

Major Research Project
Consumer Perception towards online shopping

Submitted By

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CERTIFICATE

This is to certify that Abhimanu Singh Naruka Student of MBA 4th semester, has completed his Project report on the Title- “*Consumer Perception Towards Online Shopping*” As a part of curriculum under my guidance for the partial fulfillment of M.B.A. degree under Delhi Technical University, Delhi for the year 2019-2021.

Signature of the Guide

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DECLARATION BY THE CANDIDATE

I hereby declare that the work, which is being presented in the project entitled “*Consumer Perception Towards Online Shopping*”, is an authentic record of my own work carried out by me under the supervision and guidance of **Dr. Sonal Thukral** project guide, **Delhi School of Management, DTU, Rohini, DELHI**.

This project was undertaken as a part of the Forth semester project report as per the curriculum of **Delhi Technical University, DELHI** for the partial fulfillment of **MBA** from **Delhi School of Management, DELHI**.

I have not submitted the matter embodied here in this project for the award of any Degree/Diploma.

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ABSTRACT

Online shopping is the process of acquiring goods and services from merchants who sell on the Internet. Since the beginning of the World Wide Web, merchants have tried to sell their items to Internet users. Customers can shop while sitting in front of their computers from the comfort of their own homes. People now a days prefer to shop online since they are more technologically knowledgeable and feel more at ease when utilising the internet. As a result, internet buying has become a trend, necessitating the creation of a research on online shopping effectiveness and perception. The major aim of this research is to find out how customers feel about internet buying and what they think about it discriminate this perception gender wise. For this objective, 100 respondents were chosen using a convenient selection procedure, and data was collected using a standardised questionnaire. According to data analysis, the majority of customers believe that online shopping is a more effective option than manual shopping, and that they seem to be satisfied with their online purchasing experience. Customers can use the internet from their any comfort place like homes, offices, and colleges. Customers primarily purchase clothing, electronics, and accessories. Customers had to enter their credit card number and couldn't examine things in person, which was the most worrying barrier for online buying. Customers agree that internet shopping is more expensive than manual shopping, that it takes longer to receive things, and that they have issues making online purchases.

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1. INTRODUCTION

Online shopping, often known as online retailing, is a sort of electronic commerce that allows users to purchase goods or services directly from a vendor using a computer browser and the Internet. Other names for it include e-shop, e-store, Internet shop, web-shop, web-store, online store, and virtual store. The practise is known as business-to-consumer (B2C) online purchasing, and it resembles the actual act of purchasing goods or services from a store or shopping centre. Business-to-business (B2B) internet purchasing is the process of a company buying from another company. eBay and Amazon are the two major internet shopping companies, both based in the United States.

In 1990, Tim Berners-Lee created the first World Wide Web server and browser, which went on sale in 1991. Following that, in 1994, online banking, Pizza Hut's first online pizza store, Netscape's SSL v2 encryption standard for safe data transit, and Intershop's first online shopping system were all introduced. Amazon.com followed suit in 1995 with the debut of their online shopping site, and eBay followed suit in 1996.

1.1 INDIA'S E-COMMERCE

India's internet user base grew to 565 million in July 2020, accounting for over 41% of the country's population. Despite having the world's second-largest userbase, just behind China (650 million, or 48 percent of the population), e-commerce penetration is low in comparison to economies like the United States (266 million, or 84 percent), or France (54 million, or 81 percent), but it is growing at an unprecedented rate, with over 6 million new users added every month. The common consensus in the industry is that growth is at a fork in the road.

In India, cash on delivery is the most common payment method, accounting for 75% of all e-commerce transactions. The demand for imported consumer products (especially long-tail items) is surpassing supply from authorised distributors and e-commerce platforms in the country.

Amazon, Flipkart, ShopClues, Paytm, Mytra, Snapdeal, and Ajio were the top e-commerce companies in India in 2020.

1.2 SIGNIFICANCE OF THE STUDY

Online shopping has grown in popularity in recent years. These have been ingrained in our daily lives as a result of technological advancements. The introduction of plastic money or a debit/credit card, as well as Internet connectivity has brought shops from all around the world to your PC. Many of our pals have been seen browsing and purchasing items on various online shopping sites. The student community has grown to the point where even Before making large purchases, parents enlist the help and advice of their children. This is largely owing to their internet and social media exposure. Furthermore, when it comes to personal purchases, students are quite picky about having the best products available will go to any length to obtain the greatest things. This is where online purchasing sites come into play. Online markets are familiar to students who are familiar with the internet and social media, and they have used at least some of them. The study is significant because it may provide a clear picture of India's internet markets' future as well as developing trends in this industry. The numerous elements that influence internet buying behaviour, as well as the benefits and drawbacks of doing so, are discussed. The research also aims to make a comparison of internet purchasing patterns across people of various ages and income levels

1.3 OBJECTIVE

- To know about consumer perception for online shopping.
- To learn about the age groups of people who are more likely to shop online..
- To know about factors that consumer consider for online shopping.
- To check the frequency and type of products consumer prefer to buy online.
- To check the confidence of online shoppers that why do they shop online and for those who don't shop online, then why not?

Literature review

According to Kotler (1974); Bitner (1992); Solomon, Suprenent, Czepiel, and Gutman (1994), Confidentiality, shopping security, complaint resolution, problem handling, and warranties all require assurance (1985). Customers in an online purchasing environment are not connected to a real location and only interact with a machine rather than a human (Ekeldo and Sivakumar, 2004). Due to the lack of tactile characteristics in online purchasing, shoppers are unable to feel and touch the goods, making it hard to advertise those items on internet. Lindstrom (2001) claims that.

With reference to Lindstrom (2001), which was quoted by Rajamma and Ganesh (2007), traditional storefronts are easy to sell than the online since customers can have feeling and touch experience the merchandise and can try it. Because it has a real location where customers may visit, these brick and mortar is often known as stores or shopping malls and shopping malls can serve as a get together point or refreshment point for public and other events, they have an impact on consumers' lifestyles (Terblanche, 1999). (Ng, 2003). Consumers can enjoy entertainment as well as other necessities like retailers, food courts and restaurants, and children's amusement Centre, cinemas and relaxation spaces at shopping mall (Terblanche, 1999).

In India, there is a Hindu god named Parasuraman (2002) The reasons for this special issue are discussed, as well as a conceptual foundation for the issue's theme. They then give an overview of the remaining articles by categorising them and describing how they relate to the framework, all while keeping the framework in mind. They end by noting areas of research that can help us better comprehend internet marketing and customer service.

Magee (2003) claims that the number of online consumers is increasing at a quicker rate than the number of Internet users, indicating that more individuals are comfortable shopping online.

Ryan (2004) looked into the tangle of institutional challenges that come with establishing legitimacy for online selling methods. Tough arguments for a primarily self regulatory strategy are weighed against other problems that undermine credibility, such as conflicting online worldviews, a lack of moral coherence, and offline ambiguity regarding various institutional tasks, particularly when it comes to the moral elements of regulatory and self-regulatory concepts.

According to Wong and Sculli (2005), when promotional offers are there, In web-shopping, consumers will be more likely to purchase; purchasing decisions and outcomes will be more favourable. DEC, Vol.1 (2), GALAXY International Interdisciplinary Research Journal (GIIRJ), ISSN 2347-6915 (2013) When there are special offers available, selecting a decision from alternative evaluations is simple.

Wang (2006) performed study to look at how the Internet is already being used by convention and visitor bureaus in the United States, and they are predicting how they will utilise it in the future. A survey was sent to 600 convention and visitor bureaus across the United States with the purpose of analysing the apps available on their websites, as well as their Web site advertising techniques and customer relationship management systems. According to the findings, most bureaus' Internet marketing efforts are minor, with the majority of their efforts concentrated on delivering travel information to potential guests.

According to Bengtsson (2007), For organisations of all sizes, using the Internet for advanced marketing operations presents new obstacles. However, such acceptance is not without its drawbacks bears the characteristics of radical innovation because it may damage investments in current market channels. The findings of the study demonstrate that the mix of elements that influence a company's decision to implement advanced Internet-based marketing activities changes greatly depending on its size.

According to Chinting (2010), school or educational research have looked at both internet marketing and organisational commitment at the same time, and those that have only looked at direct consequences. This study examines the mediating function of teachers' job participation and job satisfaction in the link between school organisation online marketing and teachers' organisational commitment.

Shoppers can save money if certain items are reduced, according to Xia and Monroe (2009). Because they cannot feel or touch the actual object, customers inside an online setting seem to be more likely to rely upon pricing signals to assess the quality of a product advertised on a website (Jiang and Rosenbloom, 2005).

3. RESEARCH METHODOLOGY

Research can be roughly defined as the systematic collection and analysis of facts and information for the advancement of knowledge in any field. Through the use of methodical methodologies, research aims to find answers to intellectual and practical concerns. "Studious inquiry or examination; esp: investigation or experimentation intended at the discovery and interpretation of facts, revision of existing ideas or laws in light of new facts, or practical application of such new or updated theories or laws," with reference to W. C Dictionary. Some people see research as a movement, one that takes them from the believable to the unbelievable.

It is, after all, a voyage of discovery. When we are confronted with the unknown, we wonder, and our curiosity leads us to probe and learn everything there is to know about it. Curiosity is the mother of all learning, and research is the method through which man attempts to comprehend whatever the unknown is.

Because The term "research" should be used in its technical sense because it is an academic activity. Research, according to Clifford Woody, comprises characterising and refining problems, generating hypotheses or proposed solutions, acquiring, organising, and analysing data, deducing and arriving at conclusions, and then rigorously testing the results to determine if they fulfil the changing hypothesis. The Encyclopedia of Social Sciences, written by D. Steiner and M. Stephenson, defines research as "the manipulation of things, concepts, or symbols for the purpose of generalising to extend, correct, or verify knowledge, whether that knowledge aids in the formulation of theory or in the practise of an arcane science."

As a result, research makes a one-of-a-kind contribution to the present body of knowledge, helping it to expand. Research, observation, comparison, and experimentation are all used to find the truth. In a word, research is the systematic and objective pursuit of information in order to find a solution of the problem. The systematic approach to generalisation and the creation of a theory is also known as

research. As a result, "research" now refers to a systematic technique that comprises stating the issue, developing a hypothesis, obtaining evidence or statistics, analysing the evidence, and arriving at precise conclusions, either in the form of solutions to the problem or generalisations for some theoretical construct.

3.1 DESCRIPTIVE RESEARCH

It is a type of research that emphasis on describing the features of the population or subject under investigation. This methodology focus on the "what" of the study topic rather than the "why" of the study topic.

To put it another way, descriptive research emphasis on explaining the character of a demographic segment rather than “why” an event happens. In other words, it "describes" the research topic without explaining "why" it occurs.

For example, an apparel business interested in learning about New Yorkers' fashion purchasing patterns will conduct a city-wide socioeconomic survey, population data collection, and descriptive study on this demographic sector The research will then go into depth about "what is the purchase pattern of New York consumers," and it will not go into depth about "what is the buy pattern of New York consumers."detail about "why" the tendencies exist. Because the goal of the study is to understand the nature of the market for the apparel company trying to break into it.

Characteristics of Descriptive Research

Descriptive research, on the other hand, relates to the research questions, research approach, and data analysis that will be carried out on that topic. Because there are no changes to any of the variables in the research study, it's called an observational research approach.

The following are some distinguishing aspects of descriptive research:

- **Quantitative research:** It is a type of quantitative study that tries to collect measurable data so that a population sample may be statistically analysed.

It's a standard market research method that allows you to collect and define the features of a demographic category.

- **Uncontrolled variables:** None of the variables in descriptive research are impacted in any way. Observational methods are used to conduct the research. As a result, the researcher has no influence over the nature or behaviour of the variables.
- **Cross-sectional studies:** It is typically a cross-sectional study that examines different portions of the same group.
- **Foundation for further study:** The data gathered and analysed during descriptive research can subsequently be used to conduct more research utilising various research approaches. The information can also point to the kind of research methodologies that should be used in the future..

3.2 DATA COLLECTION

It is the systematic gathering and analysis of data on variables of interest that allows researchers to answer research questions, test hypotheses, and assess results. Data collection is employed in a variety of fields, including the natural and social sciences, the arts, business, and more. While the techniques differ by discipline, the need of collecting precise and genuine data stays consistent..

The significance of collecting correct and suitable data

Correct data collection is crucial to research integrity, regardless of the study's subject or data definition preference (quantitative vs. qualitative). The use of appropriate data gathering instruments (existing, modified, or newly invented) and well-defined instructions for their effective usage decreases the risk of mistakes.

Improperly obtained data has the following consequences:

- Difficulty to appropriately answer the questions
- Hard to replicate and validate the study
- Skewed reports led to wastage of resources
- Misguiding other academics to pursue useless paths of exploration
- jeopardizing public policy

When these study findings are utilised to support public policy recommendations, the degree of harm produced by faulty data collection differs by discipline and inquiry, they have the potential to inflict disproportionate harm.

Issues with ensuring data gathering integrity include:

The primary motive for maintaining data integrity is to aid in the detection of errors made during the data collection process, whether intentional (planned falsifications) or unintentional (unintentional falsifications)

According to Most, Redican Craddick, Crawford, Redican, Rhodes, Rukenbrod Crawford, and Laws (2003), "quality assurance" and "quality control" are two techniques that help keep study results scientifically legitimate while maintaining data integrity.. At different stages of the research process, each method is applied

- Quality management Activities which take place prior to the start of data collecting.
- Quality control comprises procedures which take place before, throughout, and then after data collection.

Quality Management

Because data collecting comes before quality assurance, the emphasis is on 'prevention' is a word that can be used to describe Prohibiting data acquisition is the most cost-effective technique for ensuring data integrity. The consistency of method defined in a precise and thorough procedures manual for data collecting finest exemplifies this proactive effort. Flaws and inaccuracies in poorly written manuals are more likely to be discovered early in the research process. These flaws might manifest themselves in a variety of ways:

- Unpredictability concerning the timing, methodology, and identity of the person(s) in charge of data review
- The following is a partial list of the objects that need to be taken.
- A huge explanation of data gathering tools will be used in place of detailed step-by-step instructions on how to run tests.
- There is no mechanism in place to document changes in processes that may occur during the investigation since specific subjects and processes for training or retraining data collection team members have not been defined.
- Instructions for operating, modifying, and calibrating data collection equipment are unclear (if relevant).

Developing a thorough and precise recruiting and training plan is an important part of quality assurance. The need of explaining the need of precise data collection to trainees is emphasised in training (Knatterud, Rockhold, George, Barton, Davis, Fairweather, Honohan, Mowery, and O'Neill, 1998). The need of training is crucial in order to handle the issue of workers who may mistakenly diverge from the original method. This 'drift' problem should be addressed with extra training, as indicated in the procedures handbook.

Given the wide range of qualitative research procedures (non-participant/participant observation, interview, archives, field study, ethnography, content analysis, oral history, biography, unobtrusive research), it's difficult to make broad assertions about how to build up a research approach to ensure quality. Non-participant/participant observation researchers, for example, may have just the widest subject themes to guide their first research attempts. There is usually little or no alternative data collecting equipment available because the researcher is the primary data collector for the study. Unexpected discoveries may need the rapid creation of devices.

Quality control

Although quality control methods (detection/monitoring and intervention) take place both during and after data collection, the specifics should be recorded adequately in the procedures manual. A well-defined communication structure is required for the installation of monitoring systems. The flow of information between main investigators and employees was disrupted once data collection difficulties were discovered personnel should be unmistakable. A haphazard communication system encourages haphazard monitoring and diminishes the odds of catching problems.

Direct staff observation during site visits, conference calls, or regular and frequent audits of data reports to uncover irregularities, extreme results, or incorrect codes are all examples of detection and monitoring. While site visits may not be suited for everyone, they can be beneficial in some cases professions, investigators may find it difficult to ensure that data gathering follows the manual's procedures if records are not checked on a regular basis, whether quantitative or quantitative. Furthermore, if the communication structure in the procedures manual is not clearly specified, the transmission of any modifications to staff members may be hampered.

Quality control also establishes the necessary remedies, or "actions," to correct and prevent erroneous data collection procedures in the future. These measures are less likely to occur if data collection techniques are vaguely written and the essential procedures to avoid recurrence through feedback and education are not taken (Knatterud, et al, 1998).

Data collection concerns such as individual data item errors, systematic errors, protocol violations, problems with individual staff or site performance, and fraud or scientific misconduct are all examples of data collection concerns that require quick attention.

When collecting primary data from human subjects in the social/behavioral sciences,. Researchers are trained to add one or more secondary measures to validate the quality of data acquired from human subjects. For example, a researcher conducting a survey would be curious about the presence of dangerous behaviours among young adults, as well as the social factors that influence their likelihood and frequency of these risky activities.

To ensure data quality, respondents may be asked the same questions about the same information at multiple points in the survey and using a variety of methodologies. 'Social Desirability' measures can also be used to determine how honest responses are. There are two points that should be brought up here.

1) During the data collection process, there are cross-checks.

2) Data quality is a problem at the observation level as well as in the overall data collection.

As a result, For each individual measurement, observation, and data collection as a whole, data quality should be addressed.

Each research topic has its own set of data collection methods. Although social sciences such as sociology and cultural anthropology may prefer the use of lengthy field notes, laboratory sciences are known for their thorough documentation of the lab notebook. Regardless of the discipline, complete documentation of the data collection process is essential before, during, and after the activity to ensure data integrity.

DATA SUBTYPES

There are two sorts of data: raw data and data that has been processed. The various sorts of data will be discussed further below.

1. **Primary Data** – It refers to data collected for the first time by the investigator. This information has never been gathered previously by him or any other person. The investigator will have the most trustworthy first-hand information about the investigation if they use primary data. The investigator would have a good understanding of the terms used, the statistical units used, the study technique, and the sample size. Primary data can come from within or away the company.
2. **Secondary Data** – It refers to information obtained from a different source by the investigator. Data is collected by previous investigators or agents for their studies. The investigator is the first statistician or researcher to collect this information. Furthermore, the investigator has no clear understanding of the data's complexities. While making sample size and sample procedure, there may be some ambiguity. There may also be a lack of trustworthiness in the data's accuracy.

PRIMARY DATA – Ways of Collecting data

Five main classifications of primary data collection methods are discussed below.

Direct Personal Investigation

The investigator gathers information in a clear manner. The investigator (or researcher) is in charge of directly contacting a respondent and examining the research and collecting pertinent data. To put it another way, the researcher goes out into the field and gathers the information he requires to complete his investigation. As a result, this data collection method ensures first-hand information. For a thorough investigation, this information is even more dependable. However, following a thorough assessment, this information was

discovered to be insufficient and untrustworthy. It takes a long time to acquire data using this strategy. As a result, it is inhibited when there is a lack of time. However, the most significant flaw is that this method is highly subjective, making it unsuitable for objective, long-term studies.

Indirect Interview

The investigator uses an indirect way to acquire data. The researcher (or enumerator) speaks with an indirect respondent who has the information needed for the study (either through telephone interviews or in person). As a result, this sort of data collection ensures first-hand knowledge because interviewers can cross-question for pertinent and relevant information.

Mailed Questionnaire

It entails sending out a set or sequence of questions linked to the study. After marking his or her responses, the responder completes the questionnaire. It is then returned to the investigator. This kind of data gathering has proven to be effective. It's also a very cost-effective way to get the information you need. An investigator with access to the internet and an email account can use this method of data collection. Only individuals who have access to the internet and an email account were asked to participate can be investigated by the researcher. This is still the method's only major limitation.

Schedules

A face-to-face encounter with respondents is required for scheduling. The interviewer asks the respondent questions based on the questions on a form in this method of data gathering. A schedule is the name for this type of document. This is not the same as a questionnaire. The respondents fill out a questionnaire on their own, and the interviewer may or may not be present. The enumerator or interviewer, on the other hand, fills the schedule after asking the responder a specific question. In the data collection scheduling methodology, the interviewer or enumerator is physically present.

Local agencies

In this way, neither the interviewer nor the enumerator obtains information directly or indirectly. Instead, the interviewer hires or recruits a local firm to work for him or her and assist with data collecting. Correspondents are another term for these local agents. Correspondents' only responsibility is to acquire accurate and trustworthy information. They work in accordance with their personal preferences and employ a variety of strategies to achieve them.

SECONDARY DATA SOURCES

Two big classifications for sources of secondary data are discussed below

Issued Sources

Various statistical data is collected by a variety of national organisations, international bodies, and official publications. They gather information about Business, commerce, trade, prices, the economy, productions, services, industries, currencies, and international affairs are all topics covered in this section. They also gather data and publish data on numerous socioeconomic issues (both internal and foreign). Statistical reports of various types can be found in these publications. Some published secondary data sources include official publications from the central government, publications from research institutions, committee reports, and international publications.

Unissued Sources

Many statistical information is not usually included in publications. Institutions and private businesses store such information. Unpublished data is frequently used by researchers to enhance the originality of their studies.

3.3 SAMPLE DESIGN

Sample Design Methods

The process used to choose sample units for measurement is referred to as sample design procedures (Selecting individuals from a community or sampling sites within a study region, for example). It is critical to have a thorough grasp of the population, research region, sampling unit, and sampling aim before considering sample design strategies. Every one of these factors will play a role in determining which sample design approaches are best. The samples you spend a lot of money and time collecting can support the conclusions you intend to reach if you use the right sample design methodology. You may end up with samples that are skewed against your assessment or monitoring aims if you choose an ineffective sample design methodology. Throughout this case, conclusion is only applicable for the measured samples/locations not for the entire area or population.

Non-random and random approaches are the two most common types of sample design approaches. These two classes, as well as the most often used strategies within each, are addressed further down. It's not uncommon for a single project's sample design to have both random and non-random selection methods. For example, within a study region, sample site sites may be chosen at random, However, inside the site, the transects or plots to be sampled can be found in a systematic manner. The statistically unbiased quality of the overall sample design can be preserved in this scenario by randomising the site locations. However, including randomization in the sample design at some stage does not guarantee excellent sample design. A statistically unbiased sample will not be obtained by Site locations were chosen non-randomly based on local knowledge, and plot positions within each site were then randomly assigned. To confirm that the entire sample design follows the guidelines necessary statistical features, pay attention to where the randomization occurs in relation to the disturb

Non-Random Sampling Methods

Non-random sampling approaches choose sampling areas based relying on personal or personal experience, or not having a technique, on frequent (i.e.

systematic) patterns, focus on individual features or incidents, or not having a technique. Non-random sample selection methods should be used with caution because the samples may or may not be representative of the overall population. In this case, the scope of inference is constrained sample units themselves. The following sections go through some of the most frequent non-random sample design strategies. Unless otherwise specified, Elzinga et al. was the major source for these debates (2001).

Structured Sampling

The selection of sampling units or the placement of sample locations within a region in a repeating pattern is referred to as sampling method. The placement of sample sites on a 1km grid inside a field, the taking of readings every metre along a transect, and the orientation of transects in cardinal directions are all examples of systematic sampling. When a sampling site's location is chosen at random, systematic processes are usually used to find sub-plot sample sites inside the sampling site (e.g., points, transects, frames). Alternatively, bigger sample units can be systematically located, and then the position of the specific sampling unit inside the bigger unit can be selected at random. The NRCS Natural Resource Inventory (NRI) and the USFS Forest Inventory and Analysis are two examples of regional or national-scale evaluation and monitoring programmes that use this strategy (FIA).

Benefits are:

- Can be use for consistent observations across a vast area. It's easy to set up and use.
- It is frequently more efficient than random sampling, and in some circumstances, it can do along with or superior than random sample approaches.
- The data may be evaluated as if it were an unique design when matched with an appropriate randomization procedure.

Demerits of systematic sampling are:

- It can produce skewed results if the population being sampled has recurring tendencies. Transects designed along cardinal directions, for example, may

provide skewed estimates of road impacts when sampling for Because many roadways are also aligned along cardinal directions, they have an impact.

- Systematic sampling may If the sampling period is too lengthy, minor or limited aspects of a landscape will be omitted or underrepresented.

Targeted Sampling

In rangeland evaluation and monitoring, targeted or selective sampling is prevalent. This strategy involves subjectively selecting places for sampling based on a certain goal. However, because sampling locations are chosen on a subjective basis, bias can easily be introduced into the data, making it impossible to analyse sampling mistakes. Extrapolating is difficult for these reasons. The results of the sampling should not be applied to the entire population. Probability inequalities Sample is a random sampling approach that, in some instances, can achieve the same goal as focused sampling (i.e., selection of regions representative of a given condition).

The key area concept is a type of focused sampling that is not random. The aim behind important areas is to choose sampling places that are indicative of a wider area (such as important places (such as an allotment or pasture) (e.g., high impact sites or locations where rare species occur). After then, these locations are used for monitoring and evaluation Because statistical conclusions may only be drawn from the key areas sampled, and sampling data from multiple key areas cannot be averaged, specific goals for the key areas being studied should be established studied. In remote-sensing applications, targeted sampling is also frequent.

When creating a land-cover or vegetation-class map using remotely sensed data, field observations are frequently required to "train" the classification algorithm to the classes that are being mapped. In these conditions, the statistical extrapolation of field observations to the entire population is not an objective of sampling. There are different zones chosen with care to illustrate the breadth of diversity within each class and to facilitate field data gathering. For this type of remote sensing application, using a randomised approach of sample design will be a bad way to obtain the required data.

Targeted sampling benefits

- makes data collecting more efficient in cases where statistical inference isn't necessary

Targeted sampling's drawbacks

- Statistical inference based on units other than those sampled is not valid.
- Inability to combine data from a variety of important sources

Haphazard Sampling

It occurs when samples were collected in the area without regard for a well before sampling technique. To put it another way, this strategy becomes the de facto technique when there are no other possibilities. Random sampling, by definition, produces data that cannot be extrapolated to other sites or a larger population, hence it should be ignored when performing evaluations and inspections. The information gathered via this method is referred to as anecdotal data.

Random Sampling Methods

To obtain statistically unbiased samples, random sampling procedures rely on randomization at some stage throughout the sample construction process. Random sampling methods are a type of inference that is based on a design that uses random sampling methods to obtain data.

- 1) It is assumed that the population has stable properties at the time of sampling, and
- 2) That a sample set chosen at random for the population represents one of many alternative sample sets (i.e., the sample set is a random variable).

Random sampling can be done in a variety of ways. Following are a few of the most popular techniques. Unless otherwise specified, Elzinga et al. are the primary source of information on these approaches (2001).

Simple Random Sampling

All other random sampling techniques are built on the foundation of simple sampling at random. This method involves counting all sample units and randomly picking a certain number of sample units from the rest. Two criteria are used to select samples for simple random sampling:

1. Every sampling unit has an same chances of getting selected.
2. A sample unit's selection has no bearing on the chances of any other sample unit.

It can be done with a variety of , statistical, spreadsheet programmes, GIS. picks are easy and quick to apply.

Convenient Sampling method

It is a non-probability sampling method that selects respondents based on their accessibility to the investigator and availability of access.

The subjects were picked only because they were the easiest to recruit for the study, and the researcher made his decision without considering whether they were representative of the general community.

It would be ideal to test the entire population in all sorts of study, but in most because of the size of the population, it is impossible to include everyone. This is why it is the most used of all sampling methods, is used by the vast majority of researchers. Many researchers use this sample because it is quick, inexpensive, and simple, and the people are easily available.

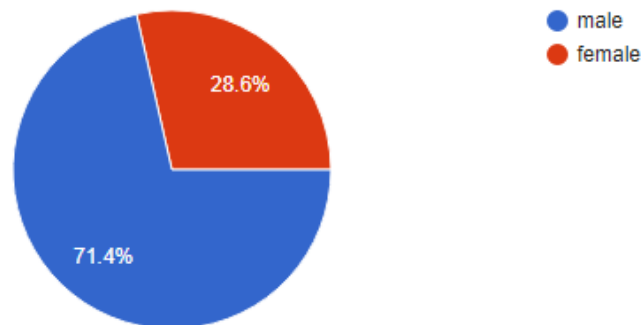
DATA ANALYSIS AND INTERPRETATION

- The research design of this project report is descriptive.
- Data collection method is primary i.e., questionnaire.
- Sample size is 105.
- Sampling method which is used is convenient sampling method (through Google forms).

1. Gender

Gender

105 responses

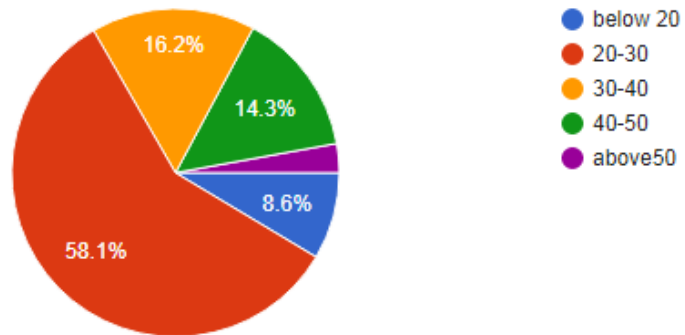


Out of 105 responders, 75 are male responders and 30 are female responders.

2. Age

Age

105 responses

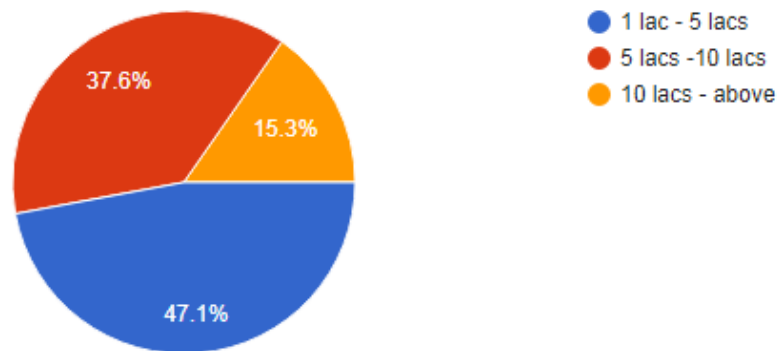


This is the age composition of responders.

3. Income Level

Income level

85 responses

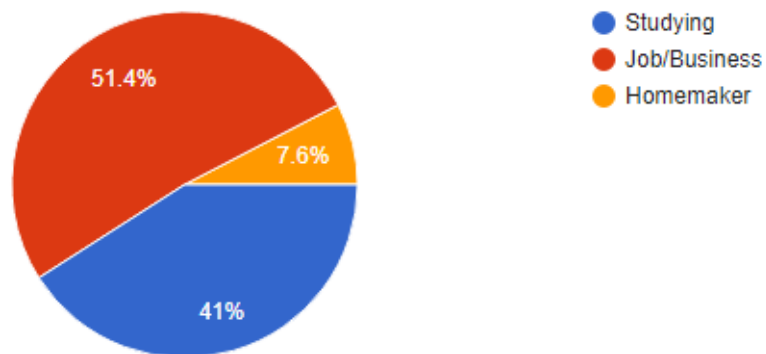


This is income level composition of the total responders.

4. Occupation

Occupation

105 responses

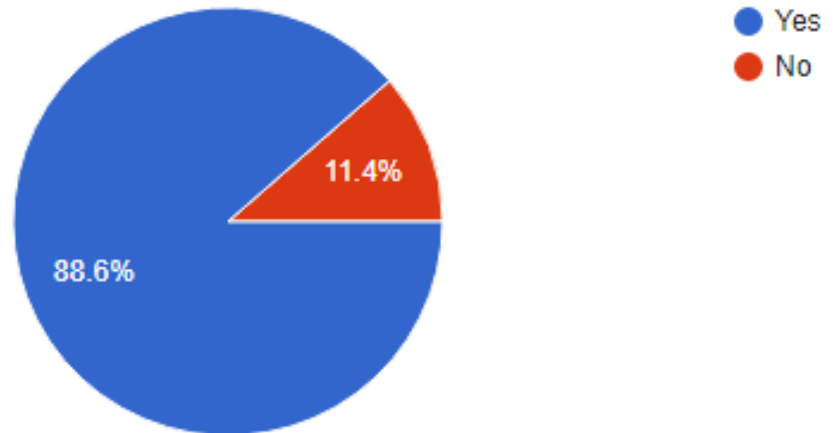


Through this pie chart, we can see that most the people are into job/business, then comes students and third category is home maker.

1) Do you shop online?

1) Do you shop online?

105 responses

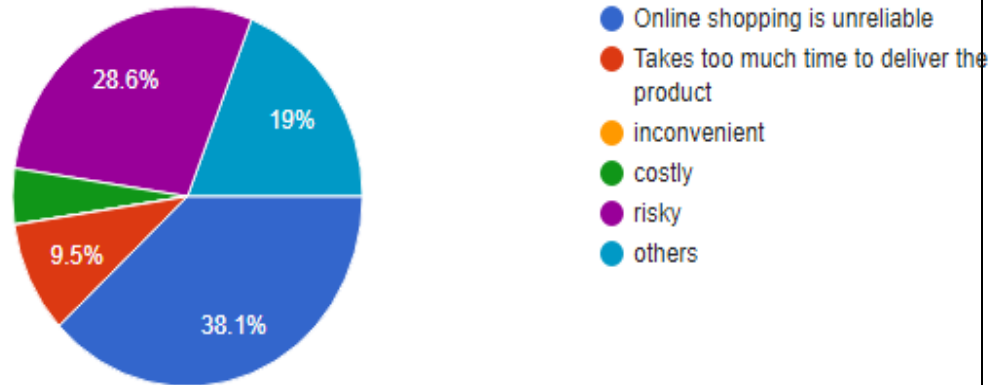


Out of 105 responders, 88.6% of it goes for online shopping while other 11.4% of it doesn't opt for online shopping.

2) If no, what is the reason?

2) If no, what is the reason?

21 responses

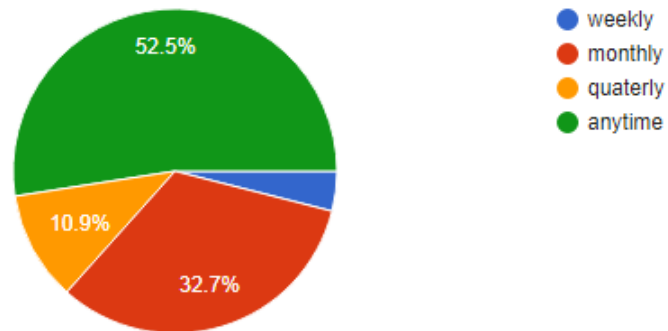


Major reason for offline shopping is, people think that online shopping is unreliable, while other thinks that it is risky affair. Then comes the series of reasons that it is inconvenient, takes too much time and other reasons.

3) If yes, what is your frequency to shop online?

3)If yes, What is your frequency to shop online?

101 responses

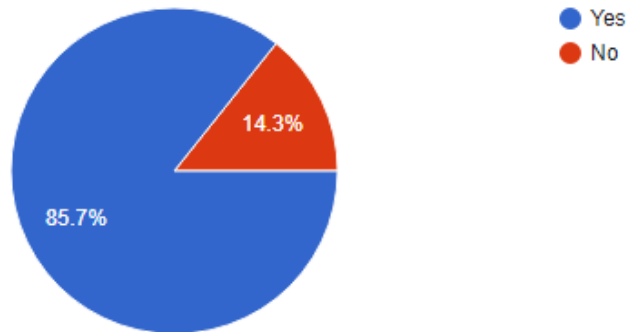


Majority of online shoppers shop anytime they feel the need to shop. Then comes people who prefer to shop monthly then quarterly and then people who do online shopping weekly.

4) Are you satisfied with the delivered product/Services?

4) Are you satisfied with the delivered product/Services?

105 responses

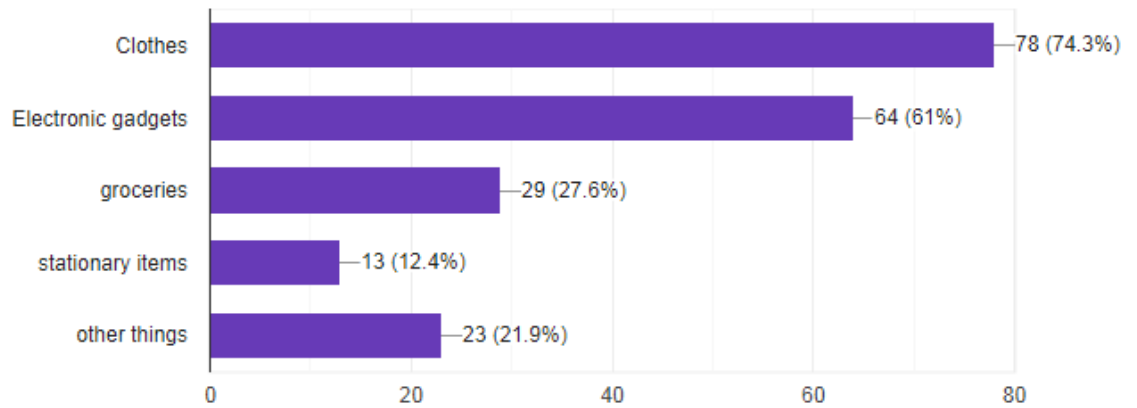


85.7% of 105 are satisfied with the product/ services they have been delivered and rest of 14.3% people are unsatisfied with the product/ services they got from online shopping.

5) What do you purchase usually while online shopping?

5)What do you purchase usually while online shopping?

105 responses



As we can see from the above diagram, most of the online shoppers prefer to buy clothes followed by electronic gadgets then groceries, stationary items and others.

6) How much money do you spend in online shopping monthly? (Rupees)



People who buy things online spend 1000-5000 rupees.

18.1% people spend above 5000 rupees.

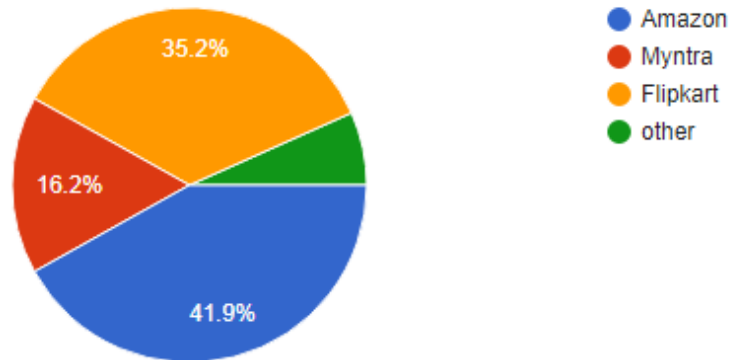
21% people spend between 500 and 1000 rupees.

Rest of the people spends between 100 and 500 rupees.

7) Which shopping website you often visit?

7)Which shopping website you often visit?

105 responses

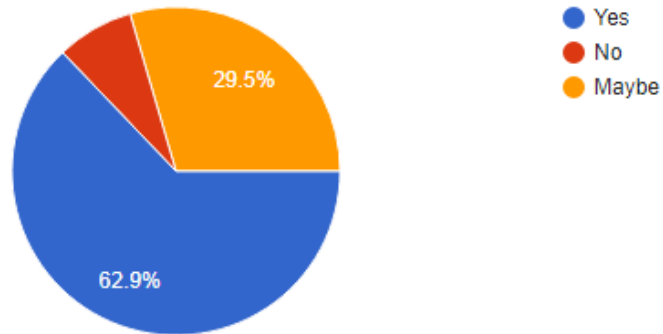


Amazon is the most visited site among the respondents followed by flipkart and myntra.

8) Do you think the description of products shown on the websites is correct and sufficient?

8)Do you think the description of products shown on the websites are correct and sufficient?

105 responses

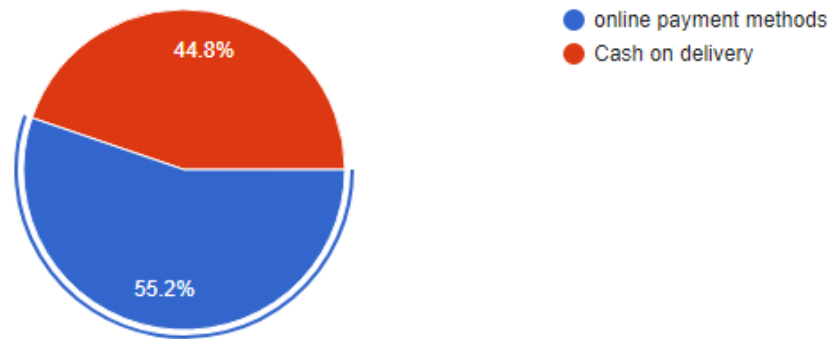


62.9% shoppers are sure that the information provided on the internet is correct and sufficient, while 29.5% people are doubtful about the provided information and rest doesn't trust on the description provided about the product online.

9) Which payment method do you choose usually?

9) Which payment method do you choose usually?

105 responses

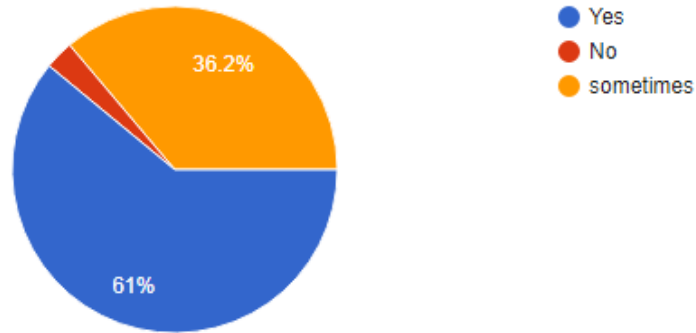


55.2% choose online payment method while 44.8% choose COD method. This means most of people think that online payment is convenient and reliable while COD method is also close to 50% which means people still thinks it's safe to pay on door rather than online.

10) When you shop online, does Brand name and image matter to you?

10)When you shop online, does Brand name and image matter to you?

105 responses



61% people consider that brand and product image is important aspect for their shopping.

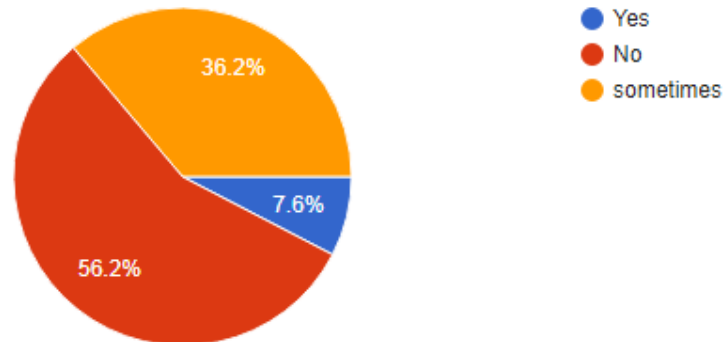
36.2% people are neutral about brands.

Rest of the people doesn't care about the brand but the product quality is important for them.

11) Do you find difficulty in replacing or returning the product?

11)Do you find difficulty in replacing or returning the product?

105 responses



56.2% people don't find any problem while returning or replacing their product, which is a good number.

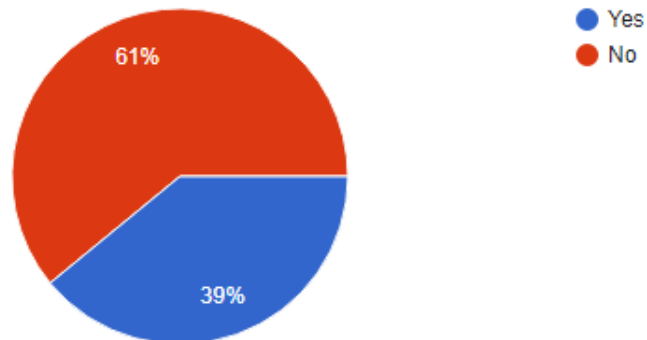
36.2% people face problem sometimes.

While others face absolute problem while returning or replacing their product.

12) Have you ever undergone bad experience while online shopping?

12)Have you ever undergone bad experience while online shopping?

105 responses



61% people have never undergone bad online shopping experience.

While other 39% people have undergone bad online shopping experience.

Conclusion/findings of this project are:-

- Majority of population was male i.e., 71.4 and female were 28.6%.
- The majority of online shoppers are between the ages of 20 and 30. We can deduce from this that the youth generation is at ease with technology, purchasing online, and returning or exchanging products.
- Majority of population is into job/ business and belong to income group between 1-5lacs.
- Major reasons for offline shopping is people think that information provided about the things displayed online is unreliable while other thinks that online payment method is risky that more amount can be deducted from their bank accounts etc.
- Problem in replacing or returning the product can be a mental hurdle for the online shopper to shop next time as it also takes times.
- Majority commodity that people buy online is branded clothes, they think that information about fabric, size and shape is correct and reliable. While others buy many other things and also time is not specified for that.
- We can also observe from data that most of the people are ready to spend from 1000 to 5000 monthly while shopping online.
- Amazon is the most popular online shopping destination, followed by Flipkart and Myntra.
- People like to buy packed things online. For e.g. Groceries, durable things (e.g., home décor etc), clothes etc.

Study Limitation:-

- Considerable limitation of this research is that, sample size of this project is 105, which cannot give accurate picture of the large population.
- Sampling method which is used is convenient sampling method, which means according to our convenience data is being collected which may or may not be correct.
- There is no geographical boundary for data collection which means this study cannot give the accurate and reliable picture of the particular region or locality.
- There was disinterest among people to fill this questionnaire which can lead to misleading information.

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