%	42.5%	35%	100%

Sales
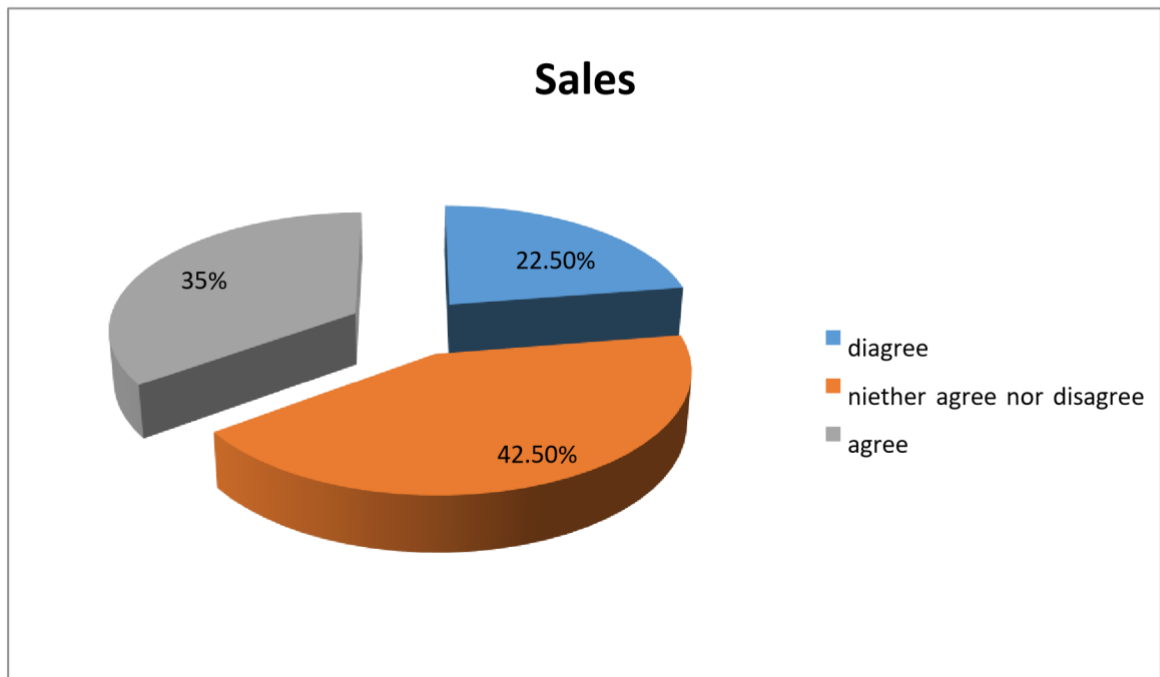
INTERPRETATION

42.5% people are in position that they will buy or not certain product which are touch and feel. 22.50% people will purchase the products on some occasions they have no importance to touch and feel the product. 35% people are agree that they have importance for certain products to buy on some occasions.

Q14. I TRUST THE DELIVERY PROCESS OF THE SHOPPING WEBSITES.

|	DISAGREE	NIETHER AGREE NOR DISAGREE	AGREE	TOTAL
RESPONDENTS	7.5%	32.5%	60%	100%
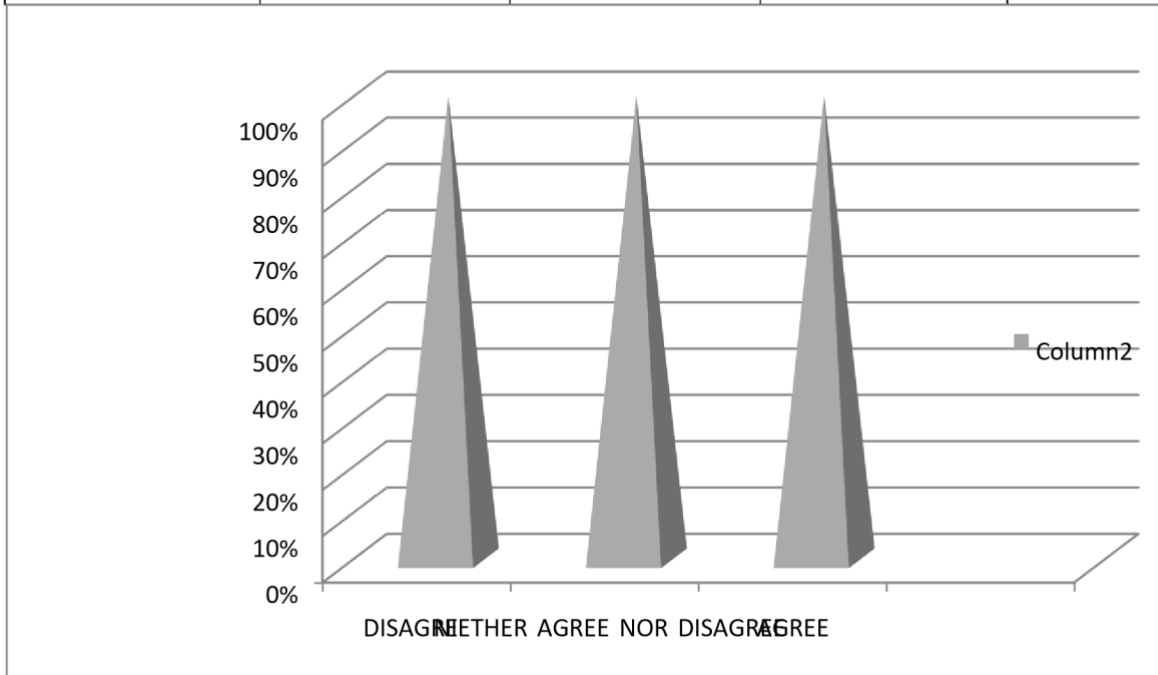
INTERPRETATION

60% people trust the delivery process, 32.50% people have no idea of delivery process and 7.5% people does not trust the delivery process. The percentage of agree is high because Delhi is a backward area and their people can trust easily.

Q15. I DO NOT SHOP ONLINE BECAUSE I DO NOT OWN A CREDIT CARD.

	DISAGREE	NIETHER AGREE NOR DISAGREE	AGREE	TOTAL
RESPONDENTS	77.5%	15%	7.5%	100%

Sales
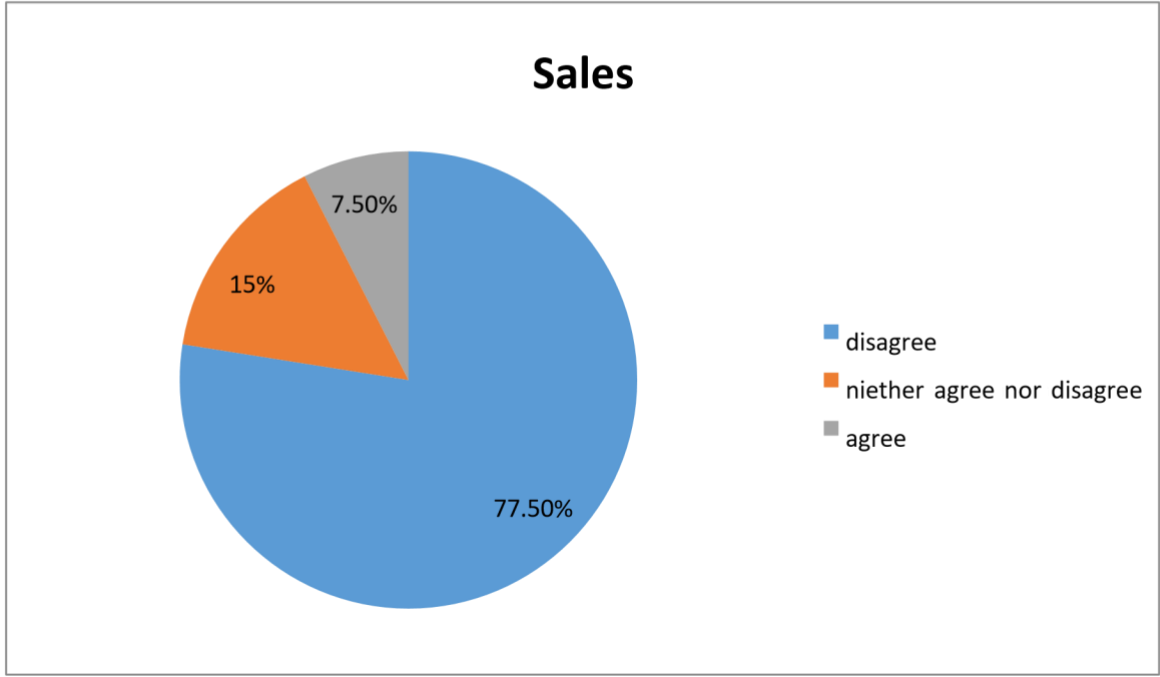
INTERPRETATION

77.5% person thinks that online shopping can be done without having credit card. 7.5% person need credit card for online shopping and 15 % person use both option for shopping. This is due to people thinks payment through cash is safe mode and there will be no chances of disclosure of password of credit card.

CONCLUSION

This project was conducted with the zeal of finding out the consumer perception towards online shopping for apparels(women). Based on this information obtained in the course of the project there is a sincere effort to drawn a meaningful conclusion. We found a strong inter-dependence between a few variables affecting online buying behavior. For example we found that cash on delivery has significant impact on the frequency of online purchases as cash payment is the most popular mode of payment of online shopping for the consumers of Delhi district.

We also found that the consumers of Delhi required the product from online on time, specific date and anytime as the requirement of consumers. the mood of Delhi people for online shopping does not depends upon any occasion. They shop online whenever they found suitable and when there is high discounts and promotions offer are available on online shopping websites.

Overall the experience of Delhi people of online shopping is good.

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ANNEXURE
CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING FOR APPARELS

I am Naveen Kumar student of DSM college. I am in 4th semester of Master Business

Administration. I am doing my final year project on CONSUMER PERCEPTION

TOWARDS ONLINE SHOPPING FOR APPARELS. For this I need to get a questionnaire

filled by you, the data and information provided by you will be remained confidential & will

be used for the academic purpose. So please help me in this project. **Demographic profile**

Name ___ Qualification
    a) Under graduate ( )   b) Graduate
               ( )
    c) Post graduate   ( )   d) Other ( )

Age group
    a) Below 20 year   ( )   b) 20-30 year   ( )

c) 30-40 year ( )   d) Above 40 year ( ) Occupation

a) Self employed   ( )   c) Student   ( )
b) Employee   ( )   d) Other
         ( )

Project profile:

1. HAVE YOU HEARD OF ONLINE SHOPPING FACILITIES?

    (a) YES   (b) NO

2. IF YES HAD YOU PURCHASE THROUGH ONLINE?

  (a) YES   (b) NO

3. HOW OFTEN DO YOU GO FOR ONLINE SHOPPING?

  (a) ONCE IN A MONTH   (b) ONCE IN A WEEK

  (C) OFTEN

4.) IF YOU DO NOT SHOP ONLINE, THEN WHAT ARE THE REASONS BEHIND NOT

    SHOPPING ONLINE?

5.) WHAT ARE THE OCCASIONS WHEN YOU BUY ONLINE?

6.) WHILE PURSHASING ONLINE, WHAT TYPE OF APPARELS THAT YOU GENERALLY BUY

7.) WHAT ARE THE PAYMENT METHODS YOU GENERALLY USE FOR ONLINE PURCHASES?

(a) CREDIT CARD   (b) DEBIT CARD
     (c) CASH   (d) OTHERS

8.) DO YOU FEEL IT IS SAFE TO BUY ONLINE?

YES   (d) NO

9.) HOW MUCH DO YOU SPEND ON ONLINE SHOPPING PER MONTH?

LESS THAN 1000   (b) 1000-5000   (c)

MORE THAN 5000

10.) WHAT IS YOUR GENERAL EXPERIENCE OF BUYING ONLINE AS COMPARED TO CONVENTIONAL SHOPPING?