Project Dissertation Report on

CHANGING CONSUMER PERCEPTION
TOWARDS E-COMMERCE

Submitted by:

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(2K20/DMBA/03)

Under the Guidance of

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CERTIFICATE

This is to certify that I have completed the Project titled **"CHANGING CONSUMER PERCEPTION TOWARDS E-COMMERCE"** under the guidance of Mr Mohit Beniwal in partial fulfilment of the requirement for the award of the degree of Masters of Business Administration (MBA) at Delhi School of Management, Delhi Technological University.

This is an original piece of work and has not been submitted elsewhere.

Project Guide   Head of Department

Mr. Mohit Beniwal   Dr. Archana Singh

Date:

DECLARATION

I, Aanchal Arora, Roll No. 2K20/DMBA/03, student of MBA Batch 2020-22 of Delhi School of Management, Delhi Technological University, declare that the Project Report/Dissertation titled "**CHANGING CONSUMER PERCEPTION TOWARDS E-COMMERCE**" is submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me. The information and data given in the report is authentic to the best of my knowledge. This report has not been submitted to any other university for the award of any other degree, diploma and fellowship.

Student Name: Aanchal Arora

Date of Submission:

ACKNOWLEDGMENT

Before we get into the thick of things, we would like to add a few words of appreciation to people who have been a part of this project right from its inception. This project work has been one of the significant academic challenges we have faced. This project would not have been completed without the support, patience, and guidance of the people involved. It is our deepest gratitude to them.

It gives us incredible pleasure to present our answers on **"CHANGING CONSUMER PERCEPTION TOWARDS E-COMMERCE"**. It has been our privilege to have a teamwork project guide who has assisted us from this project's commencement. This project's success results from sheer hard work and determination put in by us with our project guide. We now take this opportunity to thank Mr Mohit Beniwal, who acted as our mentor despite her many academic and professional commitments. His wisdom and insight inspired and motivated us without her understanding and support. This project would not have been exciting, and neither would have reached productivity. We also feel the heartiest sense of accountability to our family members & friends, who helped us collect data & resource material even in processing and drafting the manuscript. This project is devoted to all those who helped us while doing this project.

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EXECUTIVE SUMMARY

The Project examines how e-commerce invades consumers' purchasing habits and overtakes the traditional shopping pattern. The Project initially briefs about E-Commerce, followed by why India general is becoming an E-Commerce hub. The Project has been divided into 5 chapters; chapter 1 provides the Introduction to ecommerce. Then Chapter 2 involves the research methodology used to study the Project, including the objective, scope and purpose of the study.

Chapter 3 is about the data analysis and interpretation, including the bar graph and pie charts, i.e. the pictorial representation drawn on the bases of the answered questionnaire.

Then chapter 4 subscribes to the study's limitations, followed by Chapter 5, concluding the study.

TABLE OF CONTENTS

1. <u>Introduction</u>

1.1 Background

E-Commerce

Electronic commerce also known as e-commerce, means various goods and service related online economic operations. It additionally alludes to any deal where the gatherings cooperate electronically instead of through direct actual contact or actual trades. Internet business is generally typically connected with web based buying and selling, as well as any exchange including the exchange of proprietorship or privileges to utilize things or administrations through a PC organization.

Everyone is focused on the spectacular numbers: about 200million engaged customers now, with another 200 million expected in the coming years.

According to data, India's overall Internet users reached 550 million in 2018, accounting for 40% of the population.

By 2020, we estimate that the Internet will add 200,000 million dollars to India's Gross Domestic Product (5% of total GDP).

Regardless of its prominence, this depiction misses the mark concerning catching current changes in this new and progressive corporate peculiarities. Web based business, from a wide perspective, is the utilization of electronic interchanges and advanced data handling innovation in deals to make, change, and reclassify connections between or among organizations, as well as among organizations and people, to make, change, and rethink esteem.

Online shopping, called as b2c electronic commerce, is the most well-known electronic commerce (B2C).

Private consumers can place orders for various items, which they will receive by postal mail or courier. B2b e-commerce is a type of electronic commerce that focuses on transactions between businesses, for example: wholesalers and retailers or manufacturers and wholesalers (B2B). The third type of electronic

commerce comprises consumer-to-consumer (C2C) transactions, such as those seen on eBay or other comparable websites.

The Indian customer is already a very different person than before. In a few years, the universe of users will be significantly diverse in terms of age, employment, money, geography, and, most critically, digital-savvy than it is now.

These new users will have different expectations, priorities, and ambitions regarding their online experience.

Anybody carrying on with work on the planet's second-most-crowded country, which is quickly becoming the world's second-largest connected consumer nation, should know about the progressions in Internet reception and use in India, as well as what these movements will mean for existing business sectors and correspondence channels, as well as make altogether new ones.

Some or all of the next might be utilized by online business organizations:

- Sites offering direct retail deals to clients through the web
- Partaking in or giving outsider business-to-buyer or shopper to customer exchanges through web-based commercial centers.
- B2b selling and buying
- Collecting and web connections and social media are used to gather demographic information.
- E-data transfer between businesses
- Email advertising to potential and existing buyers
- Using retail to introduce new products and services

Online shopping

Electronic trade permits buyers to straightforwardly buy materials or administrations from a seller utilizing a browser, which is alluded to as e-tail from "electronic retail". Internet shop, E-web-store, e-store, e-shop, web-shop, online store, online retail facade, and virtual store are a portion of different names for it.

Buying through a web-based retailer's versatile streamlined site or application is alluded to as portable trade (or m-business).

Online marketplace (or online e-commerce marketplace)

It's an online business webpage where many outsiders contribute item or administration data while the commercial center administrator handles exchanges.

The most common kind of multichannel e-commerce is online marketplaces.

Purchaser buys are dealt with by the commercial center administrator and afterward provided and satisfied by partaking shops or wholesalers in an internet based commercial center.

Business-to-business (B2B)

When one business transacts with another, it is referred to as B2B. This usually happens when:

- A corporation is procuring resources for its manufacturing process. For operational reasons, one company need the assistance of another.
- A company resells other people's goods and services.

Business-to-Consumer (B2C)

B2B (Business-to-Business) exchanges are undeniably more normal than B2C (Business-to Consumer) exchanges.

The significant justification behind this is that in an ordinary network of stores, there would be a few B2B exchanges including sub parts or unrefined substances, however just a single B2C exchange, to be specific the offer of the final item to the end client.

A car organization, for instance, embraces different B2B exchanges, for example, buying tyres, windshield glass, and elastic hoses for its automobiles.

When a finished vehicle is sold to a client, it is referred to as a single (B2C) transaction.

Electronic Data Interchange (EDI)

EDI is an e-communication technology that establishes standards for sharing data through any electronic medium.

Even in two different countries, two separate corporations or organisations can electronically exchange documents by conforming to the same standard (such as purchase orders, invoices, shipping notices, and many others). EDI has been around for about 30 years.

Need for e-commerce:

E-commerce allows businesses to do what they need to do.

• Expanded Reach

• Increasing the number of customers,

• Stay Ahead of the Competition

• Diversify

The primary goal of cost reduction is to make it more accessible because transaction expenses are the least expensive. Through B2B e-commerce, three cost categories are dramatically lowered.

The main advantage is lower search costs since clients don't have to make a trip through numerous go-betweens to get data about providers, merchandise, and valuing, as they would in a customary store network. The Internet is a more effective data course than its traditional partner concerning exertion, time, and cash contributed.

Second, exchange handling costs, (for example, solicitations, buy requests, and installment plans) are lower in light of the fact that B2B empowers exchange process computerization and, as a result, speedy execution when contrasted with different stations, (for example, the phone and fax).The B2B e-capacity market's to direct deals through internet based barters improves exchange cycles and exchanges.

Third, internet processing enhances inventory management and logistics while also removing intermediaries. Providers might impart and manage clients

through B2B emarkets, bypassing agents and merchants. New types of middlemen, on the other hand, are developing. E-markets, for example, might be regarded intermediates since they act as a link in the supply chain between suppliers and purchasers.

One of the benefits of e-markets is pricing transparency.

The gathering of various purchasers and merchants in a solitary e-market permits members to see market estimating data and exchange handling.

The Internet enables uploading details on a single purchase or transaction, making it open and easily accessible to all e-market participants.

Due to enhanced transparency in price, market pricing differentials may be eliminated. In this circumstance, buyers are given significantly more time to assess prices and make wiser purchase decisions.

Market response to E-Commerce

Mobile commerce is rapidly displacing e-commerce as the preferred method of doing internet transactions.

With mobile devices accounting for more than half of all online orders, there's little question that by the end of 2015, mobile transactions will outnumber desktop purchases.

Myntra, India's leading apparel retailer, has previously claimed that by the end of the year, it plans to become a mobile-only marketplace.

While e-commerce is still increasing in metropolitan areas, it is rising exponentially in Tier 2 and Tier 3 cities.

These account for over 60% of Myntra's traffic.

In these locations, the following causes are prompting people to use their phones rather than their computers:

1. Infrastructure: India is a country that focuses on versatile innovation. It might not have the ability to help a billion PCs, however it is well headed to helping one billion cell phones with information. Numerous clients in

Tier 2 and Tier 3 urban communities and country regions depend just on their cell phones to remain associated.

2. Affordability: With Android sweeping India, even the poorest citizens may get a Smartphone, which can subsequently be utilised as an internet device. E-commerce clients account for 65 per cent of internet users, according to figures.

3. Access: Tier 2 and 3 cities are devoid of significant brands. As a result, the only way for striving young people to purchase their favourite Jeans & T-Shirts brand is to shop online.

4. Payment sytem: COD (Cash on conveyance) has given internet business a totally different market. In India, charge cards are scant, however COD permits the country people to shop on the web.

Thus, it is no wonder that India has one of the world's biggest e-commerce marketplaces.

Smaller companies are following in the footsteps of the big boys like Myntra, Flipkart, and Snapdeal by heavily embracing mobile.

They are using mobile-means-of-communication to be able to service mobile customers as well. Customers who shop on their phones are demanding and impatient.

If consumers have a negative purchasing experience on mobile, up to 57% of users will not suggest it, and 40% will go to a rival. They won't stand by over four seconds for a site to stack, and for each second that the page takes to stack, the transformation rate drops by 7%.

According to these figures, mobile buyers are notoriously tricky to please, and the efforts taken to pleasure them are referred to as "adopting mobile."

Here are a few examples of how businesses are adjusting to online.

1. Fast page loads: Page load speeds are becoming increasingly important to web users. They are more concerned with speed than all the bells and whistles on online pages. A negative speed experience might have a long-term impact on customer behaviour.

2. Touch-friendly interface: The client, not online companies, has been the force behind the evolution of mobile shopping. Customers demand everything to be mobile-friendly, and firms that haven't already done so will be judged negatively. It may be sufficient to persuade customers to go elsewhere..

3. Dedicated mobile sites and apps: Customers will have a better experience with online businesses, which will result in increased conversion rates. A mobile app that targets the correct audience may generate enhanced engagement.

4. Native capabilities: Vendors have the exceptional capacity to easily associate with a portion of the cell phone's inbuilt capacities, for example, Camera for Barcode Scanning, Click-to-Call, GPS for confined search, and that's just the beginning. Utilizing these portable no one but abilities can bring about incredible usefulness that further develops the client experience.

5. Online marketing: Mobile brings new avenues for engagement previously unavailable to retailers. Retailers may deliver customised in-app notifications, push notifications and emails along with suggestions based on user activity on the app. A well-targeted mobile marketing strategy can result in levels of user engagement previously considered to be unachievable.

The upcoming Connected Consumer

In India, the next wave of online population growth will result in significant changes in who uses the Internet.

The following demographic traits will be shared by a substantially larger proportion of Indian Internet users in 2018:

- In 2013, 40 per cent, being 25 years and older Internet users; in 2018, 54 per cent being 25 or older. Older consumers are more inclined to transact online since they have higher discretionary income.
- In 2013, rural regions accounted for 29% of Internet users; by 2018, about 50% of users would dwell in small villages and towns. This transformation will create notable development potential for service providers that consider the peculiarities of India's rural market, such as employing online distribution via ecommerce to assure more product availability.
- In 2013, females compiled 25% of internet users; by 2018, women will account for onethird of all Internet users. Women control 44% of household purchasing in India; therefore, Internet economy is seen to have a significant impact by boosting gender parity.
- As the users diversifies and develops to include a more significant number of rural customers, the content will become more vernacular. A rise from 45% in 2013 to more than 60% in 2018 In the vernacular material is expected, following changing consumption trends like print and television in traditional media.
- Perhaps the most important of these aspects is that the digital experience will evolve totally through the consumers' mobile phones in India. Users tend to acclimate to the limitations of a 4-5inch screen. Also pertaining the interaction right away with local (always where they are), personal (suited to their wants and choices), social (all of their friends are there, too), and always-on connectivity.

For many people in affluent nations, constant access to communication, information, entertainment and friends—among other things—has proven to be addicting.

In India, connected users spend 35% of their media consumption on the internet. A proportion that much exceeds the amount of time spent reading newspapers and approaches the amount spent watching television.

Factors Affecting User Growth

Several factors influence the total pace and degree of future Internet penetration.

Nonetheless, from 190 million in 2014 to 400 million in 2018, users are doubled. The most optimistic forecast for 2018 was for 550 million users.

In this scenario, the number of people with access to the Internet in cities will increase from 130 million to 300 million.

Still, the focus will be on more rural areas, where user numbers might increase by 40% every year, from 60 million in 2014 to 280 million in 2018.

The primary engine of internet growth is three factors:

• wider outreach,

• inexpensive access, and

• enhanced awareness.

First, network accessibility and availability must catch up with the projected increase in the established base of Internet-enabled devices, which means that the present universal coverage of 2G technology in urban areas must be brought to rural areas, and the penetration of 3G and 4G services in major cities must also improve.

Second, growing Internet usage among the low income population will need the provision of low-cost Internet-enabled gadgets.

In India, over two-thirds of mobile phones are Internet-ready, yet even the cheapest versions cost Rs. 3000 or more. For many people, this is prohibitively expensive.

There are indications that this is taking place. Intex Technologies, for example, has released a smartphone priced at Rs. 1800. (the same price as a feature phone).

As disposable incomes rise, other cost considerations such as access are expected to increase. In 2013 to 2018 an increase of 11 percent of families

increased who can afford Internet accesibility—typically defined families with annual income of Rs. 4 lacks and more—is expected to climb further in 2013.

The continued decline in internet plan pricing has also made its usage more affordable and diversed. Carriers are now offering a variety of low-cost, "bite-size" plans and one-time-processing alternatives to make payments more manageable.

Simple awareness is the third major factor. 70% of nonusers are now uninformed of the Internet's capabilities and advantages. The most significant obstacle to internet adoption is a lack of knowledge. At the same time, despite knowing about the Internet, nearly four-fifths of urban nonusers refuse to utilise it. Majority of non-consumers in rural areas do not regard the Internet as having any benefit.

New Consumer Segments Emerging and Evolving

The foot line for companies in India is that access to Internet is no longer a niche or predominantly urban necessity/requirement mostly by youthful, high-income individuals. The user base is increasing and diversifying as more customers connect, including rural and low income groups of all ages.

Companies that ignore this trend risk losing out on a quickly expanding marketing, brand impact and engagement, and, eventually, commerce channel.

Over the next five years, many present "active aspirers" in the 15 to 22 years old age range will transform into "entertainment fanatics" and "novel networkers." Approximately 30 million people currently spend 8 to 10 hours every day surfing the internet, mainly on their mobile phones and computers.

People use social networking sites and applications like Instagram and WhatsApp to play games, socialize and download information, all of which may become habitual. These are mainly youthful users, but they come from all walks of life and will number more than 55 million by 2018. Fresh users are still in college and utilise informational and knowledge sites daily while completing class tasks.

Another rapidly expanding demographic is "new ntworkers," who make up about 7 million of India's overall internet population. In the next three years, their numbers will triple. This primarily female category is part of India's rising middle-income groups.

These people being frequent online shoppers are subjected to digital influence during their product buying process. They use their smartphones and laptops to access collections of clothing and other fashion accesories that aren't accessible in their cities. Before making a purchase, they conduct considerable research by reading product reviews on numerous websites.

Users use the Internet primarily through smartphones and cyber cafés, and the Internet is revolutionising their life as they find knowledge and data with countless practical applications. For example, their vacation and leisure plans are being altered due to their growing experience. They can use the Internet to enrol for employment and loans. Internet is a global information source that includes news and facts on various topics. Because many online merchants do not deliver to these villages, these users cannot shop or do business online. This will evolve as these users increase in online savvy, and enterprises care more to this vast and rapidly rising demographic.

The task for marketers is straightforward: create services based on well-defined and marked user groups, personalise offerings to match each user category's specific wants and circumstances. However, in the digital world, particularly on mobile, there is a possibility to go even farther and create offers that cater to the unique tastes of micro-segments or even people, based on data that characterises their online activity.

Benefits of E-Commerce for Businesses

1. Reach a broader audience - Internet connection is becoming so commonplace that your product/service can now be accessed by practically everyone in the world who owns a device that can connect to the internet.

2. Even if the personnel is not working, the virtual shop stays open and functions 24 hours, seven days a week. This may not be entirely true if your product is a service that requires rapid human interaction.

3. In most circumstances, there is no need to keep an entire stock of products on hand – this varies by company model, but it will work well if you have a solid goods supplier that does not default on supply and a good shipping partner/team that works in unison for delivery. Building a brand more quickly

4. Quicker brand development

5. Once a brand is established, it may quickly diversify and exit a specific category if it does not work out - a good example is Flipkart's music (tunes) shop, which closed despite being a terrific endeavour.

6. Given the variety of hosting providers available, it is generally significantly less expensive to set up and maintain a website.

1.2 Problem Statement

"An expanding number and diversity of businesses and organisations are taking advantage of and generating commercial possibilities on the Internet," Liao and Cheung write (2000:299).

The figures above show that the area of virtual shopping is quickly growing.

With this new field of buying, advertisers are turning out to be more keen on sorting out what drives individuals to shop online.

Online merchants have been pushed to lay out an upper hand in the business of virtual shopping because of wild rivalry. Advertisers should comprehend client conduct in the domain of web based buying to get an upper hand in the commercial center. To address client issues, it is important to assess and find the components that urge shoppers to buy on the web.

Beside the factors that rouse clients to buy on the web, the socioeconomics of online customers concerning age, orientation, pay, and instruction are similarly fundamental in deciding their strategies.

Since online shopping is an alternative medium, customer conduct in this space is somewhat differentiated in contrast with traditional purchaser conduct, subsequently it's similarly as crucial to sort out what components urge clients to buy on the web. There are different reasons that urge clients to shop online to show up at a purchasing decision.

For shippers to contend on the lookout and make their items more viable, these components are basic.

1.3 Objective

The study's goals are as follows: -

- To understand level of awareness of electronic commerce in the society.

- To review advantages of e-commerce in comparison to the traditional shopping methods.
- To analyse the whole e-commerce set-up and application and directly differentiate it from the conventional shopping method.

1.4 Scope and Purpose of the Study

The research discusses vast arena and potentially available for e-commerce. E-commerce has slow and steadily engulfed almost all the spheres of business activities. The present study is aimed to understand changing consumption patterns due to evolving e-commerce.

As we see, physical shopping in urban areas is being overtaken by e-commerce as youth are going online to make purchases; slowly and steadily, this is a growing opportunity for businesses and a facility for consumers. The user base goes to even rural areas where factors are aiding consumers. The purpose of the research is to look at how customers' purchasing patterns have changed as a result of e-commerce.

OVERVIEW OF INDUSTRY

After 2014,the MILLION DOLLAR year E-commerce has observed a great unfold, and the un-plundered area was flooded with investments. The beginning of E-commerce went back to the market worth $3.8 million in 2009, which reached up to these numbers due to the digital revolution. By the end of 2014, the E-Commerce sector had touched up to $17 billion.

The industry is predicted to reach $100 billion within the next five years, generating more than 4% of India's GDP. Online travel is the key engine of India's e-commerce business, accounting for around 71 percent of all e-commerce transactions in the nation. Though India's online retail business is about $1.6 billion, it is a minor portion of the country's larger $500 billion retail economy.

The invasion of mobile commerce more often known as m-commerce a part of e-commerce has been constantly supplementing its parent industry. Shopping online through smart phones has totally changed the scenario, and it service providers believe 70% of their revenues will be generated from it.

A strong booster to the sector is expected due to the invasion of Indian Government's goal of 'Digital India' with a strong budget of $17 billion which aims to introduce internet and broadband to remote corners which will increase trade. This investment will not only add to connectivity but generating employment which will enable invasion of more buyers for companies' due to rise in per capita income.

The internship was done with the objective of understanding the E-Commerce changing the consumption pattern. The sale of electronics, clothes and other merchandise is very To understand the user reviews primary data was collected. A questionnaire was sent to them and the responses were collected and using MS- excel data was put in a systematic matrix model of representation. The biasness of the data was minimized by providing respondents enough time to respond, easy questions and no pressure was created. The questionnaire was short and a common scale to make answering and recording easy. The whole

research was conducted with full devotion in yielding full learning from the study and understanding the trends and this upcoming field of e-commerce to learn more about this type of selling and marketing employing different techniques.

The constantly developing telecommunication industry is facilitating our daily actions like how we search for communication, how we travel and now even our purchasing habits. The fact cannot be denied that classical shop based retail is preferred but online purchasing and selling of goods is also gaining the heat.

E-commerce has an estimated growth of 33 percent in 2015 and climbing upto 37% in 2018 with Asia-Pacific emerging as a major lead.

2. <u>Literature Review</u>

1. Topic: Impact of E-commerce on Customer Behaviour: A review of Existing

Author: Amolghsiddhi Chandrakant

Year:2020

Findings:

- Electronic commerce in India: Pertaining to an IAMAI study, India's e-commerce sector is projected to exceed Rs. Two Lakh crore by December of 2016. E-commerce graph in India will continue to expand tremendously due to the rising number of online users and e-commerce business development.

- E-commerce and technology adoption: Technology advances can help small and medium businesses and entrepreneurs to establish and expand their works. Entrepreneurs and SMEs may use broadband, 3G, and 4G to digitalize their businesses through e-processing, eprocuring, and e-payments, among other things.

- E-socioeconomic commerce's impact: The current NDA (Modi) government has made several extremely beneficial moves, such as allowing FDI in e-commerce to help MSME's and local businesses grow. It may also benefit society and the economy. As a result, on a socioeconomic level, in a nation like India, it clearly plays a critical part the country's economic progress.

2. **Topic: "Study of Changes in Consumer Behaviour towards Online Shopping Before and After Covid-19"**

Author: Sandeep Kumar Pal

Year: 2020

Findings: "Covid-19 has generated two major adjustments in consumer behaviour: an aversion to go to retail shopping in a congested atmosphere and a growing desire to buy online," says one in five buyers who have purchased their past few foods digitally for the first time. Despite the fact that online shopping is on the rise, many consumers prefer to pick up

their purchases at the curb or have them delivered by drive-through, and more businesses are turning to mobile or app-based order fulfilment. During COVID 19, there were a lot of empty shelves, which caused a lot of problems in the market. Customers were pushed to change their purchase habits by COVID 19.

Market behaviour has steadily transitioned from physical retail to internet buying.

3. **Topic: "E-commerce: It's impact on Consumer Behavior"**

   Author: Arjun Mittal

   Year: 2013

   Findings: This study centers for the most part around Internet attributes and investigates the components that impact purchasers' web based purchasing conduct.

   It starts with a conversation of the present status of Internet advancement, as well as the historical backdrop of advertising as a portrayal and its disparities from actual stores, to show the development of Internet buying since E-trade became boundless. The exploration center around the Internet shopping (incorporate the idea of Internet shopping, The review centers around online shopper propensities and Internet buying (counting the idea of web based shopping, E-trade sites, and online security, protection, trust, and dependability) (incorporate foundation, shopping inspiration and dynamic interaction). Those components were examined to decide their effect on internet based client conduct. Furthermore, past examinations were used to help scientists in acquiring a more exhaustive comprehension.

4. **Topic: "Factors affecting Consumer Buying Behavior in E-commerce Business during Outbreak of Covid-19: A Case Study on Top E-commerce Websites"**

   Author: Jawaid, Muhammad Hassan and Karim,Emadul

   Year: 2021

   Findings:

The movement in customer behaviour is not restricted to the shift from physical stores to online platforms, but there has been a drift in the type and category of items and services sold.

COVID-19 was shown to have a clear link to poor financial conditions in many households throughout the world, which were exacerbated by unemployment and rising product costs.

As a result, rather than focusing on lavish things, the international consumer base expanded focused on fundamental and necessary products and services. When looking at the issue more closely, it is certain that after the outbreak of the COVID-19 pandemic, there was a 50% drop in window shopping (Bhatti et al., 2020).

Furthermore, according to the statistics, almost a whopping 80% of customers have stopped using the outdoors.

However, there was a notable expansion in the frequency of online shopping, with roughly 39% of customers purchasing via online channels more often than before the epidemic.

5. **Topic: Consumers' Attitude towards Online Shopping**

   Author: Muhammad Umar Sultan and MD Nasir Uddin

   Year: 2011

   Findings:

- Online shopping is getting more popular as the World Wide Web is used more frequently.
  Marketers are having trouble figuring out what their customers want from internet shopping.

- Understanding customer attitudes toward online shopping, increasing the aspects that motivate customers to shop online, and focusing on the qualities that rouse clients to purchase online may all assist advertisers with acquiring an upper hand over their rivals.

  (i)   As a result, the study's focus has been on 2 study questions: determining what factors drive customers to purchase online, and determining which characteristics are most appealing to online shoppers in Gotland.

(ii)   That are the people who shop on the internet? The discoveries are expected to provide online shippers with a reasonable and complete image of the particular factors that drive individuals to purchase web based, permitting them to construct methodologies to speak to online customers in Gotland and Sweden.

6. **Topic: "Analyzing the Paradigm Shift of Consumer Behavior towards Ecommerce during Pandemic Lockdown"**

   Author: Himmgiri Chaudhary

   Year: 2020

   Findings: During Pandemic conclusion, the investigation was endeavored to analyze the perspective change in client lead toward online business (FMCG) things.

   During pandemic lockdown, the research reveals how quickly customers are turning to ecommerce and how offline shops are transitioning to online sales of vital (FMCG) products, such as numerous Kirana store owners moving to online to raise sales and meet consumer demand.

   This research also demonstrates the influence of the e-commerce (FMCG) business.

7. **Topic: "Impact of the Covid-19 Pandemic on Online Consumer Purchasing Behavior"**

   Author: Shengyu Gu, Amina Sakhbieva

   Year: 2020

   Findings: The reason for the review was to make a composite proportion of internet buying conduct in light of the drivers of the COVID-19 plague and use it to explore the effect of COVID-19 on web-based customer buying conduct.

   The key components driving individuals to buy web based, as per the exact discoveries of this review, are accommodation, straightforwardness, and a superior cost.

   Men buy all the more every now and again online due to the scaled down value, as per an examination of socio-segment markers like orientation.

In view of a deficiency of time and a huge choice of things, respondents in the long term age section are bound to buy on the web.

The capacity to look at costs and purchase at a lower cost was viewed as the most invaluable part of buying on the web.

8. **Topic: E-commerce Factors Influencing Consumers Online Shopping Decision**

Author: Zivile Bauboniene

Year: 2015

Findings: The objective of this article is to analyze the components that drive internet buying and to have a superior information on the elements that impact customer web based shopping.

This is achieved by analyzing the angles that drive individuals to buy on the web, for example, security, fast conveyance, comparable costs, accommodation, lower costs, and a more noteworthy determination. The key components driving individuals to buy web based, as per the exact discoveries of this review, are comfort, effortlessness, and a superior cost. Men buy all the more as often as possible online due to the scaled down value, as per an investigation of socio-segment markers like orientation. Due to a lack of time and an enormous determination of things, respondents in the long term age section are bound to buy on the web. The capacity to look at costs and purchase at a scaled down cost was viewed as the most favorable part of buying on the web.

3. **Research Methodology**

The research was initiated with the objective of learning about e-commerce and that too differentiating it from physical shopping

A questionnaire was formulated, containing closed-ended questions, which users and nonusers filled. A google form link has been generated to analyse consumer preferences related to e-commerce.

Google form link:

https://forms.gle/xhGiUueHJ8d5SFjR6

(Appendix 1)

The data were collected and entered into Spss.

Number of responses: 63

Sampling technique: Simple random sampling

Attributes: Age, Sex, Occupation, Platform, Prefer_online, Discount, Annual Income, Review, Easy, Safe, Privacy, and Save time.

	Age	Sex	Occupation	AnnualIncome	Platform	Prefer_online	Discount	Review	Save_time
1	25	Female	Student	5-10 lacs	Myntra	Agree	Agree	Agree	Agree
2	23	Female	Student	Below 5lac	Amazon	Strongly Agree	Strongly Agree	Agree	Strongly Agree
3	24	Male	Student	Below 5lac	Amazon	Agree	Strongly Agree	Strongly Agree	Strongly Agree
4	22	Male	Student	Below 5lac	Amazon	Disagree	Neutral	Strongly Disagree	Neutral
5	23	Female	Student	Below 5lac	Amazon	Agree	Neutral	Agree	Agree
6	23	Female	Student	5-10 lacs	Myntra	Neutral	Agree	Agree	Neutral
7	22	Male	Job oriented	10-20lacs	Amazon	Agree	Neutral	Agree	Agree
8	22	Male	Job oriented	Below 5lac	Amazon	Neutral	Agree	Disagree	Neutral
9	22	Male	Student	Below 5lac	Amazon	Agree	Agree	Neutral	Strongly Agree
10	26	Male	Job oriented	5-10 lacs	Amazon	Agree	Strongly Agree	Strongly Agree	Strongly Agree
11	23	Female	Student	Below 5lac	Amazon	Neutral	Agree	Agree	Agree
12	24	Male	Student	Below 5lac	Amazon	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
13	24	Male	Self employed	Below 5lac	Amazon	Neutral	Agree	Agree	Neutral
14	22	Male	Student	Below 5lac	Amazon	Strongly Disagree	Neutral	Agree	Agree
15	25	Male	Student	Below 5lac	Amazon	Agree	Agree	Agree	Agree
16	24	Male	Student	Below 5lac	Amazon	Neutral	Neutral	Neutral	Neutral
17	24	Male	Student	Below 5lac	Others	Disagree	Neutral	Agree	Agree
18	23	Female	Student	5-10 lacs	Amazon	Disagree	Neutral	Agree	Disagree
19	23	Female	Student	Below 5lac	Amazon	Neutral	Strongly Agree	Agree	Strongly Agree
20	23	Female	Student	Below 5lac	Myntra	Strongly Agree	Strongly Agree	Strongly Agree	Strongly Agree
21	25	Male	Student	Below 5lac	Amazon	Agree	Agree	Agree	Agree
22	24	Male	Student	Below 5lac	Flipkar	Neutral	Neutral	Strongly Agree	Agree
23	22	Male	Student	Below 5lac	Amazon	Disagree	Disagree	Agree	Neutral

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
1	Age	Numeric	20	0		None	None	12	Right	Scale	Input
2	Sex	String	20	0		None	None	17	Left	Nominal	Input
3	Occupation	String	20	0		None	None	13	Left	Nominal	Input
4	AnnualIncome	String	20	0	Annual Income	None	None	13	Left	Nominal	Input
5	Platform	String	20	0		None	None	8	Left	Nominal	Input
6	Prefer_online	String	20	0		None	None	17	Left	Nominal	Input
7	Discount	String	20	0		None	None	20	Left	Nominal	Input
8	Review	String	20	0		None	None	17	Left	Nominal	Input
9	Save_time	String	20	0		None	None	20	Left	Nominal	Input
10	Easy	String	22	0		None	None	22	Left	Nominal	Input
11	Safe	String	34	0		None	None	34	Left	Nominal	Input
12	Privacy	String	26	0		None	None	26	Left	Nominal	Input
13	Offline_befor...	String	17	0		None	None	17	Left	Nominal	Input
14											

4. Analysis, Findings and Suggestions

Descriptive Analysis

1. Age

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20	1	1.6	1.6	1.6
	21	3	4.8	4.8	6.3
	22	13	20.6	20.6	27.0
	23	17	27.0	27.0	54.0
	24	14	22.2	22.2	76.2
	25	9	14.3	14.3	90.5
	26	3	4.8	4.8	95.2
	27	1	1.6	1.6	96.8
	28	1	1.6	1.6	98.4
	29	1	1.6	1.6	100.0
	Total	63	100.0	100.0	
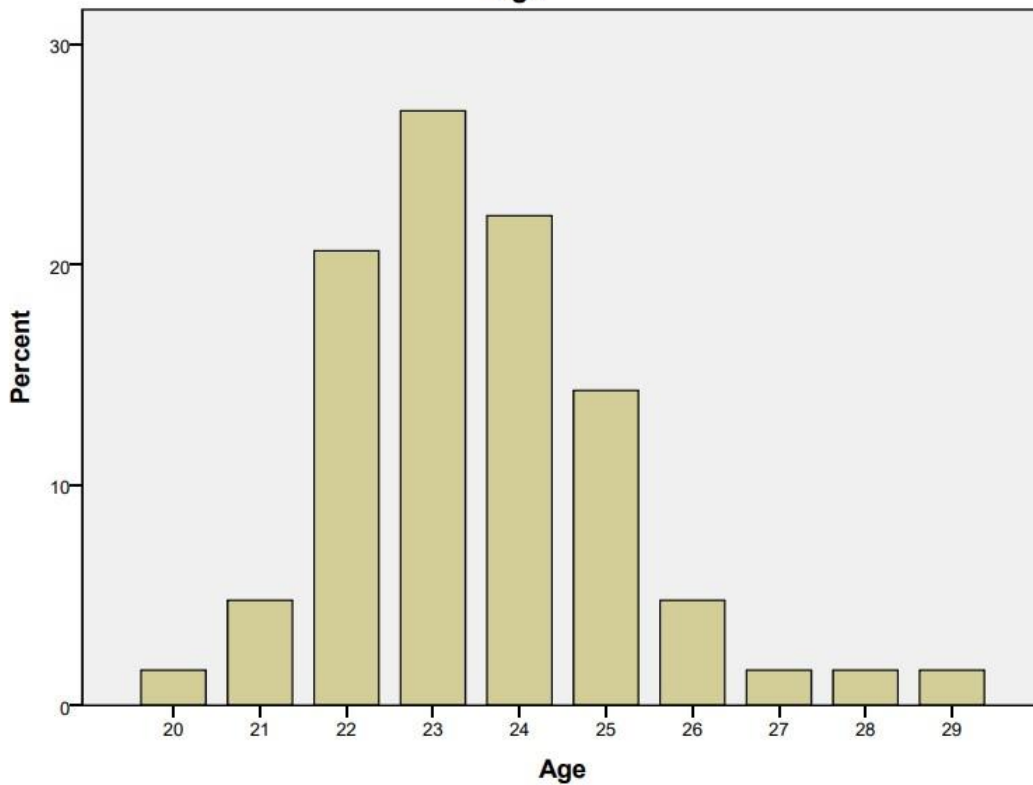
2. Sex

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	25	39.7	39.7	39.7
	Male	37	58.7	58.7	98.4
	Prefer not	1	1.6	1.6	100.0
	Total	63	100.0	100.0	
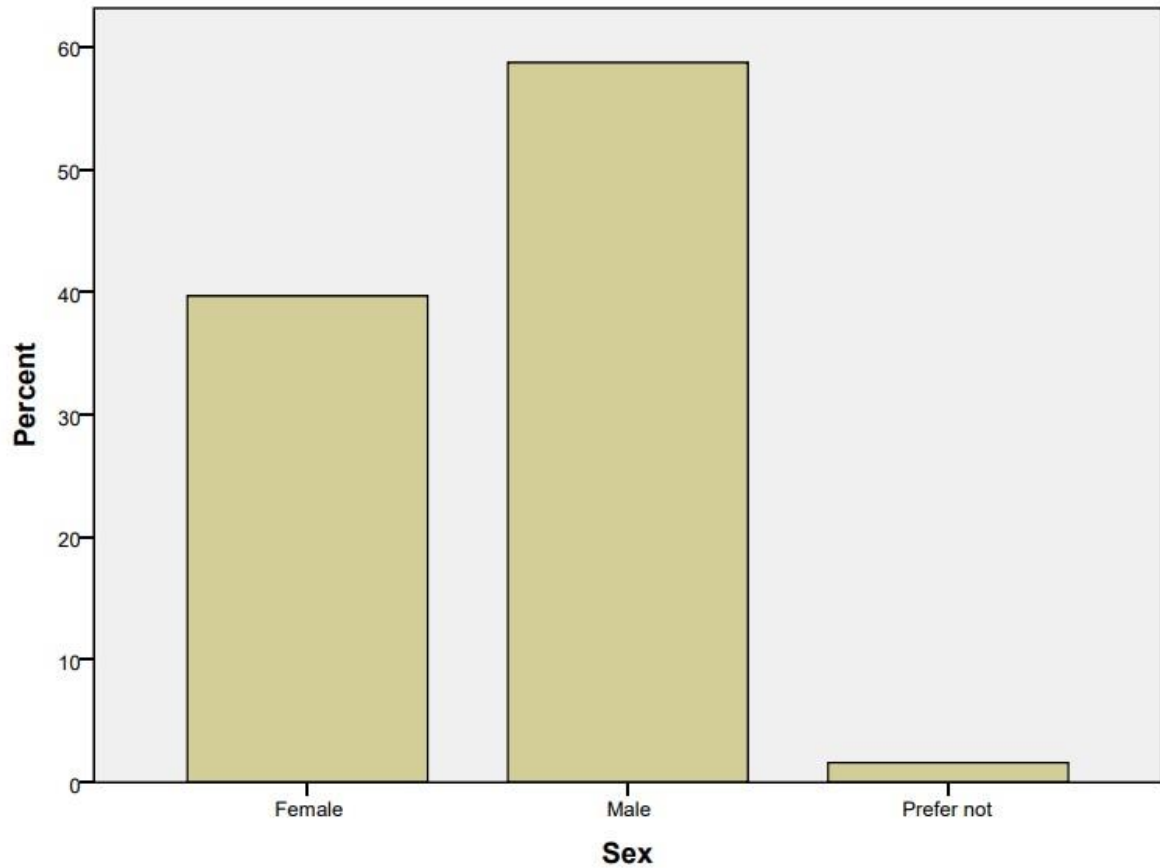
3. Occupation

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Job oriented	7	11.1	11.1	11.1
	Other	1	1.6	1.6	12.7
	Self employed	3	4.8	4.8	17.5
	Student	52	82.5	82.5	100.0
	Total	63	100.0	100.0	
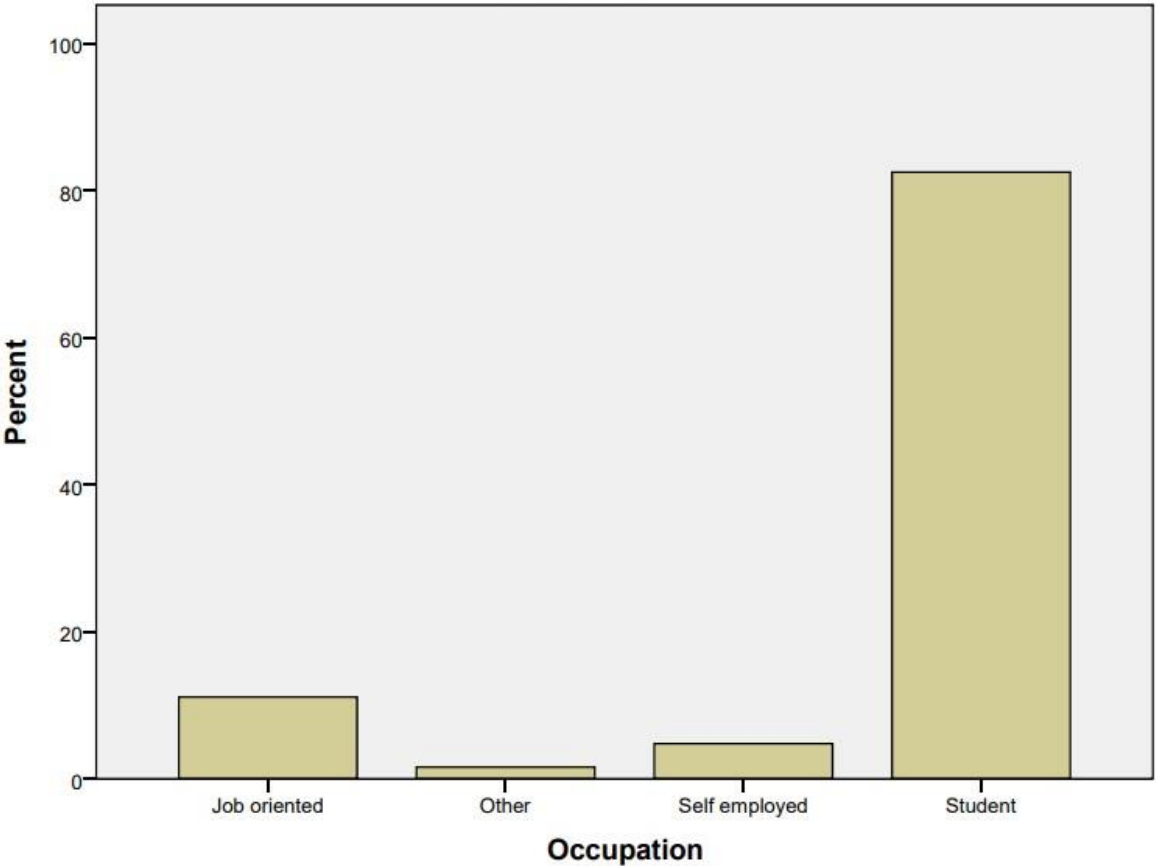
4. Annual Income

Annual Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-20lacs	8	12.7	12.7	12.7
	5-10 lacs	14	22.2	22.2	34.9
	Above 20 l	2	3.2	3.2	38.1
	Below 5lac	39	61.9	61.9	100.0
	Total	63	100.0	100.0	

Annual Income
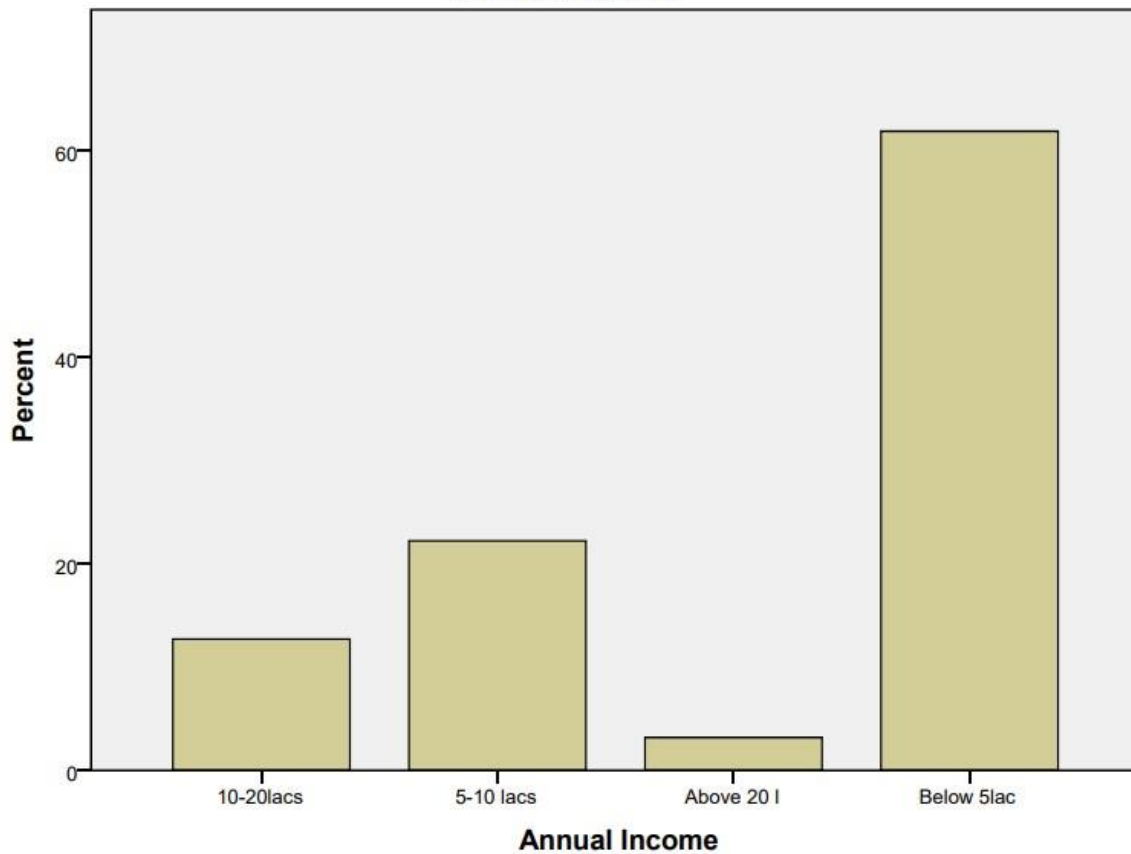
5. Platform

Platform

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amazon	48	76.2	76.2	76.2
	Flipkar	5	7.9	7.9	84.1
	Myntra	8	12.7	12.7	96.8
	Others	2	3.2	3.2	100.0
	Total	63	100.0	100.0	

Platform
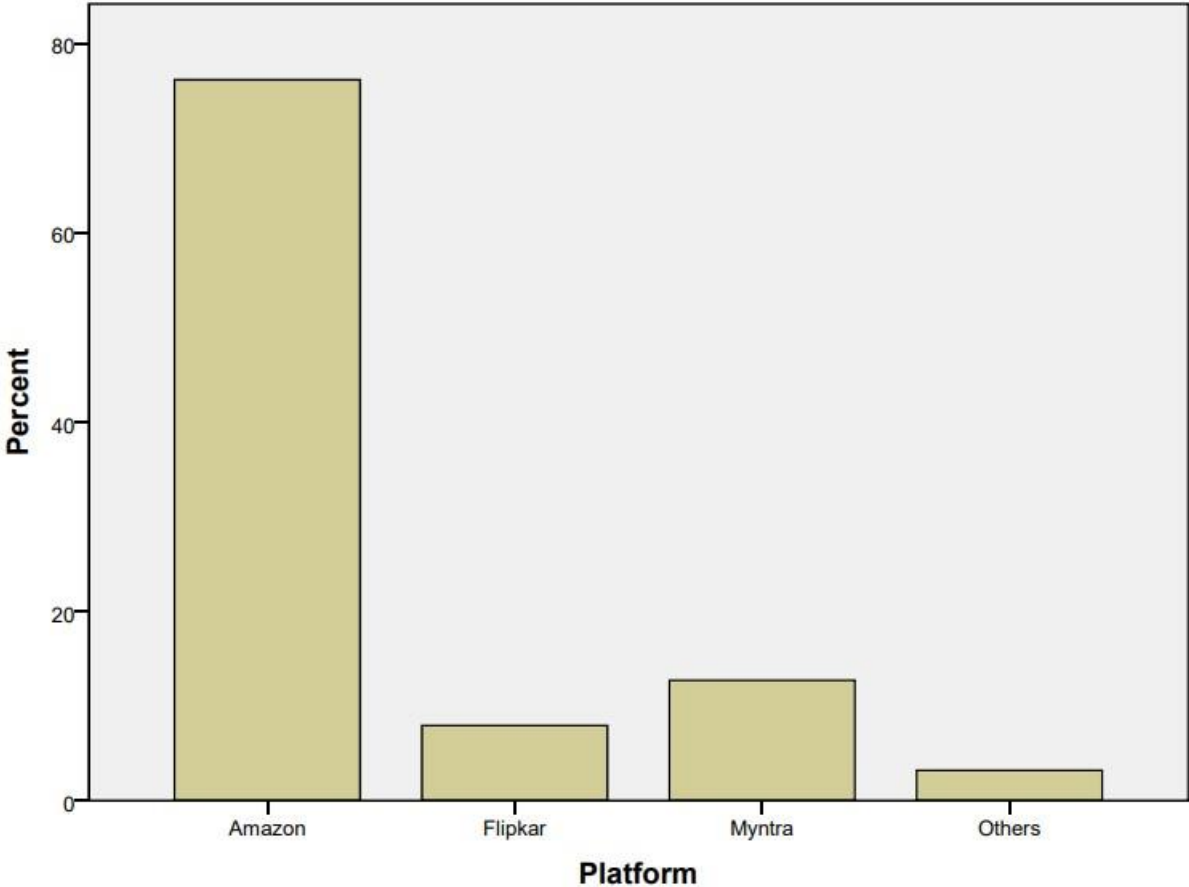
6. Prefer Online

Prefer_online

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	21	33.3	33.3	33.3
	Disagree	11	17.5	17.5	50.8
	Neutral	22	34.9	34.9	85.7
	Strongly Agree	7	11.1	11.1	96.8
	Strongly Disagree	2	3.2	3.2	100.0
	Total	63	100.0	100.0	
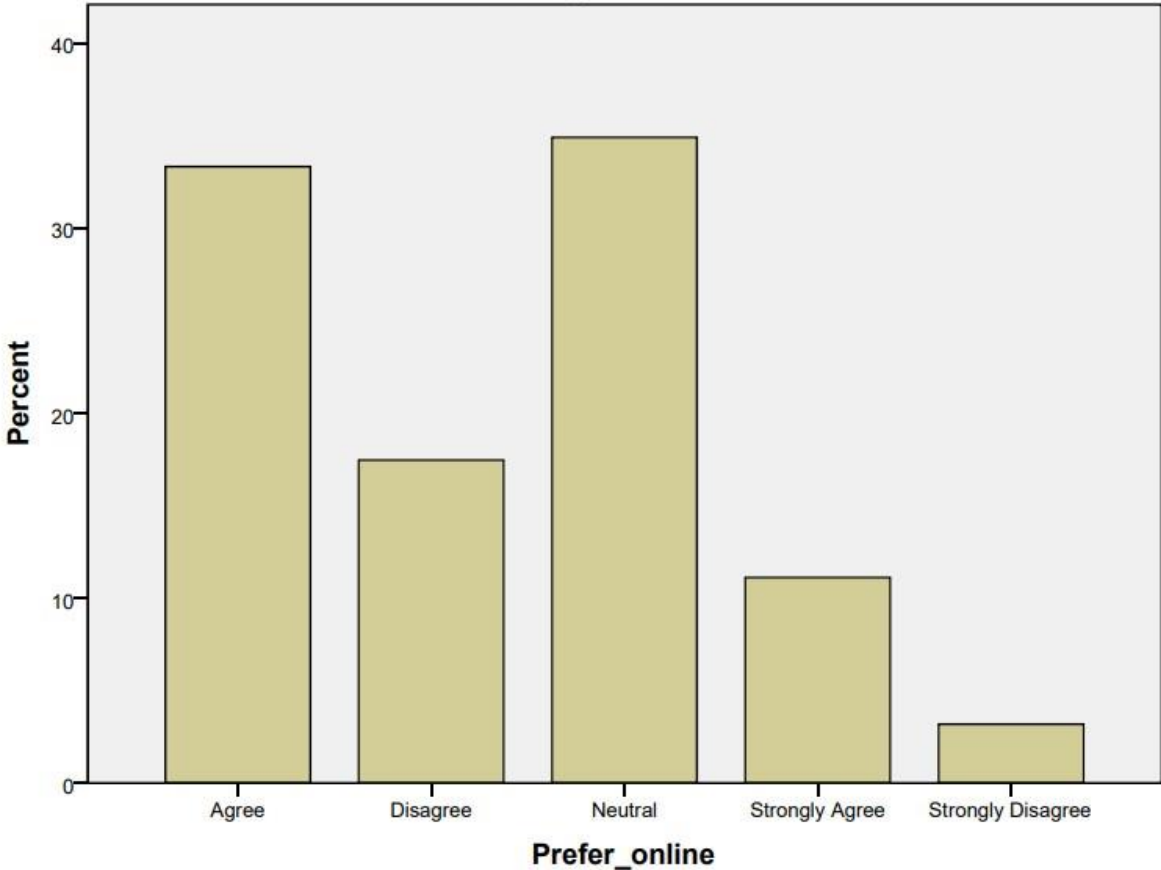
7. Discount

Discount

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	22	34.9	34.9	34.9
	Disagree	5	7.9	7.9	42.9
	Neutral	17	27.0	27.0	69.8
	Strongly Agree	19	30.2	30.2	100.0
	Total	63	100.0	100.0	

Discount
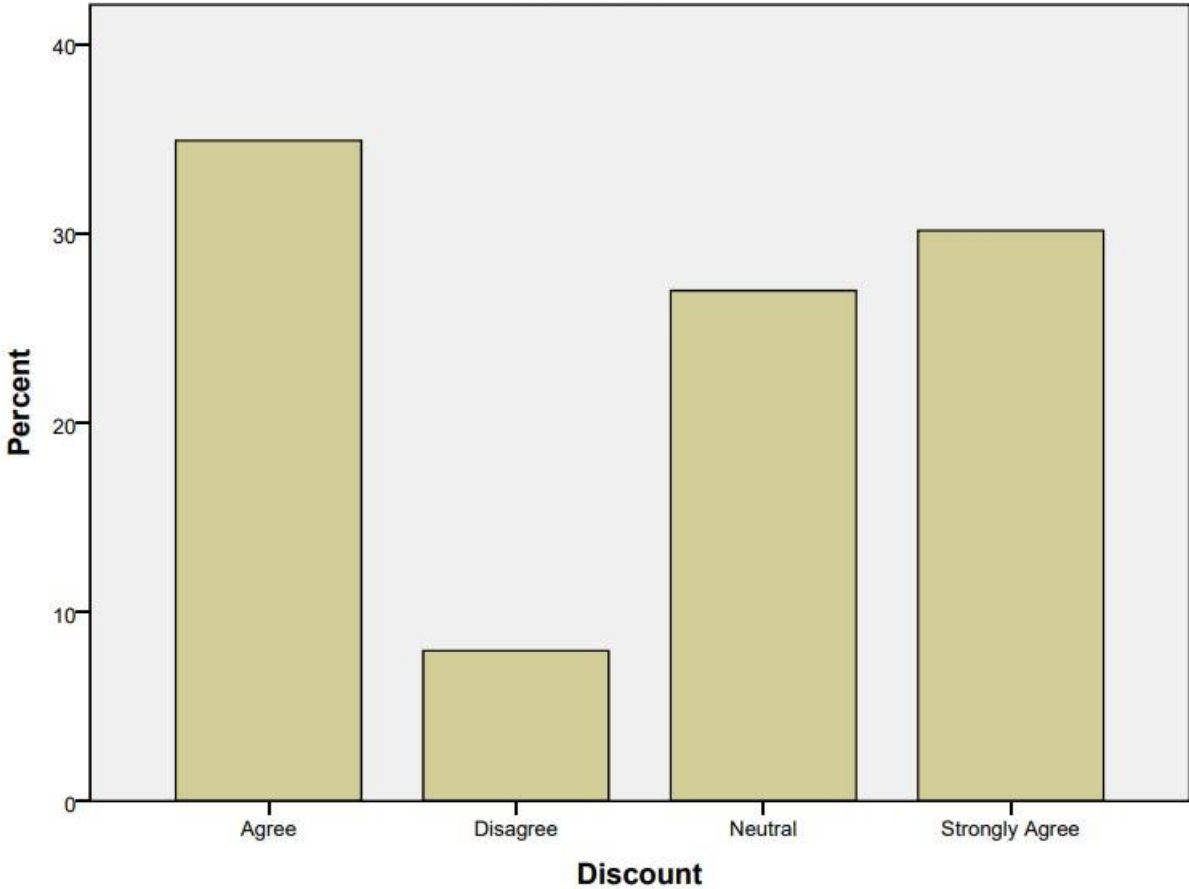
8. Review

Review

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	33	52.4	52.4	52.4
	Disagree	3	4.8	4.8	57.1
	Neutral	9	14.3	14.3	71.4
	Strongly Agree	16	25.4	25.4	96.8
	Strongly Disagree	2	3.2	3.2	100.0
	Total	63	100.0	100.0	
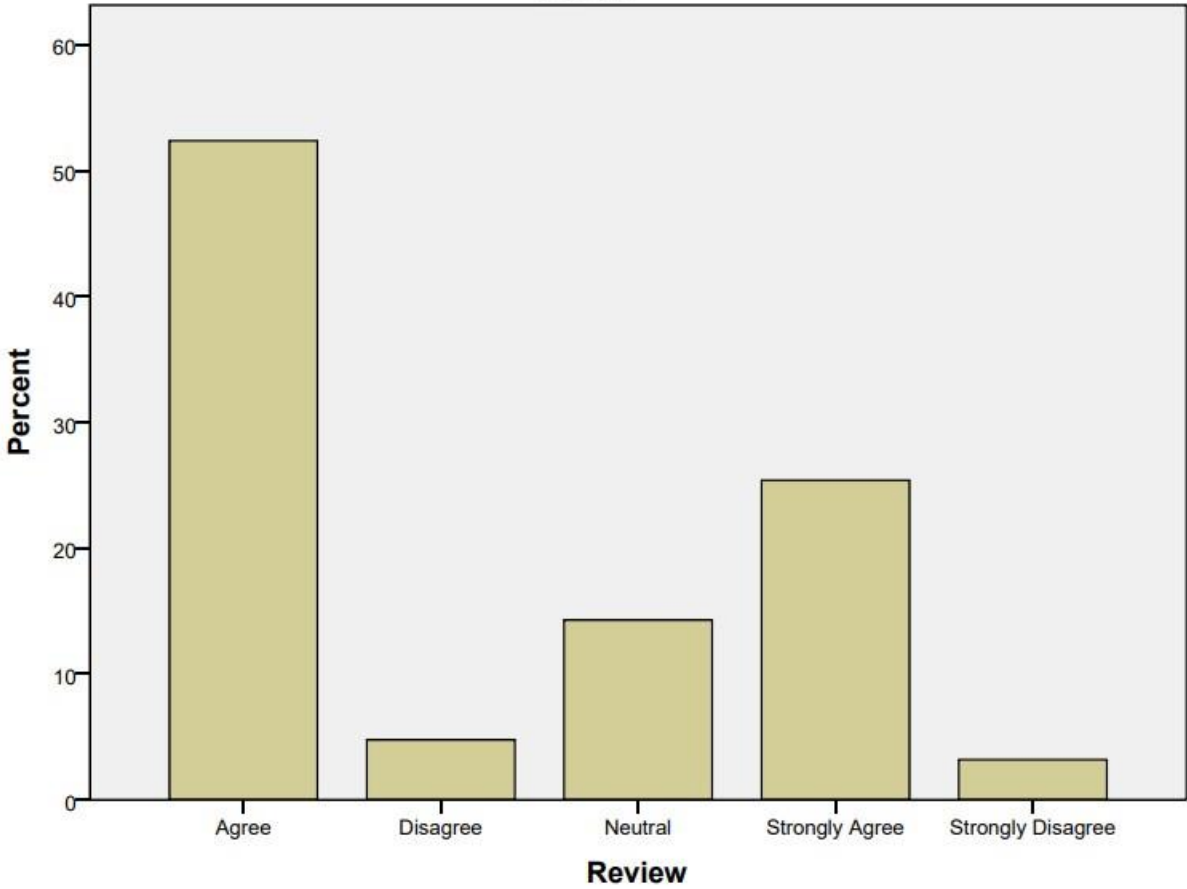
9. Saves Time

Save_time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	24	38.1	38.1	38.1
	Disagree	4	6.3	6.3	44.4
	Neutral	15	23.8	23.8	68.3
	Strongly Agree	19	30.2	30.2	98.4
	Strongly Disagree	1	1.6	1.6	100.0
	Total	63	100.0	100.0	

Save_time
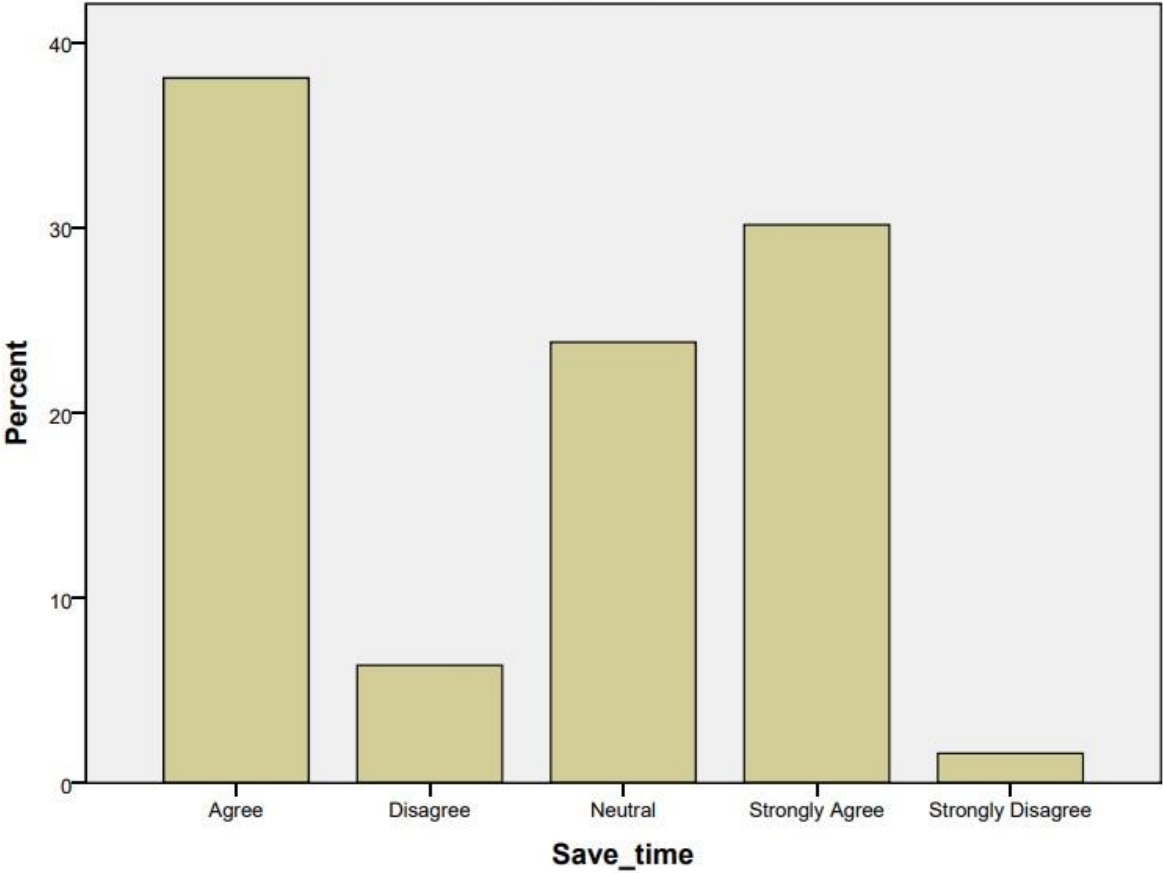
10. Easy

Easy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	27	42.9	42.9	42.9
	Disagree	5	7.9	7.9	50.8
	Neutral	18	28.6	28.6	79.4
	Strongly Agree	12	19.0	19.0	98.4
	Strongly Disagree	1	1.6	1.6	100.0
	Total	63	100.0	100.0	

Easy
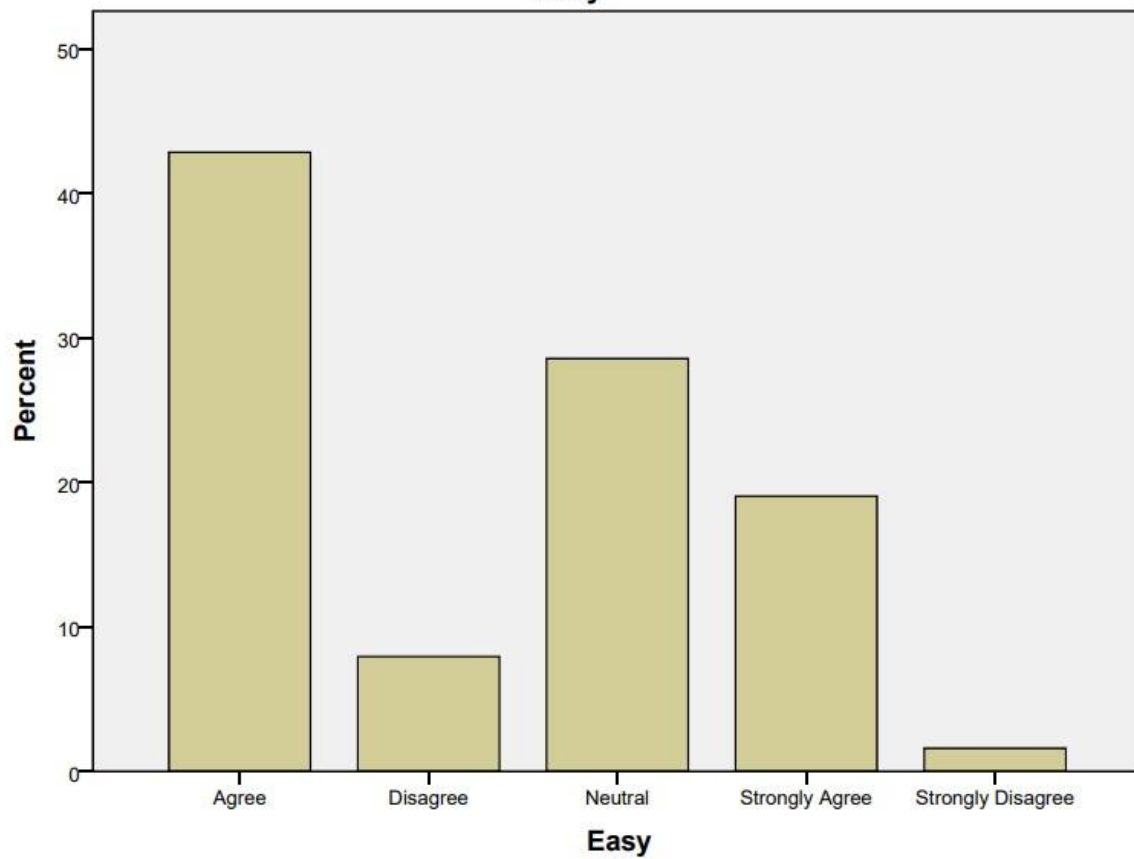
11. Safe

Safe

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	18	28.6	28.6	28.6
	Disagree	11	17.5	17.5	46.0
	Neutral	23	36.5	36.5	82.5
	Strongly Agree	7	11.1	11.1	93.7
	Strongly Disagree	4	6.3	6.3	100.0
	Total	63	100.0	100.0	

Safe
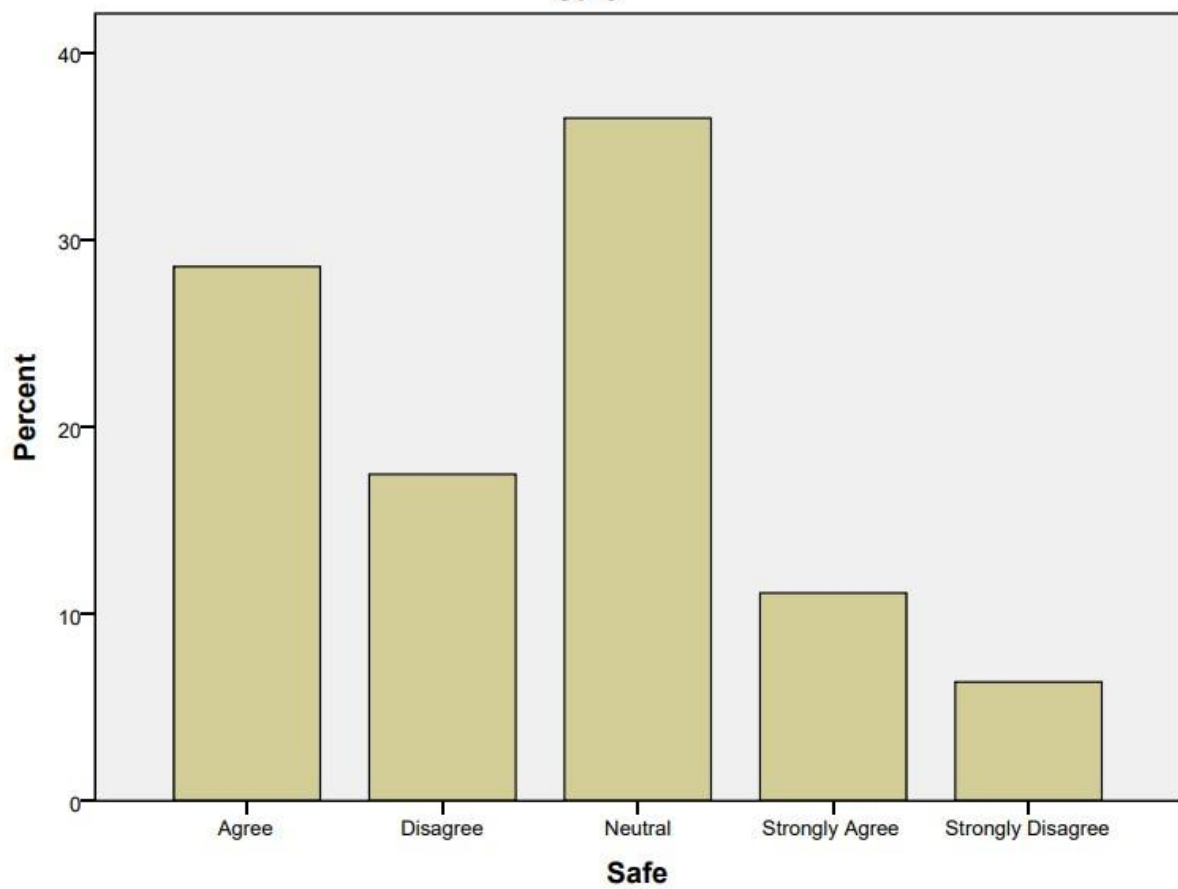
12. Privacy

Privacy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	13	20.6	20.6	20.6
	Disagree	16	25.4	25.4	46.0
	Neutral	20	31.7	31.7	77.8
	Strongly Agree	5	7.9	7.9	85.7
	Strongly Disagree	9	14.3	14.3	100.0
	Total	63	100.0	100.0	

Privacy
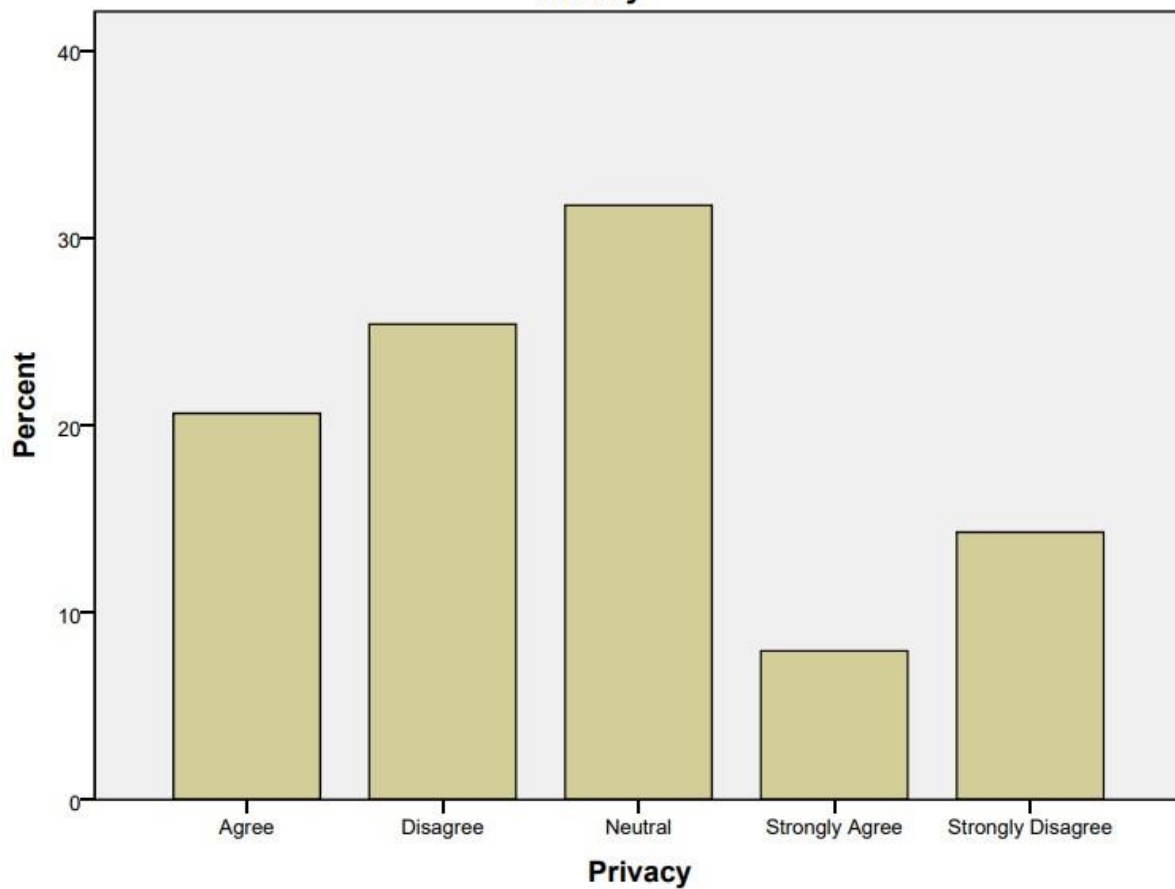
13. Offline before Covid

Offline_before_COVID

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	13	20.6	20.6	20.6
	Disagree	8	12.7	12.7	33.3
	Neutral	33	52.4	52.4	85.7
	Strongly Agree	6	9.5	9.5	95.2
	Strongly Disagree	3	4.8	4.8	100.0
	Total	63	100.0	100.0	

Offline_before_COVID
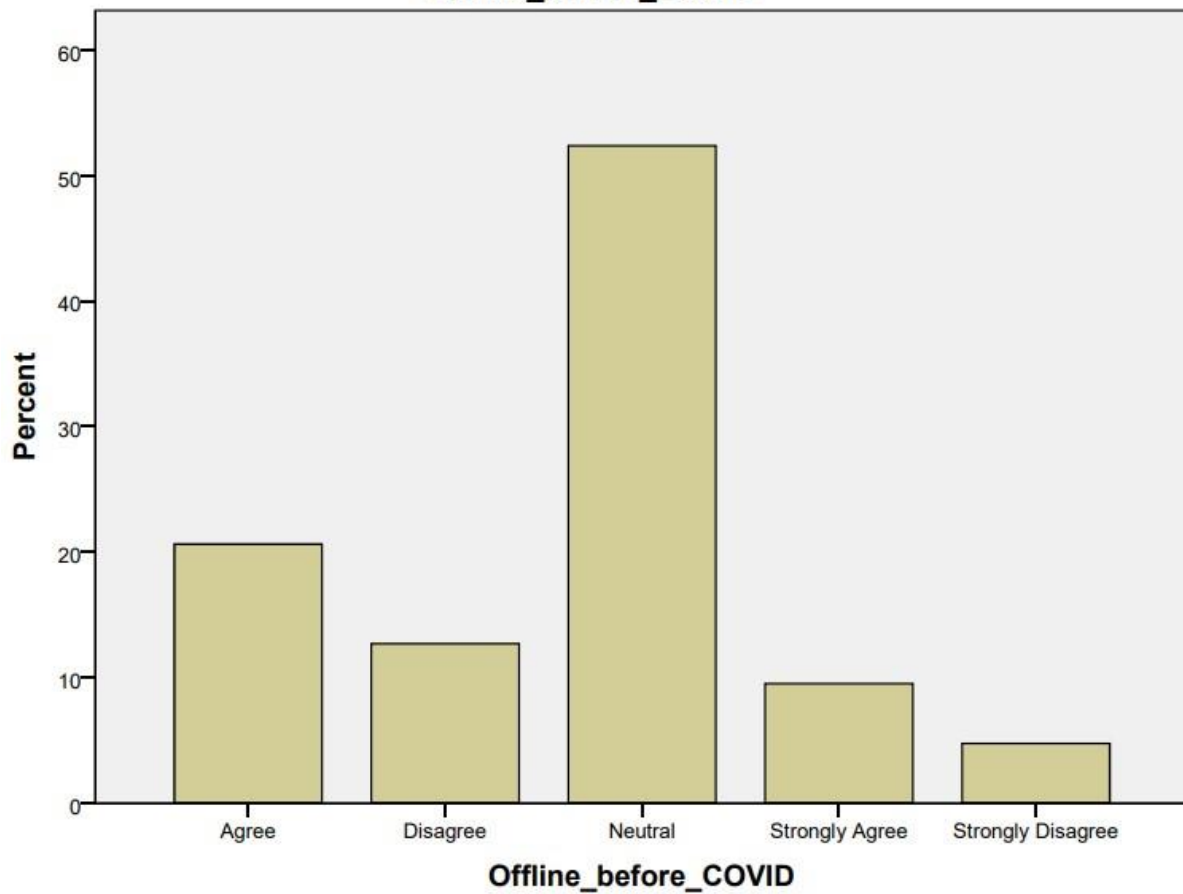
Reliability Analysis

	Age	Sex	Occupation	AnnualInco...	Platform	Prefer_online	Discount	Review	Save_time	Easy	Safe	Privacy	Offline_before_COVID
1	25	Female	Student	5-10 lacs	Myntra	1	1	1	1	1	1	1	-1
2	23	Female	Student	Below 5lac	Amazon	2	2	1	2	1	1	1	0
3	24	Male	Student	Below 5lac	Amazon	1	2	2	2	2	2	-2	-2
4	22	Male	Student	Below 5lac	Amazon	-1	0	-2	0	-1	0	-2	1
5	23	Female	Student	Below 5lac	Amazon	1	0	1	1	1	-1	-1	-1
6	23	Female	Student	5-10 lacs	Myntra	0	1	1	0	1	0	0	0
7	22	Male	Job oriented	10-20lacs	Amazon	1	0	1	1	0	0	-1	0
8	22	Male	Job oriented	Below 5lac	Amazon	0	1	-1	0	0	-1	0	0
9	22	Male	Student	Below 5lac	Amazon	1	1	0	2	2	0	0	-1
10	26	Male	Job oriented	5-10 lacs	Amazon	1	2	2	2	0	-1	0	-1
11	23	Female	Student	Below 5lac	Amazon	0	1	1	1	1	0	-1	1
12	24	Male	Student	Below 5lac	Amazon	2	2	2	2	2	2	2	2
13	24	Male	Self employed	Below 5lac	Amazon	0	1	1	0	1	0	-2	0
14	22	Male	Student	Below 5lac	Amazon	-2	0	1	1	0	-2	-2	2
15	25	Male	Student	Below 5lac	Amazon	1	1	1	1	1	1	1	-2
16	24	Male	Student	Below 5lac	Amazon	0	0	0	0	0	0	0	0
17	24	Male	Student	Below 5lac	Others	-1	0	1	1	-1	1	0	0
18	23	Female	Student	5-10 lacs	Amazon	-1	0	1	-1	0	-1	-1	1
19	23	Female	Student	Below 5lac	Amazon	0	2	1	2	1	0	1	0
20	23	Female	Student	Below 5lac	Myntra	2	2	2	2	2	2	2	0
21	25	Male	Student	Below 5lac	Amazon	1	1	1	1	0	1	1	0
22	24	Male	Student	Below 5lac	Flipkar	0	0	2	1	1	0	-1	0

Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Measure	Role
Age	Numeric	20	0		None	None	3	Right	Scale	Input
Sex	String	20	0		None	None	5	Left	Nominal	Input
Occupation	String	20	0		None	None	9	Left	Nominal	Input
AnnualIncome	String	20	0	Annual Income	None	None	8	Left	Nominal	Input
Platform	String	20	0		{Agree, 1}...	None	6	Left	Nominal	Input
Prefer_online	Numeric	20	0		None	None	9	Right	Scale	Input
Discount	Numeric	20	0		None	None	6	Right	Scale	Input
Review	Numeric	20	0		None	None	5	Right	Scale	Input
Save_time	Numeric	20	0		None	None	7	Right	Scale	Input
Easy	Numeric	22	0		None	None	5	Right	Scale	Input
Safe	Numeric	34	0		None	None	4	Right	Scale	Input
Privacy	Numeric	26	0		None	None	5	Right	Scale	Input
Offline_befor...	Numeric	17	0		None	None	9	Right	Scale	Input

Report

Sex		Privacy	Offline_before_COVID
Female	Mean	.16	.20
	N	25	25
	Std. Deviation	1.028	.957
Male	Mean	-.41	.16
	N	37	37
	Std. Deviation	1.212	.958
Prefer not	Mean	.00	.00
	N	1	1
	Std. Deviation	.	.
Total	Mean	-.17	.17
	N	63	63
	Std. Deviation	1.158	.943

Means

Case Processing Summary

	Cases					
	Included		Excluded		Total	
	N	Percent	N	Percent	N	Percent
Prefer_online * Occupation	63	100.0%	0	0.0%	63	100.0%
Discount * Occupation	63	100.0%	0	0.0%	63	100.0%
Review * Occupation	63	100.0%	0	0.0%	63	100.0%
Save_time * Occupation	63	100.0%	0	0.0%	63	100.0%
Easy * Occupation	63	100.0%	0	0.0%	63	100.0%
Safe * Occupation	63	100.0%	0	0.0%	63	100.0%
Privacy * Occupation	63	100.0%	0	0.0%	63	100.0%
Offline_before_COVID * Occupation	63	100.0%	0	0.0%	63	100.0%

Report

Occupation		Prefer_online	Discount	Review	Save_time	Easy
Job oriented	Mean	.71	1.14	.86	1.14	.57
	N	7	7	7	7	7
	Std. Deviation	.488	.900	1.069	.690	.787
Other	Mean	2.00	2.00	2.00	2.00	2.00
	N	1	1	1	1	1
	Std. Deviation	.	.	.	.	.
Self employed	Mean	.33	.33	1.33	1.00	.67
	N	3	3	3	3	3
	Std. Deviation	.577	1.155	.577	1.000	1.528
Student	Mean	.23	.85	.88	.83	.69
	N	52	52	52	52	52
	Std. Deviation	1.041	.937	.943	1.004	.919
Total	Mean	.32	.87	.92	.89	.70
	N	63	63	63	63	63
	Std. Deviation	.997	.942	.938	.969	.927

Report

Occupation		Safe	Privacy	Offline_before_COVID
Job oriented	Mean	-.14	.14	.00
	N	7	7	7
	Std. Deviation	1.345	1.069	.577
Other	Mean	1.00	.00	1.00
	N	1	1	1
	Std. Deviation	.	.	.
Self employed	Mean	.00	-.67	1.00
	N	3	3	3
	Std. Deviation	1.000	1.155	1.000
Student	Mean	.25	-.19	.13
	N	52	52	52
	Std. Deviation	1.046	1.189	.971
Total	Mean	.21	-.17	.17
	N	63	63	63
	Std. Deviation	1.065	1.158	.943

Report

Platform		Prefer_online	Discount	Review	Save_time	Easy	Safe
Amazon	Mean	.31	.88	.92	.92	.77	.27
	N	48	48	48	48	48	48
	Std. Deviation	.993	.981	.964	1.007	.905	1.067
Flipkar	Mean	.00	.60	.60	.40	.00	-.80
	N	5	5	5	5	5	5
	Std. Deviation	1.000	.894	1.342	.894	1.225	1.095
Myntra	Mean	.75	1.25	1.25	1.13	1.00	.38
	N	8	8	8	8	8	8
	Std. Deviation	1.035	.707	.463	.835	.535	.916
Others	Mean	-.50	.00	.50	.50	-.50	.50
	N	2	2	2	2	2	2
	Std. Deviation	.707	.000	.707	.707	.707	.707
Total	Mean	.32	.87	.92	.89	.70	.21
	N	63	63	63	63	63	63
	Std. Deviation	.997	.942	.938	.969	.927	1.065

Report

Platform		Privacy	Offline_before_COVID
Amazon	Mean	-.23	.21
	N	48	48
	Std. Deviation	1.171	1.051
Flipkar	Mean	-.20	.20
	N	5	5
	Std. Deviation	.837	.447
Myntra	Mean	.13	.00
	N	8	8
	Std. Deviation	1.458	.535
Others	Mean	.00	.00
	N	2	2
	Std. Deviation	.000	.000
Total	Mean	-.17	.17
	N	63	63
	Std. Deviation	1.158	.943

People prefer myntra over other sites. (More relibility on flipkart)

Report

Annual Income		Privacy	Offline_before_COVID
10-20lacs	Mean	-.63	.00
	N	8	8
	Std. Deviation	.518	.926
5-10 lacs	Mean	-.07	-.14
	N	14	14
	Std. Deviation	1.328	.663
Above 20 l	Mean	.50	1.00
	N	2	2
	Std. Deviation	2.121	1.414
Below 5lac	Mean	-.15	.28
	N	39	39
	Std. Deviation	1.159	.999
Total	Mean	-.17	.17
	N	63	63
	Std. Deviation	1.158	.943

Report

Annual Income		Prefer_online	Discount	Review	Save_time	Easy	Safe
10-20lacs	Mean	.13	.63	.50	.63	.38	.00
	N	8	8	8	8	8	8
	Std. Deviation	1.126	.916	.926	.916	1.302	1.195
5-10 lacs	Mean	.57	1.29	1.36	.79	.86	.36
	N	14	14	14	14	14	14
	Std. Deviation	.938	.726	.497	1.122	.663	.929
Above 20 l	Mean	.00	.50	1.00	1.50	1.00	1.00
	N	2	2	2	2	2	2
	Std. Deviation	.000	.707	.000	.707	.000	1.414
Below 5lac	Mean	.28	.79	.85	.95	.69	.15
	N	39	39	39	39	39	39
	Std. Deviation	1.025	1.005	1.040	.944	.950	1.089
Total	Mean	.32	.87	.92	.89	.70	.21
	N	63	63	63	63	63	63
	Std. Deviation	.997	.942	.938	.969	.927	1.065

Report

Age		Prefer_online	Discount	Review	Save_time	Easy	Safe
20	Mean	.00	.00	1.00	2.00	2.00	-1.00
	N	1	1	1	1	1	1
	Std. Deviation	.	.	.	.	.	.
21	Mean	1.67	1.33	1.67	1.67	1.33	.67
	N	3	3	3	3	3	3
	Std. Deviation	.577	.577	.577	.577	.577	1.155
22	Mean	-.23	.54	.46	.62	.38	-.23
	N	13	13	13	13	13	13
	Std. Deviation	.927	.776	1.050	.870	.870	.832
23	Mean	.41	.88	.94	.88	.94	.35
	N	17	17	17	17	17	17
	Std. Deviation	1.228	1.054	1.029	1.269	1.144	1.367
24	Mean	.36	.86	1.21	.79	.71	.43
	N	14	14	14	14	14	14
	Std. Deviation	.842	1.027	.699	.802	.914	.938
25	Mean	.33	1.11	.89	1.00	.44	.33
	N	9	9	9	9	9	9
	Std. Deviation	.707	1.054	1.054	1.000	.527	.707

Report

Age		Privacy	Offline_before_COVID
20	Mean	-1.00	.00
	N	1	1
	Std. Deviation	.	.
21	Mean	.00	.00
	N	3	3
	Std. Deviation	2.000	.000
22	Mean	-.77	.54
	N	13	13
	Std. Deviation	1.013	1.127
23	Mean	-.06	.24
	N	17	17
	Std. Deviation	1.144	.903
24	Mean	.21	.43
	N	14	14
	Std. Deviation	1.251	1.016
25	Mean	-.11	-.56
	N	9	9
	Std. Deviation	1.167	.726

Report

Age		Prefer_online	Discount	Review	Save_time	Easy	Safe
26	Mean	.00	1.00	1.00	1.00	.00	.00
	N	3	3	3	3	3	3
	Std. Deviation	1.000	1.000	1.000	1.000	.000	1.000
27	Mean	1.00	1.00	1.00	1.00	1.00	1.00
	N	1	1	1	1	1	1
	Std. Deviation	.	.	.	.	.	.
28	Mean	1.00	2.00	1.00	1.00	2.00	1.00
	N	1	1	1	1	1	1
	Std. Deviation	.	.	.	.	.	.
29	Mean	1.00	1.00	.00	1.00	.00	-2.00
	N	1	1	1	1	1	1
	Std. Deviation	.	.	.	.	.	.
Total	Mean	.32	.87	.92	.89	.70	.21
	N	63	63	63	63	63	63
	Std. Deviation	.997	.942	.938	.969	.927	1.065

Report

Age		Privacy	Offline_before_COVID
26	Mean	-.33	-.33
	N	3	3
	Std. Deviation	.577	.577
27	Mean	.00	.00
	N	1	1
	Std. Deviation	.	.
28	Mean	-1.00	.00
	N	1	1
	Std. Deviation	.	.
29	Mean	1.00	.00
	N	1	1
	Std. Deviation	.	.
Total	Mean	-.17	.17
	N	63	63
	Std. Deviation	1.158	.943

Findings and Suggestions

- The respondents the study majorly consists of age group 22-25 the young generation followed by 26 and 21. The major chunk of respondents comes from the student section who are limited by money and more tech-savvy and more in use of e commerce. The job oriented forms a major part too and followed by self-employed and others. Furthermore, 58.7% respondents are male and 39.7% are female.

- When respondents were asked for their preferred e commerce platform, Amazon took the show with the votes of 76.2% while only 12.7% could be bagged by Flip-kart and Myntra was not in the limelight due to the previous setbacks leading to only 7.9% people's views.

- While comparing online vs offline shopping, 44.4% prefer online shopping and 19.7% respondents still go for traditional shopping. Although, 34.9% are neutral but it states that people are more inclined towards online shopping.

- When asked the respondents if they purchase the product by reading the review, 77.8% people look at reviews before buying and only 8%of population is very specific with their purchase. It could be due to brand loyalty.

- When traditional shopping and online shopping was compared on the bases of saving time it was responded that 68.1% of the people felt e commerce had an upper hand in saving time due to wide range of display of products. But 23.8% remained neutral. On the other hand, 7.9% of respondents were seen dissatisfied with the lack of usefulness and certification of the products but still chose to stick to e commerce.

- 61.9% of the people believe that online shopping is simple and 39.7% feel it is safe as well. Online shopping is easy as the products are delivered at their place and easy to return options are also available.

LIMITATIONS OF THE STUDY

1. Studying the consumption pattern in India

2. Lack of cooperation from some respondents.

3. The responses given by the respondents are assumed to be true however chances of being false and biased answers cannot be overlooked fully.

4. Duration was limited; it was purely dependent upon the information by respondents. So, it may be according to the view of the respondents and may not be accurate

5. CONCLUSION

More than 3 quarters of Indian consumers have become very well aware about e commerce but not as efficient in using it. The major user base comes from tech savvy students or the self employed. The whole study has shown a massive change in the consumption pattern of India, which show how Indian consumers have had a mental flip in a way that earlier they wished to attain possession of their purchased goods as soon as they buy it, however now it is being seen that consumers have become comfortable with buy today deliver tomorrow concept.

The major reason for achieving trust of Indian consumers in online buying and beating up the traditional set up is availability of wide variety of products, overcoming of interaction with sellers which seemed to be display of rude and unacceptable behaviour at many instances, the Indian concepts like asy return policies and cash on delivery have made Indians purchase more frequent. The development of banking systems has allowed consumers to pay online for their purchases and further more providing a developing reason for technological and electronic sectors as well.

However, studies and India s age graph depicts a glowing positive signal in the upcoming years with the number of users of e commerce which would be multiplying due to increase in working individuals. However, a major reason of dissatisfaction which makes Indian consumers chooses traditional over online shopping is the lack of trust worthiness of sellers and information displayed online.

So, we can see commerce is changing consumption pattern in India and eating up the traditional shopping.

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Appendix

Change in Consumer Behaviour towards E-commerce

aanchal_2k20dmba03@dtu.ac.in Switch account

* Required

Email *

Your email

Age *

Your answer

Sex *

◯ Male

◯ Female

◯ Others

◯ Prefer not to say

Occupation *

◯ Student

◯ Job oriented

◯ Self employed

◯ Retired

◯ Other

Annual Income *

◯ Below 5lacs

◯ 5-10 lacs

◯ 10-20lacs

◯ Above 20 lacs

Which e-commerce service provider according to you is better? *

◯ Amazon

◯ Flipkart

◯ Myntra

◯ Others

Modules *

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I prefer online over offline shopping	☐	☐	☐	☐	☐
I get more discounts on online shopping	☐	☐	☐	☐	☐
I feel reviews and information about the products provided are helpful	☐	☐	☐	☐	☐
Online shopping saves more time than offline shopping	☐	☐	☐	☐	☐

It is easy to choose and make comparison with other products in online shopping	☐	☐	☐	☐	☐
I feel more safe while shopping online than offline shopping	☐	☐	☐	☐	☐
Online shopping protects my privacy	☐	☐	☐	☐	☐
I used to shop mostly offline before Covid-19	☐	☐	☐	☐	☐

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