

Project Dissertation Report on
Impact Of Promotion And Value Consciousness
In Online Shopping Behavior In India

Submitted By

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2K19/DMBA/21

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DECLARATION

IMPACT OF PROMOTION AND VALUE CONCIOUSNESS IN ONLINE SHOPPING BEHAVIOUR IN INDIA

I declare

- (a) That the work presented for assessment in this Dissertation Report is my own, that it has not previously been presented for another assessment and that my debts (for words, data, arguments and ideas) have been appropriately acknowledged.
- (b) That the work conforms to the guidelines for presentation and style set out in the relevant documentation.
- (c) The Plagiarism in the report is 20 % (permissible limit is 20 %)

Date:

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CERTIFICATE

This is to certify that **Arjun Singh Miglani** student of Masters of Business Administration at Delhi School of Management, DTU, Delhi has completed the Dissertation Report on “IMPACT OF PROMOTIONS AND VALUE CONSCIOUSNESS IN ONLINE SHOPPING BEHAVIOUR IN INDIA”, in the Partial Fulfilment of the Requirements for the Degree of Master of Business Administration under my guidance.

The report has been checked for Plagiarism and is within limits of acceptance.

Ms. Deepali Malhotra

Assistant Professor

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Place: Delhi

Arjun Singh Miglani

Date:

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EXECUTIVE SUMMARY

Internet has changed the human life by its benefits and conveniences. It has made our life much easier and faster. Online Business is one of its most comforting blessings. Online shopping is a form of electronic market that enables the consumers to purchase goods or services from a large variety of sellers and options over the web. E-commerce has made our lives so easy and comfortable-may it be ordering food online and getting it delivered to ones doorstep, getting salon at the comfort of one's home, booking movie tickets or cabs, even booking and viewing ones hotel room in advance. There are a lot of reasons for the rapid growth of online shopping, which is one of the major benefits of developing web economy. First, the internet offers a variety of easy-to-use features for consumers. Obviously, online shopping saves a lot of time, energy and resources of customers. It also give customers a wide scope of products and services at one platform with price comparisons and timely sales and coupons. In online shopping customers are provided with a combination of pictures, sounds and detailed product description and customer reviews to help consumers choose the most appropriate product. Promotion plays an vital role in influencing the market, it is widely used as key tool to get a competitive edge among the market competition and attract the customers to increase the sales. A promotion influences the customer's choice and purchase quantity. It also saves their time for decision making. Price is the important factor to influence and attract customer's intention to purchase a product. Price discounts influences a consumers and increases the worth and sale of the product. Furthermore, price discounts also influences the purchase quantity. Value consciousness is everything. If the consumers think that they are getting a discounted deal, then they will be more inclined to make a purchase Afterall everyone likes to bargain. Discounts have a huge and positive impact on sales. Consumer's wait for the sale season to shop. E-shops record the highest sale during the sale. A customer gets excited to buy a product if they see that there has been discounted rate over the price tag. Normally, the customer is not even worried whether the discounted price is actually less than the value of the product. The simple feeling that they are buying a product on discounted cost , it is sufficient to convince them for the purchase. The objective of this research is to understand the impact of promotions and

discounts in online shopping. Here data is gathered through survey and questionnaire is distributed.

The sample size is taken is 150 out of which 126 responses received that is enough to draw analysis. Simple random sampling method is used to draw the conclusion precisely.

INTRODUCTION

Introduction to E-Commerce:

Internet is growing rapidly, and the new economy known as digital economy which conducts business through internet and the world wide web. Internet has changed the human life by its benefits and conveniences. It has made our life much easier and faster. Online Business is one of its most comforting blessings. Online shopping or e-shopping is a form of electronic market which enables the consumers to purchase goods or services from a large variety of sellers over the web. In recent years India has seen an economic boom in e-commerce. This revolution of e-commerce is majorly a result of innovation. E-commerce has increased the elements of business and increased the competition in the market. In this modern era, companies are letting no stone unturned to keep for connecting with the customers, attracting and retaining them to maintain its position and name in this competitive market. After a long term development of internet, world is seeing a rapid increase in web users and upgraded internet connection with better quality and high speed, and a lot of new inventions have also been developed and used for web developing, which leads to improvements in doing business online what leads to firms can promote and improve images of products and services through website.

The internet has changed the way consumers make their purchases and sellers sell their products and services to the customers. The act of exchange through buying and selling of goods and services over internet is called E-COMMERCE. Almost anything can be purchased through e-commerce today. E-commerce has made our lives so easy and comfortable-may it be ordering food online and getting it delivered to ones doorstep, getting salon at the comfort of one's home, booking movie tickets or cabs, even booking and viewing ones hotel room in advance. Lack of credit card availability, poor infrastructure, etc. For many years it has hampered the growth of this e-commerce. Revenue is a rare commodity in many markets and is a major driver of risk. Also, instead of investing in building a housing delivery team, brands were working on links to grocery stores, Indian Posts etc to increase their delivery reach.

Also there are websites that play the third party role between sellers and buyers like Amazon, Flikart, Snapdeal, Grofers etc.

Earlier food to eat, cloths to wear and shelter to live were the primary need but nowadays internet too has become a basic need. Internet has changed the way customers shop and buy products and services. Both domestic companies and MNC's have started using the Internet as an arena to sell their product and services with benefits of cutting marketing costs which adds up in reducing the cost of their item. Companies also using internet to increase the communication with their customers to get the feedback and to conduct satisfaction surveys. On the other hand, customers use the web not only to purchase the product but to compare the prices, product features, best alternative and after use review of the product by other customers. The important factors which influence consumer buying a product online are information and features of the product, easy to buy, information available to compare different products. The popular e-commerce websites are Amazon, e-bay, Flipkart, Myntra, Snapdeal etc.

India is one of the fastest growing online business markets around the world. Due to the increased awareness, high employment and per capita income, there has been an exponential rise in consumer demand and spending. Experiences like avoiding travel to shop, time saved in bargaining, availability of much wider product range, product and price comparisons and easy return policies has increased the craze of online shopping. Almost all the e-commerce sites are giving easy return policies and cash on delivery which gives a sense of security to the customers.

The customer behavior is changing dramatically. People are not only utilizing Web to book air tickets and movie tickets but they also do not spare time in placing order for the purchase of costly products such as phones, laptops and other electronic and home appliances.

Key Drivers Of The Growth Of Indian E-Commerce Are :

- Increased standard of living and purchasing power of middle class families.
- Busy lifestyle, lack of time to go for offline shopping and increased demands for variety.
- Super convenient facilities provided by e-shopping like faster delivery, easy return policy, cash on delivery, discounted rates.
- Availability of much wider product range with product comparisons.
- Increase usage of mastercards
- Growing youth population who invest critical time on internet.
- Increased influence of social networking sites like Facebook, twitter, Instagram etc. Many sellers are using it as a great tool for marketing and even as a platform to sell their products.
- Easy and cheaply accessible Internet connection.

India's online business and online market has been getting bigger and better day by day. With the fast paced lives, cut-throat competition and increased standards of living, the market keep evolving. With a huge scope of worldwide investment, growth of online business firms and the entry of global brands , the future of online business looks very promising in India. With the increase in internet users, the adoption of smart gadgets and lower data rates, the way Indian shops has been changed.

Introduction To Online Shopping:

There are many reasons for the rapid growth of online shopping, which is one of the major benefits of developing web economy. First, the internet offers a variety of easy-to-use features for consumers. Obviously, online shopping saves a lot of time and energy of customers. It also give customers a wide scope of products and services at one platform with price comparisons and timely sales and coupons. In addition, the web can increase the productivity of consumer use more efficiently and effectively than different channels to meet their needs. In online shopping customers are provided with a combination of pictures, sounds and detailed product description and customer reviews to help consumers choose the most appropriate product.

However, online shopping comes with a few risks for customers, such as payment security, and after the service. Thanks to advanced internet technology, online payment has recently become a common way to shop online. With the economy moving towards being cashless, internet payment has increased efficiently at the same time. Different platforms have been introduced to promote internet payment in India such as paytm, Phonepe, Gpay, etc. Also cash on delivery is available to shop online. After Service and product quality is another way to challenge a customer's intention to shop online. Unlike traditional sales, the customers has the risk that others after the service have to face, and especially to other complex goods. To end this shortcoming, the idea of refund and exchange has grown to a different length. Companies are coming up with innovative ideas such as free shipping availability, coupons, free gifts, cashbacks, exchange and easy return policy and many others.

Advantages of Online Shopping:

Online shopping is an electronic market place where consumers can buy goods or services directly from a retailer online.

Easy to Find: Finding a product online is much easier and applicable than looking for it in the local store. You can easily search any product easily by using the search engine feature of an online shopping website. The product range is undoubtedly large than the local markets with the price and product comparison of different brands.

Products can be cheaper: Sometime products can be much cheaper in another country than your country. In this case it would be wise to purchase online to save some money. Also brands runs timely sale to promote their product which are not available in Local Markets.

Save time and energy: Nowadays we all live a busy life and online shopping make it a little hustle free. Shopping online saves a lot of customers time and energy. Obviously getting your desired product and services at just a click anytime anywhere is so much better than going out to retails to buy every single thing.

Freedom of choice: Freedom of choice is the most valuable advantage of online shopping. In online shopping we get to select from a vast range of products which we can never get from any nearby store. Online shopping gives you dozens of options and best alternatives.

Freedom of price flexibility: Online shopping treats the consumers with the freedom of price flexibility. The customer gets to compare the price of a product on various websites and also with their similar product of another brand.

Privacy: There are certain items which an individual would prefer not to purchase openly. They can buy any kind of product from online web stores anonymously to maintain your desired privacy.

E-Business: The growth of online business is actually helping millions of people. People have started their small businesses over the internet without investing a large amount in infrastructure or renting shops. They can sell or buy from their home over the web. The small artisans and workers have got business throughout the country and even the world.

Limitations of online shopping:

Delay: The main limitation of online shopping is that you cannot receive the product immediately. You will have to wait for a few days for the product to get delivered to you. Sometimes you prefer to purchase a product from a nearby store instantly to avoid the delays due to delivery time.

Inferior product: Online shopping doesn't assure you of the product quality. You see the product once it is delivered to your home. Though some products provide the facility of exchange but some don't which risks the purchase.

Delivery Problem: Sometimes the seller failed to deliver the right product or delivers a damaged product to the buyer.

Scam: With the growth of technology, scams are also increasing. People develop fake websites to fraud the consumers. This is why a buyer should always ensure that they are ordering the product from the genuine websites.

Impact of promotions on online shopping

Promotion plays a vital role in influencing the market, it is widely used as a key tool to get a competitive edge and attract the customers to increase the sales. A promotion influences the customer's choice and purchase quantity. It also saves their time for decision making.

Promotion is a short-term strategy of attracting customers to increase sales or purchase of brands. Promotions can be paid or unpaid relying upon the medium through which the brand will be promoted. Sales promotion basically includes three main strategies i.e. push, pull and push & pull together. Push indicates that the product to be promoted is pushed from distributors to the consumers by different promotional strategies such as offering discounts, exchange and refund guarantee, free trials and contests; and pull indicates that the consumers pull the product from the distributors through different ways such as gift coupons, games, free samples, loyalty rebates and cash refund.

Promotion plays a critical role in influencing the consumer's purchase intention and their decision making for purchasing a specific product. Social media is utilized as a critical tool to build a connection between the sales promotion and consumer's purchase intention.

Price is a vital factor to influence and attract customer's intention to purchase a product. Price discounts influence consumers and increase the worth and sale of the product. Furthermore, price discounts also influence the purchase quantity.

Impact of value consciousness on online shopping

Value consciousness is everything. If the consumers think that they are getting a discounted deal, then they will be more inclined to make a purchase after all everyone likes to bargain. Discounts have a huge and positive impact on sales. Consumers wait for the sale season to shop. E-shops record the highest sale during the sale. A customer gets excited to buy a product if they see that the price has been discounted from the price tag.

Normally, the customer is not even worried whether the discounted price is actually less than the value of the product. The simple feeling that they are purchasing an item on discounted cost is sufficient to convince them for the purchase . This explains why majority of consumers are interested in discounts, coupons etc. In addition to improved sale, offering discounts come with other advantages. Promotions and price discount offers an incredible value for good quality service to the customers which consequently expand their trust and loyalty towards the brand. Also, offering discounts may help a brand to quickly dispose of old or slow moving products and generates quick cash for further business investment. Discounted price means not only the reduced price, it also means to get the same services by differentiating price for the same product.

REVIEW OF LITERATURE

Dr. Renuka Sharma, Dr. Kiran Mehta and Shashank Sharma (2014) in his paper “Understanding Online shopping Behaviour of Indian Shoppers” States that The introduction of online technology has created a new market for manufacturers and service providers and provided a new platform for new marketing strategies by professionals. E-stores are often visited by consumers. The convenience and availability of these 24x7 stores has made shopping much easier for consumers around the world. Indian customers are also keen on online shopping and act as a variety of online shopping brands as in other countries. Young people are very attractive in the industry and can play a major role in the growth of online shopping behavior in india. The majority of Internet users are young generation, and most of the goods and services demanded are related to this section only.

Tanvi Patiyal (2016) in his paper “Online Shopping: A Paradigm Shift in buying behaviour of young consumers in Himachal Pradesh” States that The Internet is a new way of communicating and the number of internet users is increasing which also indicates that online shopping is increasing. In online shopping potential customers see the need for a service or product when they go online to get information about the service or sales while searching, and also attached to many products that meet their need. They then evaluate and compare the products and choose the best one. The e-commerce market has great potential for the youth segment.

Jarvelainen Jonna (2003) in the paper “The Impact of Prior Online Shopping Experience on Future Purchasing Channel” choice discuss the direct and indirect effects of the online shopping experience when choosing and the purpose of selecting the Internet as a shopping channel. The thinking is based on the model of adopting technology and relevant media theory. Information is collected from a web survey from the website. The pre-online experience has a huge impact on choosing the internet as a shopping channel. They found that both ease of use and experience influenced the choice. Choosing a conversation with customer staff has an impact on customer intent and behavior.

Rastogi Kumar Ankur (2010) in his studies reveals that consumer buying behaviour in respect of online shopping was studied using different socio economic variables. Study uncovered that online shopping has a bright future in India. With the assistance of internet the consumer can buy the product anywhere and can easily compare them. The study found that the average number of male consumers was higher than online shopping and that all respondents knew about online shopping. Most buyers find it easy to shop online, and can find a variety of products at low prices and with a variety of payment mode.

Malhotra Meenakshi and Singh Jashandeep (2013) in their article “Factors affecting the Adoption of Online Shopping in Youngsters” revealed that The increasing use of the internet by the new generation provides an emerging opportunity for online retailers. If marketers know better, they can improve their marketing strategies to turn potential customers into active ones. In this study it was found that perceived risks, tangible benefits, tangible reliability and tangible ease of use are four factors that influence new consumers. Online shoppers may still lack confidence in using the Internet as a shopping channel as they still care about privacy and trust.

Goswami Adrita, Baruah Pallavi and Borah Sarat (May 2013) in their paper "customer satisfaction towards online shopping with special reference to teenage group of Jorhat town" found that online marketing is a modern way of selling a products or service in a targeted market around the World. The survey found that most customers are satisfied with online shopping. The study goes on to conclude that an online marketplace should offer more value than price even after the sale of the item. During the competition, every online retailer should focus on consumer satisfaction in order to stay current and can attract new customers.

Rengasamy Natrajan Balamurugan, Mahendran Satish and Royalu Sivasubramanian Sathyanarayanan (2013) in the paper “consumer behaviour towards online shopping: A study with reference to Coimbatore city” attempted to study different consumer variables that influence consumer’s intention to buy online and to understand the consumer satisfaction level of online purchase. Research confirms that the perceived

risks, easy use and quality of the online shopping product have a significant impact on the consumer's intention to buy. Retailers can reduce risk by providing a money back guarantee, providing quality sales, secure online transactions and customer improvement. They can also spend money on delivery to reduce the risk. Retailers should focus on things like delivery of relevant products, transaction security, packaging etc. It is important to provide sufficient comparison information to help the consumer make better choices. With better customer service and faster response to customer inquiries, better customer handling will improve online shopping.

Sharma Vishnoi Nidhi and Khattri Varsha (2013) in their paper study of "online shopping behaviour and its impact on online deal websites" find that the market place is rapidly changing. From the needle to the ship, everything is sold and bought online. With the advent of the internet and e-commerce, various types of businesses are beginning to see the emergence of new marketing strategies and services. Offering "deals" and "big discounts" is such a good practice. Here the authors have tried to find items related to purchase deals and discount coupons from online contract websites and have also tried to learn preferences about payment methods and consumer confidence while shopping. This paper, therefore, suggests that quiet prospects such as buying deals and discounts for coupons and advertisers should focus on increasing awareness of the availability of goods and services and building a responsiveness. Reliance on security will lead to a re-purchase. Trust factor, in payment mode preferred by consumers. The preferred payment method is bank transfer if they are likely to have confidence in the site. The next mode you choose is a credit / bank card and the least preferred cash on delivery.

Malviya Surendra and Sawant Chetna (2014) in their paper "Perception of Youth Towards Online Shopping" found that youth perspective shifts to online shopping. Because shopping is just one step away from trusting one-on-one ticket-buying, booking and shopping. It involves Indore students and the main focus of the study is to find out what decisions are related to the perspective of young people in online shopping. And this study finds six things which are web site quality, web portal usage, security and

other policy, clear payment and delivery, pre- and post-trust marketing services, reliance on the web portal. All six of these factors contribute to youthful appearance.

Dr G.K. Deshmukh, Dr. Sanskrity Joseph (2016) In his paper “ Online shopping in India: An enquiry of consumers world” States That Online shopping is different from traditional consumer shopping experience. Buyers in traditional markets can touch and feel the products before buying them and on the other hand in the visible markets the products can be tested only by appearance. Online shopping is offered to customers for the reason that they can buy anytime, anywhere, or anything easily while comparing prices, product features between the types available and products in online shopping. Online shopping can be made more interesting by clarifying consumer fears about financial and security risks. The website of online shopping companies should be customer friendly and should be interesting enough to ensure that customer customers visit the online shopping websites.

Upasana Kanchan, Naveen Kumar and Abhishek Gupta (2015) In his paper “ A study of online purchase behaviour of customers in india” States that in online shopping is found to have customer information that affects purchasing objectives significantly. The results of the study say that men are more likely to shop online, and those who intend to shop online are likely to be younger. The highest paid groups and educated people buy the most through e-selling websites. People are reluctant to buy online because of security concerns. Simultaneously people are resistant to change because of technical difficulties in online shopping. Companies involved in online retail should focus on building trustworthy relationships between manufacturers and customers.

Sapna Rakesh & Arpita Khare (2012) in his paper “ Impact of promotions in online shopping behaviour in india” States that Online shopping continues to attract investors to retailers. Online shopping websites offer discounts and promotions to attract online shoppers. Indian customers are easily affected by price discounts and are affected by their purchasing behavior. Online shopping websites in india are focused on increasing return and profit. Offering discounts has the effect of improving sales and consumers address more consideration regarding price discounts and deals. Consumer status on

online shopping websites depends largely on price and service. Discounts on retail websites will increase consumer engagement and interaction with those websites.

Himanshu sachdeva (2015) in his paper “Impact of sales promotion technique used by online dealers on consumers” states that Online promotions are one of the most understated display tools - not because they are inadequate, but because they are not handled properly. If online marketers are aware of the limitations affecting the behavior of online shoppers and the links between different promotional tools and types of consumers they can develop marketing strategies to transform potential customers into active customers and increase sales as this is a new need for the current era. that Promotional emails, Promotional SMS, Discounts, an easy-to-use interface, Promotional Pop Promotions, Promotional and Marketing Influences are seven great things, which play a very important role in online consumer behavior. Commercial promotion not only has a positive impact but also bad for consumers as they feel that they have been deceived many times due to different promotional tools and have a negative impact on product loyalty to consumers which not only leads to declining sales but also lacks trust.

Mohammad Anisur Rahman, Bushra Humyra Eshaan and Nahida Sultana (2018) in his Paper, “ Consumer buying behavior towards online shopping: An empirical study on Dhaka city” States that Consumers shop online to save time, and for the types of products and services available. Both man and woman both have the same moral momentum when it comes to liking and disliking things: they love the place of delivery and they don’t like the inability to touch and feel the product so much. They find online shopping information on websites especially on social media and buy clothes, accessories especially for the money to bring the payment method. Most consumers are concerned about the security of the payment system, and their satisfaction with online shopping is included.

Dhiren Achtani and Manish Khattar (2014) in his paper “ Influence of price perception and shopping motives on Indian consumers’ attitude towards retailer promotions in malls” states that the result of pricing discounts, gifts, coupons and discounts offered by retailers to attract store congestion. Consumer status in relation to retailers, promotional

strategies influenced by purchase prices and pricing, Deal proneness, coupon proneness. Age, education and income affect consumer attitudes towards promotion. Promotions can be used by retailers to transfer value and attract potential buyers. Retailers need to match their promotional offers in terms of price sensitivity and consumer purchases.

Ashok Kumar Chandra and Devendra Kumar sinha (2013) in his paper “Factors affecting the online shopping behaviour- A study with reference to Bhilai Durg” States that Online shopping has become a new form of shopping. It is now universally accepted including India. This method of buying is still not known or accepted as in many other countries, and although the knowledge of online shopping in India is now beginning to increase rapidly. Advertisers need to see how the online marketplace affects how consumers view and improve relationships. In this case, investing in online shopping and building relationships, trust is all about it. it was also found that, for online consumers, a positive view of the customer. When people have a lot of experience with online shopping, the impact of material on online shopping purposes is different from that of inexperienced online consumers. The information gained from the experience for some time undoubtedly has the potential to change the future intentions of online shopping.

Prof. Pritam P. Kothari and Prof. Shivganga S. Maindargi (2016) in his paper “A study on consumers attitude towards online shopping in india and its impact: With special reference to Solapur city” States that Due to the change in the field of telecommunications no. Internet users are on the rise in India nowadays and customers are using the internet to shop online but many customers are still buying to choose from a hand-to-hand shop. To add no. of online shopping customers need more information and promotion by online shopping companies to attract all customer classes Most customers are of the opinion that the shipping costs charged by companies are too high, suggesting that companies reduce the cost of shipping or product delivery should be provided freely. Companies can use it as one of the promotional activities. Companies also use the Internet to transmit, communicate and distribute information to sell a product, take feedback and conduct customer satisfaction surveys. Customers utilizing the Internet not only to purchase a product online, but also to compare prices, product

features and post-sales sales services they will receive when purchasing a product in a particular store.

Hogskolan Pa Gotland (2011) in his paper “ Consumer’s attitude towards online shopping” States that The popularity of e-commerce has expanded significantly throughout the years with the advancement of the internet and ease of access to the internet .Easy internet access has led consumers to shop online. Online shopping is the third most popular online activity after using email and web browsing. Online shopping is utilized as a method of communication and e-commerce, increasing or enhancing value, quality and attractiveness to bring customer benefits and better satisfaction, which is why online shopping has become so much easier and day-to-day increasing its popularity. Not only the benefits but also the risks associated with online shopping. Internet users often avoid online shopping due to credit card fraud, lack of privacy, risk of non-delivery, lack of quality assurance of goods and services. Concerned authorities are formulating policies to reduce the risks involved in e-business. On the other hand E-commerce has grown very fast due to the many benefits associated with online shopping due to low transactions and search costs compared to other types of purchases. By shopping online consumers can buy more instant, more affordable options and can order products and services at a much lower price.

Tahir Ahmad Wani and Saiyed Wajid Ali (2016) in his paper “Determinants of online purchase intentions:A study of Indian Buyers” States that Online shopping sites are replacing traditional or physical stores quickly. Over the years, customer confidence in online shopping has grown exponentially. The increase in the number of these sites, on the other hand, has led to intense competition, which means better and cheaper products for consumers.

Rajan Darlami (2017) In his paper “Consumer attitude Towards Online Shopping And Their Satisfaction” States that the growing use of the internet in india offers a growing opportunity for online shopping. If E marketers know the components that affect Indian online behavior, as well as the connection between these elements and the type of online purchasers, at that point they can improve their marketing strategies to transform

potential customers into active ones, while keeping existing online customers available. Information, Visible usability, easy use; Visual enjoyment and security / privacy are the five most significant components that influence consumer perceptions of online shopping. Organizations also utilize the Internet to transmit, communicate and distribute information, sell products, take feedback and conduct customer satisfaction surveys. The Internet is changing the manner in which buyers shop and purchase goods and services, and it is rapidly changing into a global phenomenon. Many companies have begun using the Internet to reduce marketing costs, thus decreasing the price of their items and services in order to advance their competitive market.

Heeral Brijlani and Darshana Chauhan (2016) in his paper “Consumer behaviour towards online shopping in Jamnagar city” States that As internet usage increases day by day online shopping is also increasing. People tend to shop online as easy, time-saving, having 24x7 services. Therefore, customers buy more and more goods from online retailers. Speaking of the Indian E-commerce market there are many online retailers who sell goods online. The major players in Indian E-commerce are IRCTC, Flipkart, Amazon, Myntra, Ebay, Jabong, Shopclues, and snapdeal etc. The internet is the best approach to save time and money by shopping online for their budget at home or anywhere. Internet users have no limits on online shopping. They also use the Internet to compare prices of goods and services, news, visit social networks and search information and so on.

Mariola Palazon and Elena Delgado Ballester (2009) in his paper “ The moderating role of price consciousness on the effectiveness of price discounts and premium Promotion” states that integrating price awareness into the performance promotion framework. Specifically, it aims to analyze whether pricing awareness affects the evaluation of discounts on premiums and premiums at two different levels of profit (VS above average). The increasing use of promotional promotions makes it important to understand what factors influence the performance of price discounts and premiums. Consumers are also more interested in price than quality.

RESEARCH METHODOLOGY

Objective the study:

- To analyze the change attitude of customers from inclining towards offline stores to online shopping platforms.
- To understand the impact of promotions and discounts on shopping platforms on consumer behavior.
- To analyze the influence of discounts and offers on Indian buyers in online shopping behavior.
- To evaluate the consumer's purchasing biasedness towards different offers available on various brand online shopping platforms.
- To evaluate the impact of various promotions and discounts offered by online shopping platforms which may hamper the offline Indian markets.
- To understand Indian consumers attitude and purchasing habits towards the discounts and promotions.
- To study the impact of online shopping on increased competition in market

Research design:

Research design planning is the structure and strategy if examined so that the research question can be answered and the difference can be controlled. "

Research is a master plan or model for conducting formal research and surveys. It is a description of methods and procedures to accomplish the requirement for data to tackle the issue. It decides the source and methods for information to be gathered. Questionnaire and different structures will be tested to use data collection.

Research Design: Exploratory Research

Data collection Method:

Data collection is an elaborate process of gathering and estimation of data. Information are facts found from a few sources. Data can be categorized as:

- Primary data
- Secondary data

Primary data: The primary data are those, which are collected freshly and for the first time, from the consumers directly. It is collected through Questionnaire method. Here I have use Primary Data. A structure of Questionnaire was created and distributed between the consumers

Sample size:

A sample size of 150 employees has been selected. I have received 126 responses out of 150, Although it looks to be a small sample but it is enough to draw analysis and conclusions.

Sampling frame:

The sample needs to include consumers from everywhere. Every consumer has the possibility to be selected on an equal basis because I've used simple random sampling method for surveying purpose. This was the method that assisted to draw conclusion precisely.

Interpretation:

Here, I have used mean for the analysis and interpretation.

ANALYSIS

1. Gender

Statistics Gender

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.452 |
| Std. Deviation | | .4997 |
| Variance | | .250 |

Gender

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--------------|-----------|---------|---------------|--------------------|
| Valid Female | 69 | 54.8 | 54.8 | 54.8 |
| Valid Male | 57 | 45.2 | 45.2 | 100.0 |
| Total | 126 | 100.0 | 100.0 | |

2. Age

Statistics Age

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.381 |
| Std. Deviation | | .5493 |
| Variance | | .302 |

Age

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Valid 15-25 | 82 | 65.1 | 65.1 | 65.1 |
| Valid 25-35 | 40 | 31.7 | 31.7 | 96.8 |
| Valid 35-45 | 4 | 3.2 | 3.2 | 100.0 |
| Total | 126 | 100.0 | 100.0 | |

3. Income

Statistics Income

| | | |
|---|-------|-----|
| N | Valid | 126 |
|---|-------|-----|

| | |
|----------------|--------|
| Missing | 0 |
| Mean | 2.071 |
| Std. Deviation | 1.1040 |
| Variance | 1.219 |

Income

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------------|-----------|---------|---------------|--------------------|
| 20,000-30,000 | 50 | 39.7 | 39.7 | 39.7 |
| 30,000-40,000 | 39 | 31.0 | 31.0 | 70.6 |
| Valid 40,000-50,000 | 15 | 11.9 | 11.9 | 82.5 |
| 50,000 & Above | 22 | 17.5 | 17.5 | 100.0 |
| Total | 126 | 100.0 | 100.0 | |

4. Do youShopOnline?

Statistics

Do you shop Online

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.119 |
| Std. Deviation | | .4491 |
| Variance | | .202 |

Do you shop Online

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Maybe | 6 | 4.8 | 4.8 | 4.8 |
| Valid No | 3 | 2.4 | 2.4 | 7.1 |
| Yes | 117 | 92.9 | 92.9 | 100.0 |
| Total | 126 | 100.0 | 100.0 | |

5. How often do you shop online?

Statistics

How often do you shop online

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.794 |
| Std. Deviation | | .6731 |
| Variance | | .453 |

How often do you shop online

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|--|-----------|---------|---------------|--------------------|
| | | | | |

| | | | | | |
|-------|------------|-----|-------|-------|-------|
| Valid | Frequently | 44 | 34.9 | 34.9 | 34.9 |
| | Often | 64 | 50.8 | 50.8 | 85.7 |
| | Rarely | 18 | 14.3 | 14.3 | 100.0 |
| | Total | 126 | 100.0 | 100.0 | |

6. How strongly do you believe that all the products in online shopping are branded?

Statistics
How strongly do you believe
that all the products in online
shopping are branded

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 3.524 |
| Std. Deviation | | .6895 |
| Variance | | .475 |

How strongly do you believe that all the products in online shopping are branded

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|----------------|---------|---------------|--------------------|
| Valid | Agree | 59 | 46.8 | 46.8 |
| | Disagree | 7 | 5.6 | 5.6 |
| | Neutral | 53 | 42.1 | 42.1 |
| | Strongly agree | 7 | 5.6 | 5.6 |
| | Total | 126 | 100.0 | 100.0 |

7. How strongly do you believe in testing the product before buying it?

Statistics
How strongly do you believe
intesting the product before
buying it

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 4.190 |
| Std. Deviation | | .7010 |
| Variance | | .491 |

How strongly do you believe in testing the product before buying it

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | Agree | 60 | 47.6 | 47.6 |
| | Neutral | 21 | 16.7 | 16.7 |

| | | | | |
|----------------|-----|-------|-------|-------|
| Strongly Agree | 45 | 35.7 | 35.7 | 100.0 |
| Total | 126 | 100.0 | 100.0 | |

8. Are you worried about the product quality when shopping online?

Statistics
Are you worried about the
product quality when shopping
online

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.627 |
| Std. Deviation | | .8739 |
| Variance | | .764 |

Are you worried about the product quality when shopping online

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Maybe | 33 | 26.2 | 26.2 | 26.2 |
| Valid No | 13 | 10.3 | 10.3 | 36.5 |
| Yes | 80 | 63.5 | 63.5 | 100.0 |
| Total | 126 | 100.0 | 100.0 | |

9. Do you feel cheated for any of your online purchase?

Statistics
Do you feel cheated for any of
your online purchase

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.817 |
| Std. Deviation | | .8139 |
| Variance | | .662 |

Do you feel cheated for any of your online purchase

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Maybe | 32 | 25.4 | 25.4 | 25.4 |
| Valid No | 39 | 31.0 | 31.0 | 56.3 |
| Yes | 55 | 43.7 | 43.7 | 100.0 |

| | | | |
|-------|-----|-------|-------|
| Total | 126 | 100.0 | 100.0 |
|-------|-----|-------|-------|

10. Is The Price important when you shop online?

Statistics
Isthepriceimportantwhenyoush
oponline

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.183 |
| Std. Deviation | | .5123 |
| Variance | | .262 |

Is the price important when you shop online

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | Maybe | 7 | 5.6 | 5.6 |
| | No | 9 | 7.1 | 12.7 |
| | Yes | 110 | 87.3 | 100.0 |
| | Total | 126 | 100.0 | 100.0 |

11. Are you price Conscious when buying a product online?

Statistics
Are you price Conscious when
buying a product online

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.270 |
| Std. Deviation | | .6120 |
| Variance | | .375 |

Are you price Conscious when buying a product online

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Valid Maybe | 11 | 8.7 | 8.7 | 8.7 |

| | | | | |
|-------|-----|-------|-------|-------|
| No | 12 | 9.5 | 9.5 | 18.3 |
| Yes | 103 | 81.7 | 81.7 | 100.0 |
| Total | 126 | 100.0 | 100.0 | |

12. So far, are you satisfied with the price among these online shops.

Statistics
So far are you satisfied with the price among these online shop

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.532 |
| Std. Deviation | | .8456 |
| Variance | | .715 |

So far are you satisfied with the price among these online shop

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | Maybe | 29 | 23.0 | 23.0 |
| | No | 9 | 7.1 | 30.2 |
| | Yes | 88 | 69.8 | 100.0 |
| | Total | 126 | 100.0 | 100.0 |

13. Do you feel that the online marketers are providing competitive prices?

Statistics
Do you feel that the online marketers are providing competitive prices

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.286 |
| Std. Deviation | | .6676 |

Do you feel that the online marketers are providing competitive prices

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | Maybe | 15 | 11.9 | 11.9 | 11.9 |
| | No | 6 | 4.8 | 4.8 | 16.7 |
| | Yes | 105 | 83.3 | 83.3 | 100.0 |
| | Total | 126 | 100.0 | 100.0 | |

14. Are you concerned about the low prices along with the product quality?

Statistics

Are you concerned about the low prices along with the product quality

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.349 |
| Std. Deviation | | .7301 |
| Variance | | .533 |

Are you concerned about the low prices along with the product quality

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | Maybe | 19 | 15.1 | 15.1 | 15.1 |
| | No | 6 | 4.8 | 4.8 | 19.8 |
| | Yes | 101 | 80.2 | 80.2 | 100.0 |
| | Total | 126 | 100.0 | 100.0 | |

15. When shopping Online, Do you compare the prices of different brands to be sure that you get the best value of money?

Statistics

When shopping Online Do you compare the prices of different brands

| | | |
|---|-------|-----|
| N | Valid | 126 |
|---|-------|-----|

| | | |
|----------------|---------|-------|
| | Missing | 0 |
| Mean | | 1.175 |
| Std. Deviation | | .4912 |
| Variance | | .241 |

When shopping Online Do you compare the prices of different brands to be sure that you get the best value of money

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | Maybe | 6 | 4.8 | 4.8 | 4.8 |
| | No | 10 | 7.9 | 7.9 | 12.7 |
| | Yes | 110 | 87.3 | 87.3 | 100.0 |
| | Total | 126 | 100.0 | 100.0 | |

16. Do the online discount offers attract you towards the product?

Statistics

Do the online discount offers attract you towards the product

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.310 |
| Std. Deviation | | .6629 |
| Variance | | .439 |

Do the online discount offers attract you towards the product

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | Maybe | 14 | 11.1 | 11.1 | 11.1 |
| | No | 11 | 8.7 | 8.7 | 19.8 |
| | Yes | 101 | 80.2 | 80.2 | 100.0 |
| | Total | 126 | 100.0 | 100.0 | |

17. Does the Discount influence you the most while shopping online?

Statistics

Does the discount influence you the most while shopping online

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.429 |
| Std. Deviation | | .7313 |
| Variance | | .535 |

Does the discount influence you the most while shopping online

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Valid Maybe | 18 | 14.3 | 14.3 | 14.3 |
| Valid No | 18 | 14.3 | 14.3 | 28.6 |
| Valid Yes | 90 | 71.4 | 71.4 | 100.0 |
| Total | 126 | 100.0 | 100.0 | |

18. Do discounts influence the customers intention to end up buying a product which otherwise was not needed?

Statistics

Do discounts influence the customers intention to end up buying a product which otherwise was not needed

| | | |
|----------------|---------|--------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 3.151 |
| Std. Deviation | | 1.1459 |
| Variance | | 1.313 |

Do discounts influence the customers intention to end up buying a product which otherwise was not needed?

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------------|-----------|---------|---------------|--------------------|
| Valid Agree | 45 | 35.7 | 35.7 | 35.7 |
| Valid Disagree | 10 | 7.9 | 7.9 | 43.7 |
| Valid Neutral | 43 | 34.1 | 34.1 | 77.8 |
| Valid Strongly agree | 10 | 7.9 | 7.9 | 85.7 |
| Valid Strongly disagree | 18 | 14.3 | 14.3 | 100.0 |
| Total | 126 | 100.0 | 100.0 | |

19. Do you prefer branded products over unbranded when shopping on discount?

Statistics
Do you prefer branded products over unbranded when shopping on discount

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.492 |
| Std. Deviation | | .8173 |
| Variance | | .668 |

Do you prefer branded products over unbranded when shopping on discount

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | Maybe | 26 | 20.6 | 20.6 |
| | No | 10 | 7.9 | 28.6 |
| | Yes | 90 | 71.4 | 100.0 |
| | Total | 126 | 100.0 | 100.0 |

20. Do discounts influences the customers choice of brand?

Statistics
Do discounts influences the customers choice of brand

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.389 |
| Std. Deviation | | .7373 |
| Variance | | .544 |

Do discounts influences the customers choice of brand

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | Maybe | 19 | 15.1 | 15.1 |
| | No | 11 | 8.7 | 23.8 |
| | Yes | 96 | 76.2 | 100.0 |
| | Total | 126 | 100.0 | 100.0 |

21. Do you shop extra when shopping online on discounts?

Statistics
Do you shop extra when shopping online on discounts

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.754 |
| Std. Deviation | | .8264 |
| Variance | | .683 |

Do you shop extra when shopping online on discounts

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | Maybe | 31 | 24.6 | 24.6 |
| | No | 33 | 26.2 | 50.8 |
| | Yes | 62 | 49.2 | 100.0 |
| | Total | 126 | 100.0 | 100.0 |

22. Do discounts results in a more satisfied customer?

Statistics
Do discounts results in a more satisfied customer

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.484 |
| Std. Deviation | | .7973 |
| Variance | | .636 |

Do discounts results in a more satisfied customer

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | Maybe | 24 | 19.0 | 19.0 |
| | No | 13 | 10.3 | 29.4 |
| | Yes | 89 | 70.6 | 100.0 |
| | Total | 126 | 100.0 | 100.0 |

23. Do discounts influence you to buy unnecessary products?

Statistics
Do discounts influence you to
buy unnecessary products

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 1.778 |
| Std. Deviation | | .7989 |
| Variance | | .638 |

Do discounts influence you to buy unnecessary products

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| Valid | Maybe | 29 | 23.0 | 23.0 |
| | No | 40 | 31.7 | 54.8 |
| | Yes | 57 | 45.2 | 100.0 |
| | Total | 126 | 100.0 | 100.0 |

24. How strongly do you believe that online markets are providing farer and just opportunities to retailer?

Statistics
How strongly do you believe
that online markets are
providing farer and just
opportunities to retailer

| | | |
|----------------|---------|-------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 3.492 |
| Std. Deviation | | .9099 |
| Variance | | .828 |

How strongly do you believe that online markets are providing farer and just opportunities to retailers

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|---------|---------------|--------------------|
| Valid | Agree | 42 | 33.3 | 33.3 |
| | Disagree | 12 | 9.5 | 42.9 |
| | Neutral | 52 | 41.3 | 84.1 |
| | Strongly Agree | 18 | 14.3 | 98.4 |
| | Strongly Disagree | 2 | 1.6 | 100.0 |
| | Total | 126 | 100.0 | 100.0 |

25. Retailers and local markets have grown with the induction of online platforms in their businesses but the essence of customer shopping is lost due to the ease of shopping at homes?

Statistics

Retailers and local markets have grown with the induction of online platforms in their business but the essence of customer shopping is lost due to the ease of shopping at homes

| | | |
|----------------|---------|--------|
| N | Valid | 126 |
| | Missing | 0 |
| Mean | | 3.230 |
| Std. Deviation | | 1.1254 |
| Variance | | 1.267 |

Retailers and local markets have grown with the induction of online platforms in their business but the essence of customer shopping is lost due to the ease of shopping at homes

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------------------|---------|---------------|--------------------|
| Valid | Agree | 41 | 32.5 | 32.5 |
| | Disagree | 12 | 9.5 | 42.1 |
| | Neutral | 45 | 35.7 | 77.8 |
| | Strongly agree | 14 | 11.1 | 88.9 |
| | Strongly disagree | 14 | 11.1 | 100.0 |
| | Total | 126 | 100.0 | 100.0 |

FINDINGS

- Yes, Majority of the respondents do online shopping.
- Majority of the respondent finds Amazon as the most reliable site for online shopping.
- Majority of the respondent often prefer online shopping.
- Very few respondents doubts that online products are not branded and the majority holds trust in products purchased online.
- Respondents agreed that they believe in testing the product before buying it.
- Yes, respondents are worried about the product quality while doing the online shopping.
- Yes, sometimes the respondents feel cheated because of their online purchase.
- Yes, they feel price is most important factor in online shopping.
- Yes, they are price conscious while buying the products online.
- Till now they are satisfied with the price that are offered in online shoppings.

- Yes, online marketers are giving a very tough competition in prices in online shopping.
- Yes they are concerned about the prices along with the product quality.
- Yes they compare the brands to check out that they get the best value for the product.
- Yes the discounts which are offered by online retailers attracts the customers towards the product.
- Yes discounts influence the customers intention to end up buying a product which otherwise was not needed.
- Also they prefer branded products over unbranded while doing online shopping in discounts.
- Yes discounts influence the customers choice of brands and influence the customer to shop extra in discounts.
- Yes while doing shopping on discounts customers feel satisfied.
- Yes respondents are agreed that online markets are providing farer and just opportunities to retailers.
- Yes they agreed that Retailers and local markets have grown with the induction of online platforms in their businesses but the essence of customer shopping is lost due to the ease of shopping at homes

CONCLUSION

With all the data and its interpretation, we can conclude that online platforms are leading ahead of offline platform, a higher achievement not just for shops and businesses but for customer also.

Online shopping platforms have a vast market opportunity to grab on from and this opportunity will keep on rising with time as the dynamic environment and constant upgradation of technology will take offline cutomers to online platforms, and this trend will follow a very systematic pathway from developed countries to developing countries, Urban cities to rural cities and so on so forth.

It would be fair to conclude that despite customers loosing their shopping experience, what they are getting in return is much more appreciated by them and are happily giving up the shopping experience for the price and ease of shopping.

It can also be concluded that online platforms are having an exponential growth but are also giving the offline markets an opportunity to join them on their platforms, and for offline business, joining these online platforms can be the next step for their business to grow further.

And as for the online platforms, we can say that their aggressive market techniques are definitely working helping them build a greater market share and market presence with loyal customers building overtime and having majority of good mouth marketing for them.

RECOMMENDATIONS

As per my research, I would highly recommend to online shops to build trust among there consumer's. Also to add on a new feature of try and buy and pay later feature that you can pay the amount within the one month after puchase. Also to make their own app, so that it will be easy for consumers to purchase.

To offline shops, it is vital for them to expand their business online as the dynamic environment concerning shopping is drastically changing, not just because of introduction of new platforms but also government interventions and international policies, hence to have a stable business model in the future, it is important to have vast market reach, and that is only possible through an inclination of online and offline channels to provide customers a complete shopping experience.

As for the consumers, we can clearly see that as Ying and Yang exists, both pros and cons of online shopping exists, but despite few customers have felt cheated, still the major chunk of the decision of weather to buy online of offline is highly influenced because of the Price, followed by the mindset that “everything online is branded” and last but not least the ease of shopping.

Hence, Online platforms can further work and develop around these three pillars to increase their market share and gather more loyal customers over time.

LIMITATIONS

- ✓ The answers given by the respondents highly rely upon the mood and interest and thus the accuracy fluctuates sometimes.
- ✓ The sample size taken for the research is small due to the constraint of time.
- ✓ While answering the questionnaire not everyone is 100% honest most of the respondents themselves are in a confused state.
- ✓ I tried getting questionnaire answers by almost all the age groups but unfortunately most of the respondents were youth.

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APPENDICES

Name:

Gender:

Age:

- 15-25
- 25-35
- 35-45
- 45 and above

Income:

- 10k-20k
- 20k-35k-

- 35k-50k
- 50k and above

1. Do you shop online?

- Yes
- No

2. In case yes, Which website or application do you use for shopping online?

3. How often do you shop online?

- Frequently
- Often
- Rarely

4. How strongly do you believe that all the products in online are branded?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5. How strongly do you believe in testing the product before buying it?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

6. Are you worried about the product quality when shopping online?

- Yes

- No
- Maybe

7. Do you feel cheated for any of your online purchase?

- Yes
- No
- Maybe

8. Is the price important when you shop online?

- Yes
- No
- Maybe

9. Are you price Conscious when buying a product online?

- Yes
- No
- Maybe

10. So far, are you satisfied with the price among these online shops.

- Yes
- No
- Maybe

11. Do you feel that the online marketers are providing competitive prices?

- Yes
- No
- Maybe

12. Are you concerned about the low prices along with the product quality?

- Yes

- No
- Maybe

13. When shopping Online, Do you compare the prices of different brands to be sure that you get the best value of money?

- Yes
- No
- Maybe

14. Do the online discount offers attract you towards the product?

- Yes
- No
- Maybe

15. Does discounts influence the most while shopping online?

- Yes
- No
- Maybe

16. Do discounts influence the customers intention to end up buying a product which otherwise was not needed?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

17. Do you prefer branded products over unbranded when shopping on discount?

- Yes
- No
- Maybe

18. Do discounts influences the customers choice of brand?

- Yes
- No
- Maybe

19. Do you shop extra when shopping online on discounts?

- Yes
- No
- Maybe

20. Do discounts results in a more satisfied customer?

- Yes
- No
- Maybe

21. Do discounts influence you to buy unnecessary products?

- Yes
- No
- Maybe

22. How strongly do you believe that online markets are providing farer and just opportunities to retailer?

- Strongly Agree

- Agree
- Neutral
- Disagree
- Strongly Disagree

23. Retailers and local markets have grown with the induction of online platforms in their businesses but the essence of customer shopping is lost due to the ease of shopping at homes?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

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