

Major Research Project
**STUDY OF CONSUMER EXPECTATION &
PERCEPTION TOWARDS ONLINE SHOPPING**

Submitted by
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CERTIFICATE

This is to certify that **Sourish Sood, 2K21/DMBA/129** has submitted the major research report titled **“Study of consumer expectation & perception towards online shopping”** in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2022-23.

Dr. Meha Joshi
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DECLARATION

I, **Sourish Sood** student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Project on “**Study of consumer expectation & perception towards online shopping**” submitted in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I nor any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledged in this project.

Sourish Sood

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ACKNOWLEDGEMENT

The satisfaction that I have completed my “Study of consumer expectation & perception towards online shopping” successfully gives me immense pleasure and happiness. This project would have been incomplete without mentioning the names of the people who have rightly guided. I consider it my privilege to express my gratitude to all who have helped me in the success of the project.

I express my deep and sincere gratitude to Dr. Meha Joshi, Assistant Professor, Delhi School of Management, DTU, Delhi, a kind-hearted person who is a Role Model for all the youngsters, for providing the support and guidance for the successful completion of my project.

Finally, I would like to thank our department’s head, Dr. Archana Singh Delhi School of Management DTU for her recommendations regarding the structure of the report which led to the creation of this report. The success of this project is the product of my hard work and perseverance, as well as the assistance of my mentors and HOD.

Sourish Sood

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EXECUTIVE SUMMARY

Online shopping is the process through which customers order goods directly from suppliers using the internet without the need of a middlemen.

Customers may browse online stores from the convenience of their homes and make purchases while seated in front of a computer anytime they want. Customers can buy a variety of things from online sellers.

Online shopping has become a common way to buy and sell goods for a number of different reasons. Because of their busy schedules, many people have trouble managing their time.

Consumers use online shopping as a solution to this issue since they have limited time. They can get comprehensive information about the product they intend to buy, can compare a wide range of items, and can pick the one that is most compatible. International or national borders are irrelevant when shopping online. As a result, people may purchase and consume goods not just from their own country but also from other nations.

The internet has developed over time into a really global phenomenon. As there are now more and more individuals using the internet, it follows that people with a wider range of preferences and goals are now using it to find information and make purchases of goods and services. Nowadays, the internet serves as a vital channel for recruiting new clients and preserving connections with current ones. It is more than just another channel for communicating with clients.

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Chapter -1

INTRODUCTION

The internet is fast becoming a worldwide phenomenon and is altering the way customers shop and purchase products and services. The goal of many businesses using the Internet is to lower marketing expenses and, as a result, lower the cost of their goods and services in order to compete more successfully in highly competitive marketplaces. Businesses also utilise the Internet to sell products, connect with consumers, disseminate information, solicit feedback, and run customer satisfaction surveys. Consumers use the internet to evaluate costs, product characteristics, and the availability of post-purchase services before making an in-person purchase from a particular retailer. Many analysts are optimistic about the potential of internet commerce.

Online shopping is undoubtedly a great way to make purchases because everything is readily available there. This type of shopping makes it possible to buy comfortably without having to spend hours in a supermarket or other shopping areas for goods like clothing, presents, food, home essentials, medicines, and a variety of other items. Customers may read a variety of product or service reviews before making actual purchases because to the Internet's wealth of informational resources. Numerous online shopping platforms also provide daily promotions for clients looking for discounts and store merchandise. Many people prefer to shop online since it is convenient. When you shop online, you may have access to a wide range of selections and perhaps discover things that aren't available in stores.

The globe has swiftly adopted the internet, which is changing how people shop and buy goods and services. Many companies have started utilising the Internet to cut their marketing costs and, as a result, lower the price of their goods and services in order to remain competitive in fiercely competitive markets. Businesses also use the Internet to convey information, sell goods, and get feedback from customers. Additionally, they employ it for customer satisfaction surveys. In addition to completing online purchases, consumers use the Internet to compare prices, product

features, and the availability of post-purchase services from multiple businesses. Professionals generally have a positive outlook on the prospects of online trade.

1.1 Objective of Study

The following are the study's precise objectives:

- To understand the numerous elements that drive consumers to engage in online shopping.
- To identify the taste, preference and needs of the customer to understand the satisfaction level.
- To examine customers' positive or negative attitudes regarding internet shopping.
- To determine the degree of customer satisfaction with services offered through internet shopping.

1.2 Scope of Study

In today's marketing environment, online marketing has grown in importance. Yet, along with its important expansion has come a rise in the amount of scams, fraudulent tactics, and dishonesty. Such fraudulent actions have instilled fear in customers and have had a negative impact on their attitudes regarding online purchases. Our study focus area is customer satisfaction and attitudes regarding online shopping, which will identify the characteristics that motivate consumers to purchase online and help marketers create risk-taking online marketing campaigns.

1.3 Limitations of the study

- The research is restricted to the Delhi area exclusively.
- The data collected for the research is fully on primary data given by the respondents.
There is chance for personal bias.
- The survey has been restricted to just 70 responders due to time restrictions and other factors.

Chapter-2

THEORETICAL FRAMEWORK

2.1 Meaning of Customer Satisfaction

Customer satisfaction is a metric that gauges how satisfied a company's clients are with its products, services, and capabilities. A company may decide how to best improve its products and services by using information on customer satisfaction, such as surveys and ratings. It allows the company to maintain a strong and long-lasting relationship with its customers. Customers' needs and expectations for a particular product or service must be met in order to keep them pleased and satisfied.

2.2 Factors influencing customer satisfaction

- **Product Quality** : There is usually a positive correlation between product quality and client satisfaction. Poor-quality products won't bring the business repeat business.
- **Wide variety of choices**: Merchants must use several service delivery strategies and colour schemes that give clients a wide range of purchasing alternatives.
- **Equitable Prices**: Products of superior quality will always cost more. To charge extra is reasonable. If you choose a pricing for the product that the ideal clients cannot afford then it will have a negative impact on your company.
- **Incredible convenience**: It's crucial to make the goods or services accessible and simple to buy, explore, schedule, and shop in order to boost client convenience.
- **Empathetic behaviour** : The enterprise should put itself in the customers' shoes. In order to accomplish this, they can demonstrate empathy for them and address client complaints. Thus, they must be capable of recognizing the source of their discomfort and have a real desire to listen to them.

- **Easy contact:** The business should make sure that customers can readily communicate with it, ask questions of it, and express concerns.
- **Time of response:** Consumers constantly want 24-hour customer support from organisations as well as prompt delivery of their orders. If their inquiries are fixed quickly, they are always satisfied.
- **Fidelity programs:** By giving discounts, deals, gifts, or items to current clients as a token of appreciation to customers, it will be quite easy to retain customers.
- **Customer Admiration:** A follow-up process should be in place for the business to express gratitude to consumers. A process for following up with clients should be in place by the business. The worth of the consumer should be felt.
- **Farsightedness:** The business must have the ability to predict what customers will need and want, in order to improve sales in accordance with client demand.

2.3 Customer

An individual who purchases goods or services in line with their own requirements, interests, and preferences is referred to as a customer.

2.4 Types of Customers

- **New customers:** New customers are those who will be making the purchase for the very first time. They will have questions about the product and its usability.
- **Retained Customers:** They are the repeat buyers of business products and do not switching to a competitor.
- **Impulse customers:** Impulsive customers rely on sentiments that make them feel the need to purchase something, therefore they make purchases without preparing to do so.

- **Angry Customers:** Customers are those who are unhappy with the product or services of the company, and feel that company has acted unethically in their relationship with it.
- **Loyal customers:** Customers that are loyal to your business make further purchases of your goods, which influences current clients to pick your business over one that has comparable advantages.

2.5 Buying Roles of a Customer

- **Initiator :** The person who first recommends or thinks purchasing a certain item or service.
- **Influencer :** Person who has the ability to persuade others to purchase a certain item or service.
- **Decider:** Person who ultimately determines any part of or the entire buying decision whether to buy, what to buy, how to buy, or where to buy.
- **Buyer:** Person who makes the actual purchase.
- **User:** Person who uses the product or service.
- **Gatekeeper:** Person who has the control over the information access or both, to decision-makers and Influencers.

2.6 Offline shopping



Fig 2.1 Retail store

Shopping offline, or visiting a business or vendor is a common way to make purchases. The possibility of customers forming personal connections with your business and increasing loyalty is one advantage of making purchases offline. It's possible that some customers will decide to buy a product only after handling it or using it. For instance, even if a restaurant is able to advertise online and show its menu, it is obvious that it cannot accept orders from customers online. Similar to how salespeople help consumers through the leasing or buying process, a car dealership probably wouldn't be as effective without them.

Offline shopping gives you the chance to see the item you want to buy and discover more about its components. If you were to buy clothing, you wouldn't have to be concerned about picking the wrong size. Customers would feel comfortable handling their money, which is one advantage of making purchases offline. It is advantageous for customers to browse and take in the ambience of a shopping centre while making offline purchases. Also, it enables customers to view the item in person before making a purchase. One of the best aspects about offline shopping is the availability of things straight away. If the buyer wants to inspect the details and characteristics of the product, offline shopping is a fantastic alternative.

2.7 Factors Affecting Consumer's Offline Shopping Behaviour

- **Less number of choices:** The selection is quite limited when it comes to offline purchasing. There aren't a lot of different kinds. At the stores, there is a limited variety of products available. There may occasionally be a discount or sale on older products. At stores, there are typically fewer selections because there is actual labour involved.
- **Time consuming:** A lot of time is required when shopping. Long trips to the supermarket from your home or place of employment require time. In search of the required goods, offline customers shop at many locations.
- **Information:** The information provided by a merchant is typically uncertain. Also, this data may not be exactly what we require. And when we don't know enough about the products, we make purchases based only on their claims. We buy these things out of goodwill when we know the store proprietors.
- **Authenticity:** Compared to online purchasing, offline shopping is more genuine. We may touch the item and experience its texture before purchasing it. While making an offline purchase, we are well aware of what we are purchasing. Yet, while shopping online, we are not always sure of what we are purchasing. This is due to the fact that what we purchase may differ from what we see on websites.
- **Taste and preference:** The customer's taste and preferences fluctuate throughout time. While buying any item from a store, people have the freedom to touch it, feel it and option to try it on at several outfits. However, this option is not available to us when purchasing an item from a website. Hence, purchasing offline better accommodates customers shifting tastes and inclinations.
- **Bargaining :** At an offline store, a customer and vendor can physically bargain. Since the product's price is fixed when buying online, there is no room for negotiation. Because

some customers think online buying is more expensive than visiting to the store, they choose to purchase offline.

2.8 Online shopping

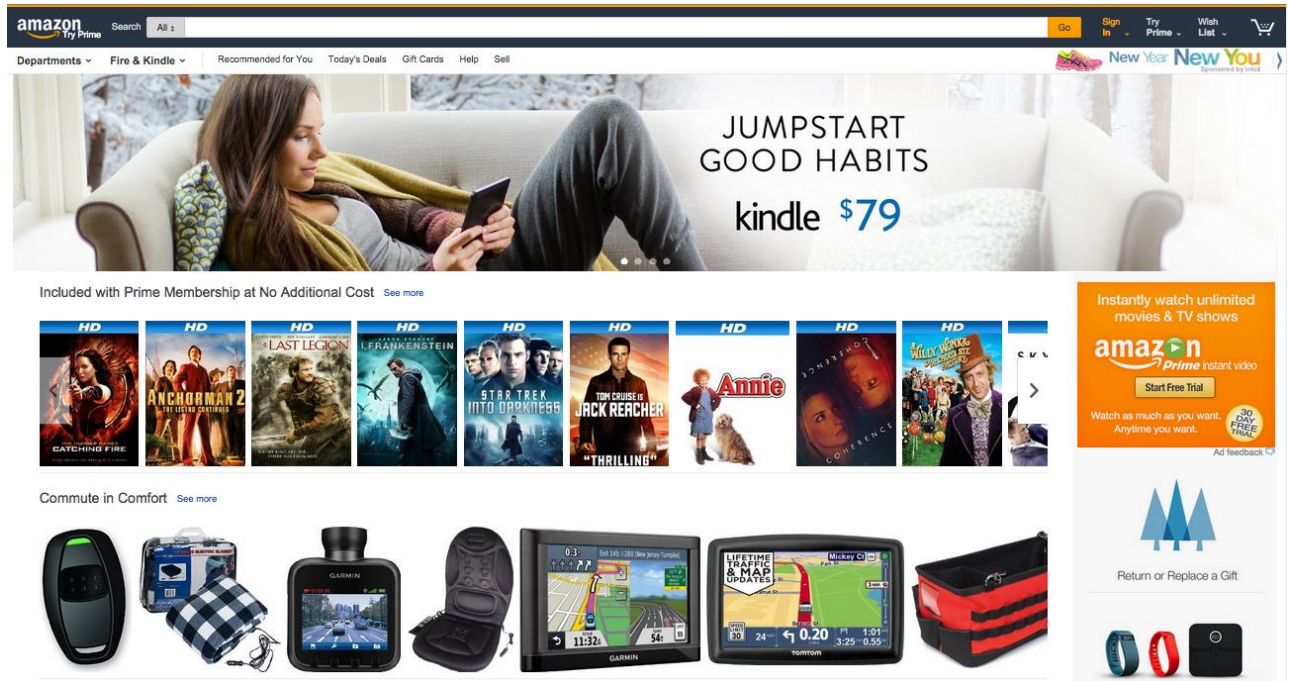


Fig 2.2 E-commerce website

Purchases of commodities, services, and products through online E-commerce websites are made easier by the online shopping system. This system proposes building a website to enable online buying and selling of goods or products with an internet connection. Users can purchase different goods or products online based on different type of categories, online payments, and type of delivery ,which overcomes the limitations of the offline purchase and simplifies the buying process. Additionally, vendors can effectively reach a wider market with this proposed system. In our daily lives, we often need to purchase various products from shops, including food items, electronic gadgets, and household items. However, due to busy schedules or multiple responsibilities, finding the time to visit physical stores may be a challenge. To address this, B2C E-commerce websites have emerged, enabling customers to

purchase goods and products online through a simple process of visiting a website and placing an order while securely making payments online.

In order to complete an online transaction, it is necessary for customers to have access to the internet and use a valid method of payment, An online store allows customers to browse available products and services, view product photos and information about specifications, features, and prices. The use of computers and the internet has revolutionized everyday transactions, and shopping experience of the people. Significant changes in consumer purchasing behaviour have been brought about by the emergence of the Internet. One can purchase a variety of items such as clothing, books, jewelry, and digital devices online from anywhere in the world with ease and convenience.

2.9 Factors Affecting Consumer's Online Shopping Behaviour

- **Convenience:** Online shopping offers greater convenience compared to offline shopping, allowing customers to purchase products from the comfort of their home without the need to physically travel to a store. With a simple and seamless payment process, the ordered product is delivered directly to the customer's doorstep, making things much more convenient. Moreover, internet shopping gives clients greater flexibility in their purchase selections by offering a wide range of product options without any worries about middleman wholesalers.
- **Pricing Policy:** Online shopping is far more convenient than traditional retail. Instead of getting out of your car and walking from store to store, you may shop while seated at home. Instead of moving from place to place, it is more convenient to shop for the item of our choice while sat in one spot. Once you've made your purchase decision, the payment process is simple and your order is delivered. Convenience increases with online buying. Without having to worry about doing business through a dealer or distributor, we may choose from a wide variety of materials over there.

- **Tangibility of the product:** Before making a purchase, customers may touch and feel the item at the store, which helps them decide whether to make the purchase or not and whether the item will meet their needs. A person's desire to go shopping is also influenced by their ability to touch and examine a thing. The tangible nature of any product affects internet buying as well. Nobody can be sure of the worthiness, quality, or sensation of any favoured thing without actually touching the preferred or sought substance.
- **Delivery time:** When purchasing a product through online shopping, customers must wait for a minimum of 3-5 days before receiving their product, whereas in offline shopping, possession is immediately to the customer. Delivery time is a significant consideration for consumers, as they prefer to receive their purchases quickly. Along with delivery time, the duration of the delivery process also greatly influences the demand for a product.
- **Variety:** It is difficult to find the same level of product variety offline as compared to online. Online retailers offer a wide range of products from major brands, making it easy for customers to find even the most hard-to-find items. Product variety is one of the primary factors that influences the market, as shops with a larger variety of products tend to sell more. Customers tend to gravitate towards shops that offer a greater variety of products.
- **Offers:** Online shopping not only provides products at lower prices but also offers discount deals in collaboration with banks, brands, etc. which enable customers to save more while making purchases. This is unlike offline stores, where discounts are usually offered during stock clearance or on manufacturer discounts. Offers are available on online shopping portals at all times, making it an enticing choice for customers. These offers are not limited to festivals or carnivals and are a significant driving factor for

customers to shop online.

2.10 Popular online shopping sites

- **Amazon:** In India as well as the rest of the globe, Amazon is the most popular online retailer. With over 295.8M unique visitors each month, Amazon caters to a sizable audience by meeting their demands. The website serves as a one-stop shop for a wide items likes clothes, electronics, footwear, accessories, watches, luggage, home goods etc. Due to its strong logistical network and distinctive marketing strategies, Amazon has increased its market share in India. The website has expanded into the entertainment sector with the help of Amazon Prime Video, Amazon Prime Music, Amazon Audible, and Kindle.



Fig 2.3 Amazon Logo

- **Myntra:** Myntra offers a wide range of goods, including apparel, accessories, cosmetics, and luxury goods. They have increased their reach and been recognized as a trustworthy online shopping destination thanks to their aggressive advertising and huge sales events. Also, it is quite simple for them to swap or return items. Myntra has a rewards program called Myntra Insider. As a gesture of appreciation, customers may exchange their Insider points for deals and other prizes in the Myntra insider program.



Fig 2.4 Myntra Logo

- **AJIO:** An online fashion and lifestyle retail platform called Ajio provides chic, hand-selected wardrobe options at never-before-seen prices. Ajio, a 2016 startup, swiftly gained recognition for its engaging user experience, distinctive and innovative purchasing options, and affordable pricing. For categories including apparel, footwear, cosmetic items, and accessories, the firm obtains its products from several national, international, and independent companies for men, women, and children.

AJIO

Fig 2.5 Ajio Logo

- **Flipkart:** The Indian-based online shopping company Flipkart well understands the attitude of its users. With approximately 167.4M monthly visits, the website may be dated to the earliest times of internet retail. The website offers a variety of items in high-quality categories at reasonable costs, such as apparel, electronics, footwear, consumables, etc. The firm holds its annual "The Big Billion Days" flagship sale, during which it offers branded goods to the general public at some of the lowest rates on the Internet.



Fig 2.6 Flipkart Logo

- **Paytm Mall :** Paytm Mall is a quick and useful online shopping site that offers more than 65 million items, including dairy goods, baby supplies, beauty kits, smartphones, tablets, and computers. Moreover, you may discover sandals, t-shirts, sneakers, athletic shoes and sarees. By providing the highest-quality products at the lowest rates in India, Paytm Mall works hard to make your online shopping experience more enjoyable and reasonable. The company further offers its consumers seasonal discounts, cashback promos, and limited-time deals.



Fig 2.7 Paytym mall logo

Meesho: Meesho offers a variety of products for purchase at the most competitive pricing available. A wide range of products are available on their website which includes apparel, cosmetics, kitchenware, and household necessities.



Fig 2.8 Meesho Logo

CHAPTER – 3

LITERATURE REVIEW

- **Anamika S.jain (2018) :** According to her writing, buyers receive a wide range of things at their doorstep that are not available while buying in a traditional way. From the different possibilities available to them, they might select the finest one. Without having to deal with a crowd of people, they may place orders whenever they want from wherever they are. Customers usually prefer online shopping to physical shopping due to its time-saving advantages and capacity to provide consumers with the exact information about a product's size, brand, colour, and quality, which influences their purchase decisions.
- **Vikas and Vinod Kumar (2017):** Customers prefer online shopping to conventional shopping, according to this study's findings, because of aspects like ease, product availability, diversity, etc. Online purchasing is seen favourably by consumers and has the potential to grow over the future years.
- **Dr. A.B Santhi (2017):** According to the research, the variables affecting consumer happiness. The goal was to illustrate the demographic elements that affect consumer satisfaction with internet buying. The results show that respondents are growing more technologically knowledgeable every day and that they are also willing to buy high-quality items.
- **Bikas Chandra Mandal et.al (2017):** According to the research, price is a crucial aspect of internet marketing. Customers are always drawn in by reasonable prices and required reductions. Customers will always feel happy if the goods costs less than its original MRP Pricing. Affordable goods appeal to both middle-class and low-class consumers. The business must guarantee client pleasure and high-quality product delivery since these factors influence

how the items are rated and reviewed. Positive reviews and high ratings for products influence other people's purchase choices.

- **Rupila Rajesh (2018):** In her research argued that 24 hour services, discounts, special deals, a wide selection of items, cash on delivery, simple return policies, etc. are always attractive to customers. Customers that are drawn to a specific website will tell their friends, family, and peer groups about it, which increases the volume of repeat business for that firm.
- **Jayaprakash. K and Pavithra. A (2017):** According to the report, consumers are well-informed, and even students have a favourable opinion of online shopping. Online shoppers top concern, which continues to be a barrier, is the security and privacy of their transactions. The e-commerce platforms should take appropriate safety precautions when delivering the items if they want to be successful and grow sales.

CHAPTER – 4

RESEARCH METHODOLOGY

4.1 The Research Design Used for the Study

The purpose of this study is to investigate how customers see internet buying. The information for this study was gathered directly through a survey using a Google Form.

4.2 Population Size

A carefully curated group of people or things that are known to share common traits is referred to as a research population. Users of internet purchasing made up the population in this survey. Delhi residents made up 70 of the responses.

4.3 Sample Size

The study employed a sample size of 70 people.

4.4 Sample Design

An established strategy for selecting a sample from the available population is known as a sample design. The respondents are chosen using a convenient sampling method.

4.5 Statistical Tools

Graphs, charts, tables, and diagrams were used to assess the data gathered from surveys using simple percentage analysis.

4.6 Source of data

The data for this study were gathered from both primary and secondary sources.

4.7 Primary Data

Primary data consists of original information gathered from sample size of 70 respondents residing in Delhi.

4.8Secondary Data

Data that has previously been published is referred to as secondary data. Data from secondary sources are used in the study and include:

- Internet
- Websites
- Existing research and scholarly work51%

CHAPTER – 5

DATA ANALYSIS AND INTERPRETATION

Gender	No. of respondents	Percentage
Male	36	51
Female	34	49

Table 5.1

Table showing gender of the respondent

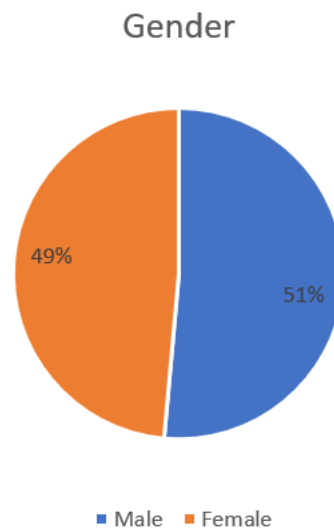


Figure 5.1

Figure showing gender of the respondent

Analysis: 51 % of respondents are male and 49 % of respondents are female.

Age Group	No. of respondents	Percentage
18-25	28	40
25-35	35	50
35-45	3	4
45 & above	4	6

Table 5.2

Table showing age of the respondent

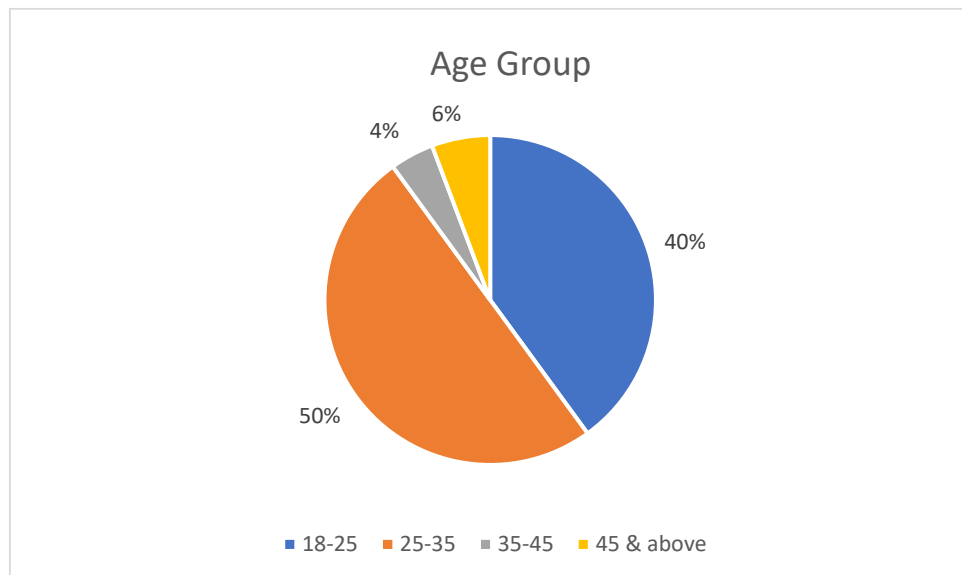


Figure 5.2

Figure showing age of the respondent

Analysis: 50% of respondents are primarily in the 25 to 35 age range, while respondents between age 18-25 were 40 % being second highest.

Educational Qualification	No. of Respondents	Percentage
School Level	6	9
Graduate	20	29
Post Graduate	40	57
No Formal Education	4	6

Table 5.3

Table showing Education qualification of the respondent

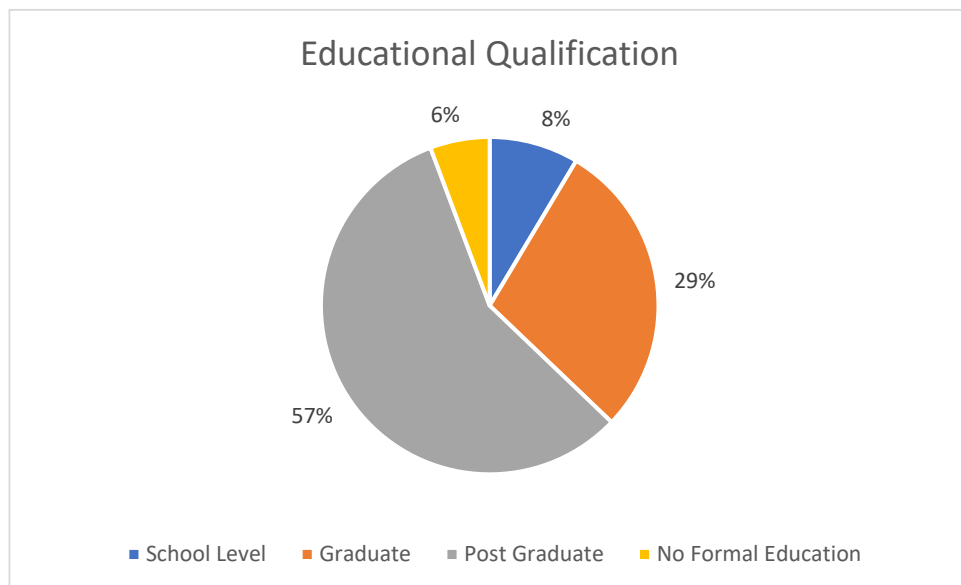


Figure 5.3

Figure showing Education qualification of the respondent

Analysis: Majority of respondents are Postgraduate students with majority of 57%. 29 % are graduate, 8% people have school level education and only 6 % people have no formal education.

Why do you do online shopping	No. of Respondents	Percentage
Convenient & time saving	45	64
Low price	12	17
Good quality	8	11
Others	5	7

Table 5.4

Table showing Reason for online shopping



Figure 5.4

Figure showing reason for online shopping

Analysis: Majority of survey participants 64 %, purchase online because it is convenient and time-saving.

Apps preferred for online shopping	No. of Respondents	Percentage
Amazon	35	50
Flipkart	20	29
Ajio	10	14
Others	5	7

Table 5.5

Table showing favourite apps for online shopping



Figure 5.5

Figure showing favourite apps for online shopping

Analysis: Amazon and Flipkart are the mostly prefer online site by the respondents. 50 % of the respondents prefer Amazon for online shopping, 29% prefer Flipkart, 14 % prefer Ajio and only 7 % prefer other apps for online shopping.

Frequency of conducting online shopping	No. of Respondents	Percentage
Once a month	40	57
Once in six months	15	21
Once a year	5	7
Others	10	14

Table 5.6

Table showing How frequently do people purchase online

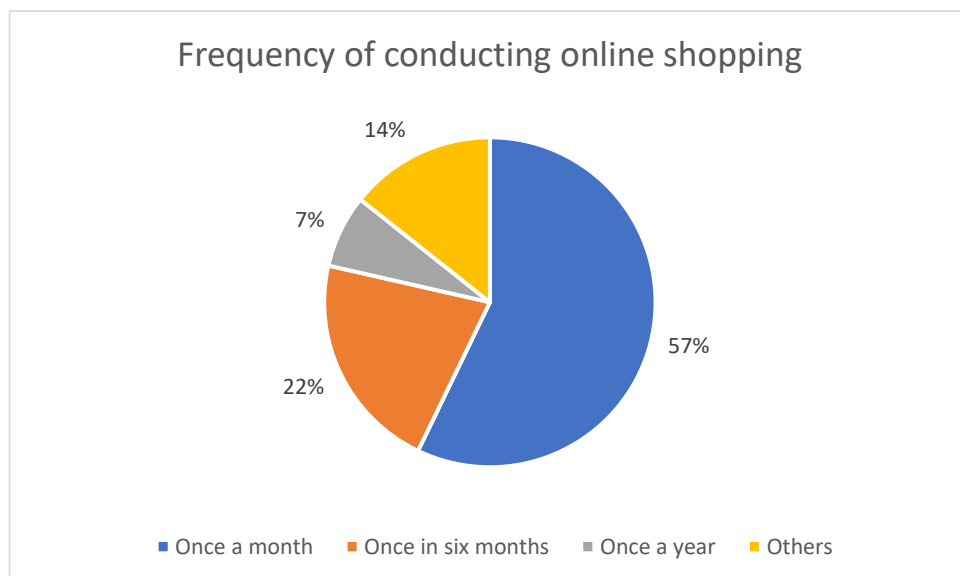


Figure 5.6

Figure showing How frequently do people purchase online

Analysis: With a majority of 57%, most respondents purchase online once every month. 21% respondents purchase online once in 6 months and only 7 % purchase once in a year.

Most preferred mode of payment	No. of Respondents	Percentage
COD	24	34
Online payment	40	57
Debit/Credit card	6	9

Table 5.7

Table showing preferred method of payment

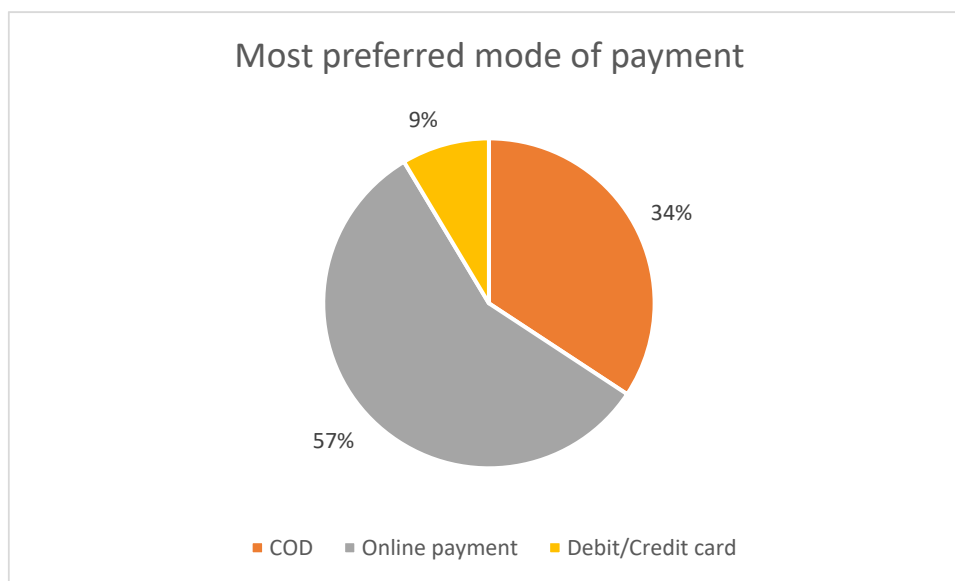


Figure 5.7

Table showing preferred method of payment

Analysis: Majority of people 57 %, prefer to make payment using online payment for their online purchase. 34% make payment using cash on delivery and only 9% prefer to make payment using debit/credit card.

Time spent per visit	No. of Respondents	Percentage
Less than one hour	50	71
1-3 hours	15	22
3-5 hours	5	2

Table 5.8

Table showing Duration of each online purchasing visit

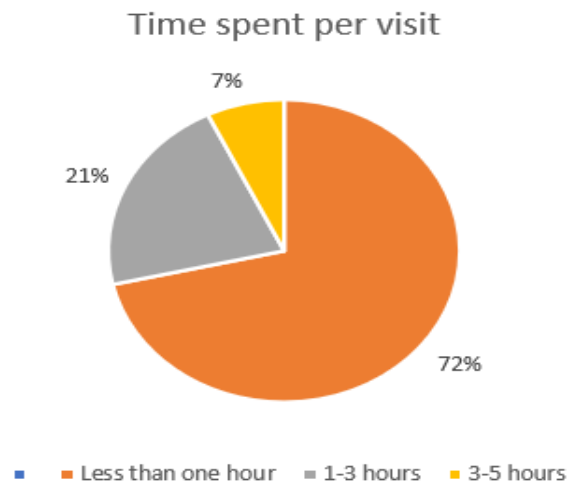


Figure 5.8

Figure showing Duration of each online purchasing visit

Analysis: Majority of people 72%, spent less than one hour while purchasing online. 21 % spent 1-3 hours and only 7 % spent 3-5 hours for their online purchasing.

Whether daily use products are convenient to purchase through online platforms	No. of Respondents	Percentage
Convenient	52	74
Inconvenient	18	26

Table 5.9

Table showing the ease with which everyday usage things may be purchased online

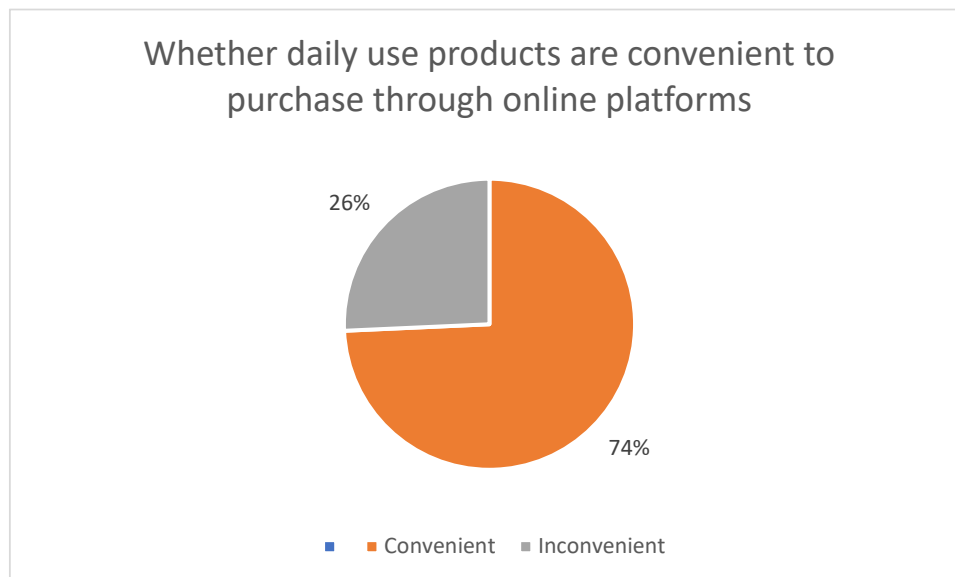


Figure 5.9

Figure showing the ease with which everyday usage things may be purchased online

Analysis: The majority of survey 74%, participants find it convenient to buy daily-use items online.

Rating of the quality of the products bought online	No. of Respondents	Percentage
Very good	10	14
Good	45	65
Neither good nor bad	15	21
Bad	0	0

Table 5.10

Table showing Rating of the items quality when purchased online

Rating of the quality of the products bought online

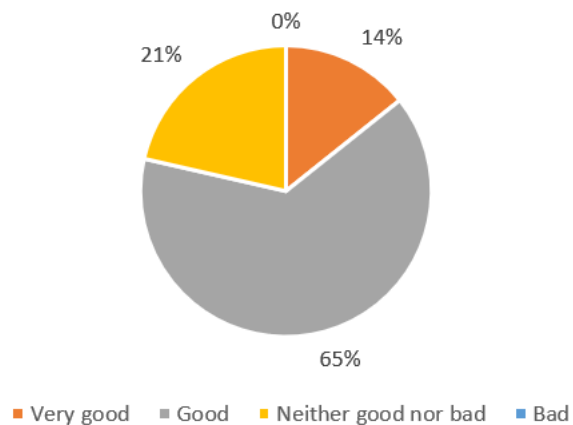


Figure 5.10

Figure showing Rating of the items quality when purchased online

Analysis: 65% of respondents gave the quality of online-purchased items a majority of the good rating, 21% gave very good rating , 14 % gave neither good nor bad rating and no one gave the products a poor rating.

Whether experienced any inconvenience in online shopping	No. of Respondents	Percentage
Yes	48	69
No	22	31

Table 5.11

Table showing Respondent experienced any inconvenience

Whether experienced any inconvenience in online shopping

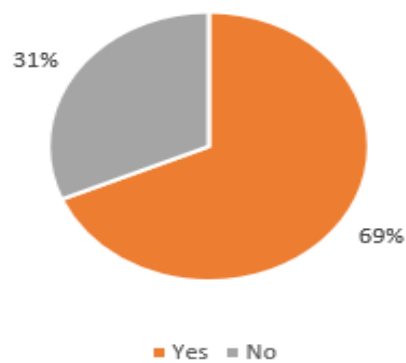


Figure 5.11

Figure showing Respondent experienced any inconvenience

Analysis: 69% of respondents reported that they have faced some kind of inconvenience when purchasing online.

Reasons for inconvenience	No. of Respondents	Percentage
Delay in delivery	10	21
Product damage	5	10
Cheap quality of product	3	6
Others	30	63

Table 5.12

Table showing Reasons for inconvenience



Figure 5.12

Figure showing Reasons for inconvenience

Analysis : 63 % respondents have different kind of problems while making online purchase. 21 % faced delay in delivery of their products. Some also faced problems like product damage and cheap quality of products.

Satisfaction form online shopping	No. of Respondents	Percentage
Highly satisfied	10	14
Satisfied	34	49
Neutral	25	36
Dissatisfied	1	1

Table 5.13

Table showing Satisfaction from online shopping

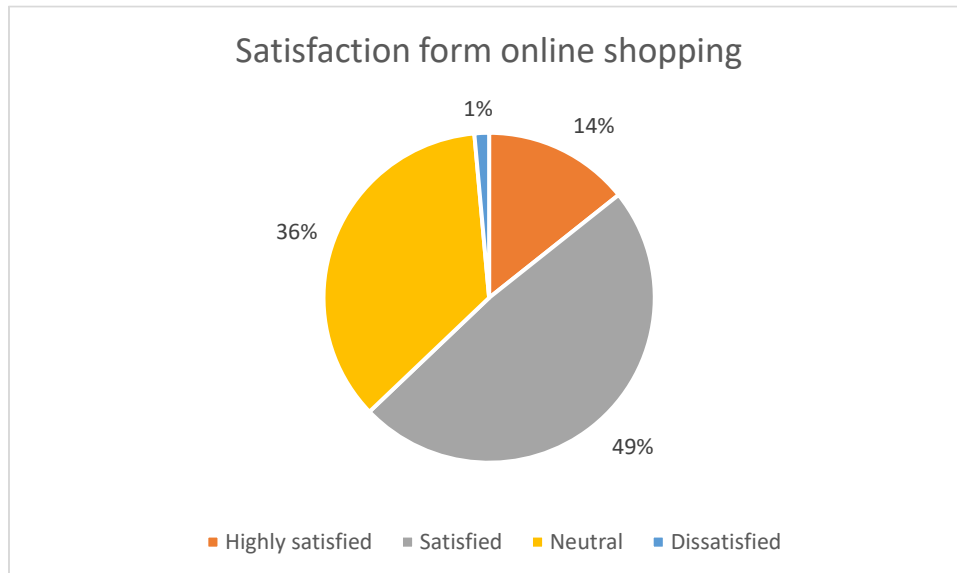


Figure 5.13

Figure showing Satisfaction form online shopping

Analysis: The majority of respondents 49% , are satisfied with their online purchasing experience. 36% respondents are pleased or have neutral opinion with their online shopping experience, 14 % respondents are highly satisfied and only 1 % have dissatisfied with the online shopping experience.

Whether recommended online shopping to friends/relatives	No. of Respondents	Percentage
Yes	65	93
No	5	7

Table 5.14

Table showing respondents recommended online shopping to others

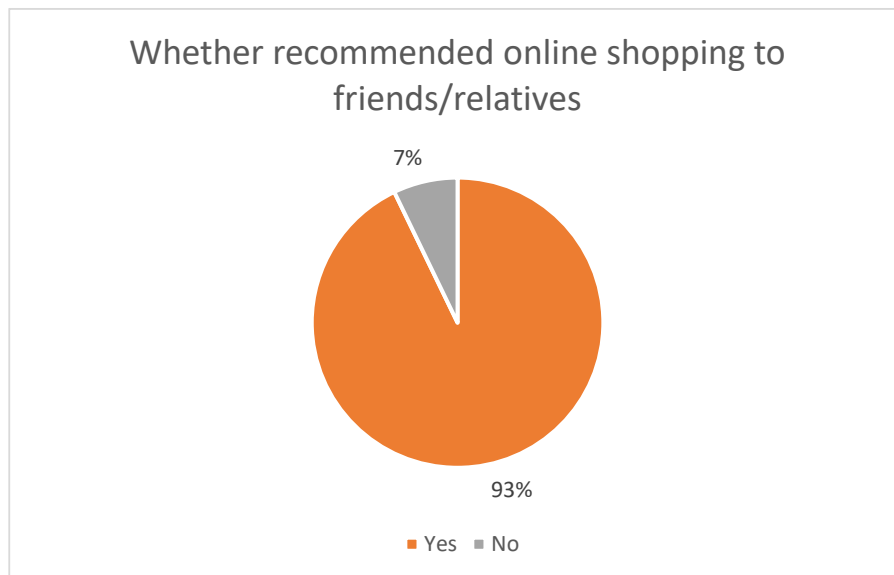


Figure 5.14

Figure showing respondents recommended online shopping to others

Analysis: Majority of the respondents 93%, said they would advise their friends and family to purchase online.

Amount spent on online shopping per month	No. of Respondents	Percentage
Less than 1000rs	44	63
1000-5000rs	20	29
5000-10000rs	6	9

Table 5.15

Table showing Amount spent by respondents

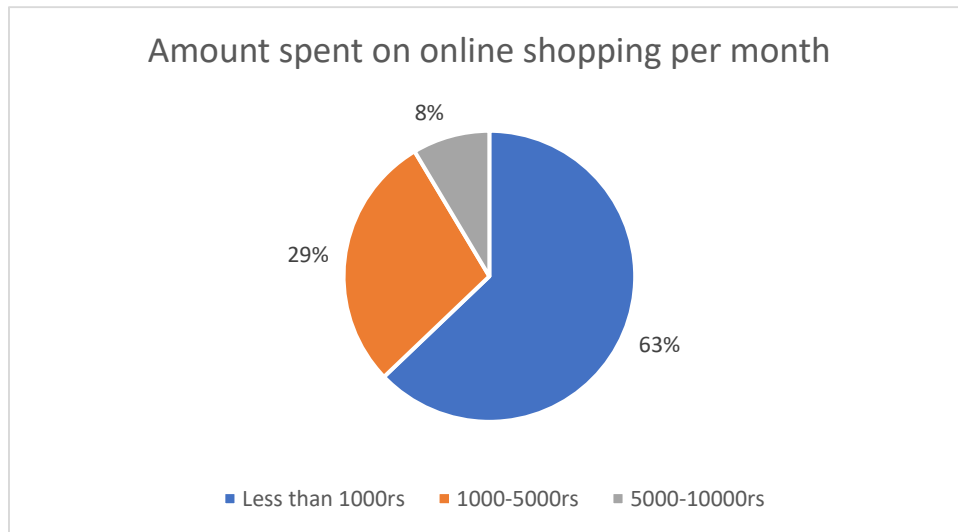


Figure 5.15

Figure showing Amount spent by respondents

Analysis : The majority of survey participants spent less than 1000 rupees each month on internet shopping.

factor do you consider most while purchasing online	No. of Respondents	Percentage
Price competitive	15	21
Less time consuming	20	29
Easier way of purchase	10	14
Attractive product offers	25	36

Table 5.16

Table showing factor considered while purchasing online

factor do you consider most while purchasing online

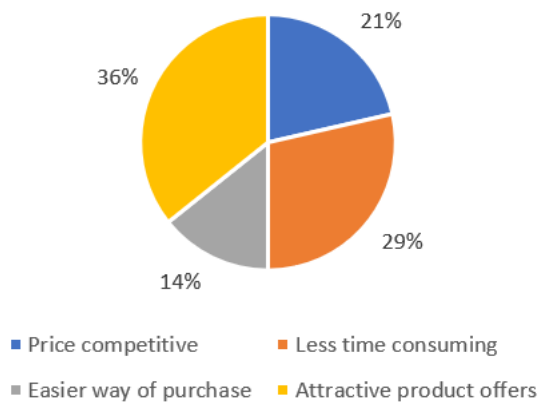


Figure 5.16

Figure showing factor considered while purchasing online

Analysis : Attractive product offers is the major factor considered by most of the respondents for purchasing online.

If, you never had online shopping, please specify the reason	No. of Respondents	Percentage
I Don't know about online shopping	2	3
Risk of credit card and transaction	10	14
Internet illiteracy	3	4
Risk of identity theft	40	57
Duplicate quality	15	21

Table 5.17

Table showing Reason for not doing online shopping

If, you never had online shopping, please specify the reason



Figure 5.17

Figure showing reason for not doing online shopping

Analysis: Risk of identify theft is major reason people do not go for online shopping. 21% of respondents feel that duplicate quality product are provided by the online retailers so they don't for for online shopping.

Hypothesis Testing

- **H₁** There is significance relationship exists between likeliness of consumer towards online shopping and services offered by online shopping platforms
- **H₀** There is no significant relationship between likeliness of consumer towards online shopping and services offered by online shopping platform.

The results of this study with the hypothesis testing can be summarized with the help of Chi-Square Test.

So, the following are the tables shows our hypothesis testing which was done with the help of IBM SPSS Statistics software:-

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00002 * VAR00001	70	100.0%	0	0.0%	70	100.0%

VAR00002 * VAR00001 Crosstabulation

Count	VAR00001					What makes you choose Online Shopping over offline shopping?	Total
	1	2	3	4	5		
	VAR00002	0	0	0	1		
1	0	0	1	0	0	0	1
2	22	8	20	2	10	0	62
3	4	0	1	0	0	0	5
Do you like online shopping?	0	0	0	0	0	1	1
Total	26	8	23	3	10	1	70

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	37.508 ^a	20	.001
Likelihood Ratio	23.382	20	.002
N of Valid Cases	70		

So, this is our output for chi square test. The first table shows the sample size & missing values in this table we can see that the sample size is 70 so that for $N=70$ & there is no missing cases so in missing column $N=0$.

The second table that is cross tabulation is the contingency table, in contingency table each row shows the category of one nominal variable so here each rows shows that what makes a consumer choose online over offline shopping which is depicted through the scale of 1 to 5. Similar column majors another nominal variable that is likeliness of consumer towards Online shopping, so here again there is scale ranging from 1 to 3.

The final table shows Chi-Squire Statistics so here the Pearson Chi-Square is 37.508 & the associated significance level or 'P' value is 0.001. Now since this 'P' value is less than 0.05 so we reject the null hypothesis.

So, what is null hypothesis, there is no significant relationship between likeliness of consumer towards online shopping and services offered by online shopping platform & we are going to reject our null hypothesis and therefore, we conclude that there is significance relationship exists between likeliness of consumer towards online shopping and services offered by online shopping platforms.

CHAPTER – 6

FINDING AND RECOMMENDATIONS

6.1 Findings

- The research reveals that 52% of respondents are men and 48% are women.
- The gender differences in internet buying are minimal.
- Amazon and Flipkart are the mostly prefer online site by the respondents in comparison with other online sites.
- Majority of the respondents are satisfied with their experiences making purchases online.
- The research indicates that majority respondents like making payments online.
- Most survey participants spend less than an hour buying online.
- The majority of respondents indicated in their responses that they would suggest their friends and family to purchase online.
- The majority of survey participants said that the products' quality is good and not unacceptable.
- Two crucial characteristics that customers strive for when making online purchases are convenience and time savings.
- The Online shopping websites offer good services, and there is still room for improvement in order to grow their customer base.
- Most of the respondents they were shopping online having qualification of post-graduation.
- Most of the respondents usually spend under Rs.1000/- for purchasing goods and services from online.

- There are some reasons for not purchasing online, that is risk of identity theft, not able to touch the product, risk of credit card transaction and difficulty in returning the products.

6.2 Recommendations

- In order to ease consumer online buying, website loading times should be accelerated.
- The time it takes for clicks to respond on online sites should be reduced.
- The product reviews must be genuine and honest on the online sites.
- The shipping and other additional costs have to be minimized.
- The seller must give accurate and complete information about their goods or services.
- Reduce or remove unneeded adverts to increase the visibility of goods and services.
- To increase students understanding of internet shopping, the top online retailers may run an awareness campaign in schools and colleges.
- With online shopping facilities, shop assistant services should be offered by the shopping sites.m
- For boosting customer traffic, online stores should add additional promo codes and gift cards on their websites.

CHAPTER – 7

CONCLUSION

In India, online shopping has a highly promising future. In India, attitudes regarding internet purchasing are improving. Customers may purchase online anytime, anywhere, and with simple and secure payment methods.

The degree of consumer satisfaction with internet purchasing differs from person to person. Based on individual differences and similarities, the consumer's satisfaction also varies. According to the research, older individuals don't utilise internet shopping as frequently as younger people do, and young people tend to be more attracted to it. Also, it has been shown that the majority of people purchase daily necessities since they are less expensive there than in stores because of numerous discounts and deals. The most important element affecting an online purchase is the product's price. The majority of the respondents purchase their goods from Amazon India, one of the top online retailers in India. Also, the majority of buyers believe internet purchasing to be inexpensive.

The information search is the key element that enables people to select the best goods or services for their requirements. Online merchants must strengthen and improve information assistance, such as by offering more in-depth product information and utilising internal search engines, in order to boost the effectiveness of information search.

According to our study, consumers purchase things from online shopping websites based on many factors such as deals and discounts, the range of products available, free home delivery, website usability, and the opportunity to pay with cash upon delivery.

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ANNEXURE

“Study of consumer expectation & perception towards online shopping”

NAME: _____

- 1) Gender
 - a) Male
 - b) Female
- 2) Age group
 - a) 18-25
 - c) 25-35
 - d) 35-45
 - e) 45 and above
- 3) Educational qualification:
 - a) School level
 - b) Graduate
 - c) Post Graduate
 - d) No Formal Education
- 4) Do you like online shopping?
 - a) No
 - b) Yes
 - c) Maybe
- 5) What makes you choose Online Shopping over offline shopping?
 - a) Great Offers
 - b) Attractive Prices
 - c) Home delivery
 - d) Cashbacks and Discounts
 - e) All of the above

- 6) Why do you do online shopping?
 - a) Convenient and time saving
 - b) Low price
 - c) Good quality
 - d) Others
- 7) Which app do you prefer for online shopping?
 - a) Amazon
 - b) Flipkart
 - c) Ajo
 - d) Others
- 8) How frequently do you conduct online shopping?
 - a) Once a month
 - b) Once in six month
 - c) Once a year
 - d) Others
- 9) Which mode of payment do you prefer the most?
 - a) COD
 - b) Online payment
 - c) Debit/Credit card
- 10) How much time do you spend in every visit?
 - a) Less than one hour
 - b) 1-3 hours
 - c) 3-5 hours
- 11) Are daily use products convenient to purchase through online platforms?
 - a) Convenient
 - b) Inconvenient
- 12) How would you rate the quality of the products bought from online?
 - a) Very good
 - b) Good
 - c) Neither good nor bad
 - d) Bad
- 13) Have you ever experienced any inconvenience in online shopping?
 - a) Yes
 - b) No

- 14) If yes, Reasons for any inconvenience?
- a) Delay in delivery
 - b) Product Damage
 - c) Cheap quality of products
 - d) others
- 15) Are you satisfied with online shopping?
- a) Highly satisfied
 - b) Satisfied
 - c) Neutral
 - d) Dissatisfied
- 16) Have you ever recommended online shopping to your friends/relatives?
- a) Yes
 - b) No
- 17) How much do you spend on online shopping every month?
- a) Less than 1000rs
 - b) 1000-5000rs
 - c) 5000-1000rs
- 18) Which factor do you consider most while purchasing online?
- a) Price competitive
 - b) Less time consuming
 - c) Easier way of purchase
 - d) Attractive product offers
- 19) If you never had online shopping, please specify the reason?
- a) I Don't know about online shopping
 - b) Risk of credit card and transaction
 - c) Internet illiteracy
 - d) Risk of Identity theft
 - e) Duplicate quality