

Major Research Project Report On
A STUDY ON CONSUMER PERCEPTION
TOWARDS ONLINE SHOPPING

Submitted By

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2K23/DMBA/049

Under the Guidance of

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CERTIFICATE

This is to certify that HIMANSHU, roll number 2K23/DMBA/049, has successfully completed the project titled “**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING**” under the guidance of Dr. Deepali Malhotra (Assistant Professor) as part of the Master of Business Administration (MBA) curriculum of Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2024-25.

Dr. Deepali Malhotra
(Assistant Professor, DSM-DTU)

Place:

Date:

DECLARATION

I hereby proclaim that the project dissertation report titled “**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING**”, submitted to Delhi School of Management, DTU is based on my original work under esteemed guidance of my mentor Dr. Deepali Malhotra, Assistant Professor, Delhi School of Management, DTU, and submitted in partial fulfilment for the requirement of the award of the degree in Masters in Business Administration.

I certify that the work in the report has never been circulated to any underlying concerned institution for the achievement of an award of any degree.

Sincerely,
Himanshu
2K23/DMBA/049

ACKNOWLEDGEMENT

I want to show my acknowledgement towards the guidance and mentorship provided to me during the research. I would like to express my profound appreciation to my faculty advisor, Dr. Deepali Malhotra, who coached and assisted me during the whole journey of researching on the topic “**A STUDY ON CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING**” providing the right direction in completing the project mannerly. Studying and researching on this project helped me gain unsurmountable knowledge in the area of marketing and exploring the human psychology.

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Sincerely,
Himanshu
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EXECUTIVE SUMMARY

The Rise of Online Shopping in India

India has truly seen the soaring growth of the online shopping industry with the increased internet access and mobile phone usage of people with the way people wish to shop and the ecommerce industry already reached an astonishing figure of \$147.3 billion in 2024 and is poised to surpass this milestone with the increase in newer technologies and people connecting across states.

Why Indians are Shopping Online

We as people enjoy shopping anything and everything without being restricted to a time and place, all we need is an active internet connection and a phone or laptop. Online shopping has everything compared to brick and mortar stores. Inclusion of AI tools that recommend probable products a customer may be interested in, augmented reality, virtual trying, and simpler payment methods have taken online shopping to new heights and even attracted newer customers.

Who is Shopping Online in India?

Age and Employment: Online shoppers mostly fall within the 30-55 age range and are often professional employees.

Men vs. Women: Current figures show that men form a greater percentage of online shoppers than women.

Education Levels: A greater proportion of online shoppers possess at least a tertiary qualification, as there seems to be a higher education correlating to the likelihood of shopping online. **What Indian Online Shoppers.**

Think and Like Trusting Online Reviews: A large proportion (59%) of us rely on customer reviews to make purchase decisions, showcasing the importance of perspectives other than one's own. **How We Like to Pay:** While electronic payments are on the rise, the majority still prefer cash payment upon delivery and it continues to dominate online shopping.

Shops We Select For Shopping: We prefer large online retailers like Amazon and Flipkart because of the trust shoppers place in them and the vast selection of products available.

What are also forms our concern and challenge as being safe and a private person: Some members of our group scrub safeguarding personal details and online scams, which slows down some shopping online.

Obtaining Real Products and Good Quality: The fear of being overcharged for products and receiving substandard goods lingers, inducing dread among customers. Getting our Money back If services go wrong: Clients require good after-sales services coupled with uncomplicated processes for returns and refunds, Streamline policies to bolster confidence in online shopping, and instill faith in online vendors.

Final Evaluation About Online Shopping in India: Most Indian consumers accepted the convenience that comes with online shopping coupled with variety and technological advancements robustly receive positive feedback.

Addressing security issues, product quality, and returns will foster even wider acceptance and growth.

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CHAPTER 1: INTRODUCTION

1.1 INTRODUCTION

1. What Exactly is E-commerce?

Consider e-commerce, or electronic commerce, as simply buying and selling stuff-a physical good or service-using the Internet and digital means. It has taken enormous precedence in the digital world, changing the game for businesses and us. From tiny startups to giant global companies, e-commerce opened avenues to connect with customers, streamline processes, and generate revenue.

As more and more people all over the world gain access to the Internet, e-commerce grows larger and stronger. It basically changed the shopping concept by making it easier, more accessible, and faster. With the increasing popularity of smartphones and shopping apps, online shopping will be far more flexible and user-friendly.

2. The Growth of E-commerce Through the Years

The idea of e-commerce truly began in the 1960s through an activity called Electronic Data Interchange (EDI), whereby businesses could swap documents electronically. Many would argue, however, the real turning point came in the 1990s with the widely accepted birth of the World Wide Web. Amazon and eBay were among the very few companies to set online venues where goods could be bought and sold.

For the past couple of decades, e-commerce and m-commerce have really blossomed. With m-commerce, shopping via social media platforms and AI to customize what you see is making online shopping more interactive and tailored for us. The global COVID-19 pandemic has accelerated such fast growth.

3. Different Flavors of E-commerce

E-commerce is a blanket term for internet-based buying and selling activities and can be classified into different types based on who is buying and who is selling:

- Business-to-Consumer (B2C): I think this would be what usually comes to everybody's mind when mentioning e-commerce - companies selling directly to end users. Amazon, Amazon India, and Walmart's website could be examples here.

- Business-to-Business (B2B): In this, companies sell to other companies. Alibaba and Thomas Net serve as platforms for this.
- Consumer-to-Consumer (C2C): This is a person-to-person style of selling. eBay and OLX are good examples.
- Consumer-to-Business (C2B): This is somewhat less prevalent, in which individuals sell products or services to companies. Sites of freelancing like Upwork and Fiverr represent this kind of business formation.
- Governments in the middle: The various B2Gs, G2Cs, etc., constitute the dealings between governments and businesses and regular folks, like online tax filing and government purchasing portals.

4. Why is e-commerce Great?

The e-commerce system has a whole lot of advantages to offer to the businesses and the consumers alike.

For Businesses:

- Reaching More People: Companies can sell to a customer anywhere in the world; they do not have to open a physical store in all places.
- Cost Reduction: Less physical locations mean less cost.
- Customer Knowledge: Based on the tracked data of what people buy, businesses can perform targeted marketing as well as provide customized experiences.
- 24 Hours Open: Unlike brick and mortar, online stores do not close at all.

For Consumers E-commerce:

- Enjoyed Super-easy Occasions: You can get an order for any stuff at practically any time.
- A Sea of Choices: Managing countless varieties of products and brands online.
- Easy to Compare: It is very easy to compare prices and read reviews for the item you want to buy.
- Save Time: No traveling to stores and no waiting in lines.

5. Not-So-Easy Aspects

The opposite side of the coin of good in e-commerce is its set of disadvantages:

- **Security and Privacy Risks:** Online transactions are susceptible to hackers or data leakages.
- **Delivery:** Ensuring on-time delivery of goods, especially in remote areas, may very well be a sore point.
- **Being Loud Yet Without Noise:** Too much competition; starting an online store is almost as easy as making popcorn!
- **Technical:** Business tends to lose revenue in technical downtimes.
- **When Laws Appear to Interfere:** Tax laws, import/export rules, and online regulations can create quite a mess.

6. The Technology Behind E-commerce

Several technologies are behind the growing evolution of developments in e-commerce:

- **A-I:** It welcomes the suggestions you might like, chatbot customer services, and general support.
- **Blockchain:** Secures transactions and creates transparency.
- **AR:** To see what a product might look like in real life before buying.
- **Mobile Apps:** Increasingly, smartphone users have been using these apps for easy shopping.

7. What's Next for E-commerce

The future of e-commerce promises to hold all sorts of extraordinary things as fresh ideas and changing habits rear their heads with shopping. Some of the trends we are witnessing on the scene include:

- **Talk to Shop (Voice Commerce):** Using voice assistants such as Alexa and Google Assistant to order goods online.

- Going Green (Green Commerce): Emphasis is laid on sustainable packaging and ecologically friendly delivery of goods.
- Shopping on Social Media (Social Commerce): Buying the product through platforms such as Instagram and Facebook.
- Receiving Things Regularly (Subscription Models): Every product and service that is received automatically according to some schedule.
- Super-Personalized Shopping (Hyper-personalization): Using data to really customize a shopping experience for you.

As e-commerce changes the ways of business, it becomes more accessible, fluid, and customer-oriented. Though there still remain some hurdles, the advantages and opportunities that this platform offers are way more than its downside. With the evolution of technology and changing expectations of customers, e-commerce shall dominate as a key force in the global economy.

To stay ahead in this digital era, businesses will have to brainstorm new ideas, imbibe state-of-the-art technologies, and ensure customer satisfaction. The future in e-commerce is ruled by more than just sales; it is creating seamless, engaging, and rewarding experiences for all.

ONLINE SHOPPING

The Definition of Online Shopping.

By now you may have heard the term "online shopping" (and if not, you may have heard it referred to as "e-shopping" or "Internet shopping"). Simply put, online shopping is the act of purchasing goods and services via the internet using online platforms.

Instead of going to a shop, you can easily search through online catalogs, compare pricing, read product reviews from other consumers, and make purchases in the comfort of your home, often using just several clicks or taps.

Online shopping has changed the retail landscape and given us an option other than traditional brick-and-mortar retail shopping.

Online shopping has increased in popularity around the world within the past ten years or so due to improved technology producing faster internet, a higher usage of mobile devices, and changing shopping habits.

The convenience and time-saving benefits of shopping online has allowed millions of us to have it as our default position when shopping. In order to understand online shopping better, let us break down the steps of a typical online transaction from buyer to seller:

- **Product Browsing:** You go to an online store or an e-commerce site (for example, Amazon, Flipkart or Myntra), browse the products that are further broken into easy to navigate categories.

Why We Love Online Shopping: The Perks

Online shopping provides a lot of benefits for consumers, and this is why many of us are now relying on it:

- **Super Convenient:** The biggest benefit is you can shop at your leisure. Online stores are open 24/7 and there are no physically located emergency closings.
- **More Selection:** Online platforms have a more diverse selection of products and brands than their physical counterparts, and you can even find products from countries half way around the world.

- **Easier Price Comparison:** You can compare prices literally at the click of a button and find some of the most competitive deals or discounts, while often saving money.
- **Actual Customer Reviews:** The reviews and ratings from actual customers help us make more informed decisions about product quality and product reliability.
- **Time Savings:** Our online shopping experience is fast and efficient. We do not have to take the time to drive to stores, wait in line, and meander aimlessly through crowded aisles.

The Downsides and Challenges of Online Shopping

Despite being awesome, online shopping has some struggles and potential problems:

- **Not Being Able to See or Touch:** You cannot physically touch, fit, or try the product being sold before purchasing, and this can lead to disappointment sometimes.
- **Shipping Time Can Seem like Forever:** Shipping delays or logistical errors can be frustrating, particularly if you need the item by a certain date.
- **Concerns about Security:** When you purchase online you are transacting with sensitive information, and fraud, scams, or identity theft are always potential risks if the site is not secure.
- **Returning Things Can Be a Pain:** While most popular sites allow you to return items, it may take time, be a complicated process, or sometimes there is a chance the return may be denied altogether depending on seller's policy.

What Do We Buy Online Most

Popular Categories There are certain kinds of products that are most likely to be purchased online, as they tend to ship easily and people tend to buy frequently:

- **Electronics:** Mobile phones, laptops, accessories, etc.
- **Fashion:** Clothing, shoes, and accessories.
- **Groceries:** Everyday staples and packaged foods (this type of shopping greatly increased during the pandemic).
- **Home and Kitchen Appliances**
- **Books and Learning Materials**

- Health and Beauty Products

What's New in Online Shopping: Trends

The online shopping experience continues to shift with innovative ideas:

- Shopping on Your Mobile Device (M-Commerce): Many of us have become accustomed to shopping using mobile apps; therefore online retailers must ensure that their websites perform well on mobile devices.
- AI to Personalize: Artificial intelligence is used to recommend products to online shoppers based on what they have previously viewed or purchased.
- Talking to Buy (Voice Shopping): Virtual assistants like Alexa or Google are providing more opportunities for us to buy with our voice.
- Shopping through Social Media: Instagram, Facebook, and other platforms, are providing shopping links for purchasing directly through their platforms.
- Buy Now, Pay Later (BNPL): Products that provide installment type payments have made higher-priced products more affordable.

Online shopping has certainly changed how we take care of our shopping needs. It is fast, flexible, and convenient for shoppers.

While there are some disadvantages, the positives outweigh the negatives for the majority of us.

As technology progresses and we become accustomed to the conveniences expected as consumers grow, the online shopping world will continue to evolve with even more personalization, security, and accessibility.

The way we all shop has changed forever because of online shopping. The speed and flexibility offered to shoppers are unmatched in traditional shopping channels. While there are some drawbacks to electronic commerce, the positives outweigh the negatives for many of us.

As technology improves and customers expect more, online shopping will most probably become even more tailored, secure, and accessible.

The online shopping trend will continue to grow, with new innovations making the buying experience even better for buyers and prompting stores to continuously adapt and innovate.

1.2 COMPANY PROFILE: TOP 4 E-COMMERCE SITES IN INDIA

AMAZON



Amazon's story began in 1994 with founder Jeff Bezos viewing Amazon as merely an online bookstore. After these humble beginnings, Amazon has emerged into a global titan of both e-commerce and cloud computing. Today, Amazon is based in Seattle, Washington, and considers itself an everything store. No matter what you're buying, there's a good chance Amazon will have it in stock. Amazon is now selling the latest gadgets, fashion, groceries, or any other digital entertainment. One of the important aspects of the Amazon story is the importance of Amazon Web Services (AWS) as part of the company's evolution. AWS provides flexible solutions to end-users and companies worldwide, but also now is considered a key profit area for Amazon. Amazon is primarily looking for ways to leverage technology to improve the experience for customers, and by investing in artificial intelligence (AI), they can innovate and run their business operations more efficiently. In his letter to shareholders in 2025, CEO Andy Jassy used the example of new chip technologies like the Trainium2, which could reduce the costs of AI exponentially. Amazon's investments in AI aim to expand the capabilities of AI and unlock potential for innovation in a number of areas. Amazon has a strong commitment to its customers, with significant continuing investment into new technologies and investment into its infrastructure can keep it in front of a very competitive global e-commerce market.

FLIPKART



The story of Flipkart began in 2007, in Bangalore when Sachin Bansal and Binny Bansal had an idea. Flipkart started off focused on only selling books online, but soon had product lines expanded their catalog to include a variety of goods, from electronics and fashion, to home appliances. A key moment came in 2018 when Walmart acquired a majority stake in the company in one of the largest e-commerce deals globally.

This amount of resources allowed Flipkart to better compete with global competitors, such as Amazon, in the Indian e-commerce ecosystem. Additionally, demonstrating their innovative mindset, Flipkart launched Shopsy in 2021, moving into social commerce.

Shopsy allows individuals and smaller businesses to sell products people find on the social media network. Shopsy has been successful in smaller cities and towns for Flipkart and has continued to build their ability to reach more people across India. By consistently challenging themselves with new ideas and putting consumer needs at the core of their offerings, Flipkart continues to be a major player in how e-commerce is developing in India.

MYNTRA



Myntra started its journey in 2007 under the leadership of Mukesh Bansal, Ashutosh Lawania, and Vineet Saxena. You may not believe it, but they started out offering personalized gifts, before fully entering the fashion and lifestyle retail space. In 2014, Myntra became part of Flipkart group, but today operates its fashion e-commerce platform independently.

As of today, Myntra is led by CEO Nandita Sinha, embracing the latest technology and utilizing resources like AI in the app, while also using social commerce, and staying in touch with how Indian consumers tastes and preferences are evolving.

Myntra provides a substantial selection of options from top international luxury brands to local Indian designers, giving it the reputation as the leading go-to fashion destination in India.

SNAPDEAL



Founded in 2010 by Kunal Bahl and Rohit Bansal, Snapdeal is an Indian e-commerce company based in New Delhi. Snapdeal began as a daily deals site but was eventually developed into a broad online marketplace, largely for value-conscious shoppers.

When a merger with Flipkart that was planned in 2017 did not happen, the founders underwent a transformation called 'Snapdeal 2.0'. Snapdeal sold off the less essential parts of their business and created a new flexible, asset-light business model for value-seeking customers outside the major cities.

By 2021, the proportion of orders from non-metro areas had risen spectacularly; 90% of Snapdeal's orders came from consumers in non-metro areas, demonstrating a solid connection with underserved markets. Snapdeal's commitment to providing affordable innovations combined with fun shopping experiences has established an important role for Snapdeal in the competitive online retail space in India.

1.3 STATEMENT OF THE PROBLEM

In this digital marketplace, online shopping is gaining ground. However, with this increased volume has come an increase in the amount of scams, frauds, and dishonest practices targeting consumers. These experiences have contributed to increased feelings of distrust that cause many shoppers to take a negative attitude toward making purchases online.

The aim of this research is to better understand online shopping as perceived by consumers, specifically the factors associated with their intentions to buy goods or services via the internet. When we identify the factors, it will enable businesses to develop more efficient marketing strategies, foster a trustworthy consumer relationship, and establish a more informative and positive overall experience of shopping online.

1.4 OBJECTIVES OF STUDY

- Get a better understanding of how customers act when shopping online.
- Identify the various factors that influence online shoppers' perceptions of their experiences.
- Evaluate how happy/satisfied customers are with online shopping.
- Identify any issues or barriers related to shopping online that consumers experience.
- Understand what product types are most often purchased through an online platform.
- Identify which single factor has the greatest impact on the overall satisfaction of online shoppers.
- Understand the motivations that cause consumers to choose online shopping.

1.5 SCOPE OF STUDY

The e-commerce segment has experienced tremendous growth over time. Between 2015 and 2021, worldwide e-commerce sales grew from \$1.5 trillion to \$4 trillion, an increase of nearly 270%. This growth pattern has shown no signs of stopping and is indicative of e-commerce's increasing dominance within the global retail landscape. One of the most attractive features of e-commerce is the cost efficiencies that come from avoiding the overhead of physical storefronts and the expenses for traditional marketing methods.

Those cost savings can be reflected in lower prices, which, in turn, leads to happier customers, and in template situations, greater loyalty to the brand. FDI is also an important feature of e-commerce as it strengthens supply chains while simultaneously increases efficiencies in logistics, which benefits both the business and consumer. Furthermore, rising literacy rates in many of these parts of the world are also broadening the base of customers, which offers all companies the opportunity to capture a greater share of the market. Finally, creating websites in local languages can generate websites that have broader appeal, which allows more potential customers to access the online platform and, thus, increased website access and, ultimately sales. The proliferation of smartphones and easier access to internet services (even in remote areas) is also a critical element of the e-commerce boom.

CHAPTER 2: REVIEW OF LITERATURE

REVIEW OF LITERATURE

The interest of commerce and consumers in online shopping has increased recently, especially among younger consumers. Many studies have looked at many different aspects of online shopping, including factors such as website security, trust, reliability, perceived risk, and consumers' attitudes, intentions and behaviors in online shopping.

According to **Vidyashree D.V, Alay P., and Shobha H.N (2018)** the perception of consumer towards online shopping is different for individuals. The differences may result from factors depending on how fast the internet is and exposure to online platforms. The authors suggest that to help improve customer satisfaction, improving access and awareness can be a worthwhile approach. They further note that personal characteristics, individual needs, and purchasing demands can also influence how individuals perceive and use online shopping. E-commerce has great potential moving forward. As more businesses begin to use online platforms to expand their market reach, continuing to develop consumer trust through consistent value-added service will be critical for ongoing success.

In a different study, **K.S. Silpa, P.U. Rajasree, and Dr. P. Balasubramanian (2016)** examined the consumer perception of online shopping. Their research showed that although many people prefer to shop online despite some occasional challenges, the majority of the respondents expect that online shopping will soon exceed that of offline retail shopping. The research showed, and this is especially interesting, that consumers prefer cash on delivery more than net banking as their payment option. Concerns regarding product quality, data privacy, and the experience of shopping in store remains a barrier for some users. In support of this trend, the growing number of consumers who are happy with e-commerce and are recommending it to others is indicative of increased trust and acceptance around online shopping. Thakur Sonal and Aurora Rajinder (2015) argued that shopping behavior has dramatically changed from in-store to online platforms. Their research showed that most buyers rely on the internet for buying and comparing prices and features across products. This underscores the need for e-commerce companies to understand better consumer perception to remain relevant and competitive. The growth of internet literacy in India certainly helps with the trend towards online marketing.

According to **D.R.M. Rajesh and G. Purushothaman (2013)**, convenience is the leading factor driving e-shopping, especially in peak seasons, such as holidays, when buying traditional retail goods can involve waiting in long lines and store-hopping. E-shopping alleviates most of these issues with lower friction and prices and a wider array of products. With the rise of the internet redefining consumer behavior, e-Commerce is becoming a worldwide phenomenon.

Nonetheless, the transition to an online shopping environment is a tremendous opportunity for marketers. Understanding how consumers expect to be treated and addressing consumers' concerns regarding security, product integrity, and customer service will be key to moving this expanding space forward.

CHAPTER 3: RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

It relates to a very intellectual human activity used in researching nature and matter and is more concerned with getting, processing and interpreting data. A model of methods, steps and procedures that is employed to determine the results of a research problem.

STATEMENT OF THE PROBLEM

Online shopping has taken on a new prominence in today's marketing climate. At the same time, the amount of scams, fraudulent activity and consumer deceit have grown as well. All of the above mentioned activities have created fear in the minds of customers as well as a negative element in their minds regarding e-shopping. The area of concern in this survey is how customers perceive online shopping will determine what motivates the customers to online shop, and based upon those factors companies can create their marketing strategies toward online marketing.

TYPE OF RESEARCH

The research we are conducting is a descriptive study. This indicates we are conducting a focused study so as to develop a clear picture of how consumers perceive online shopping in Gurugram, Haryana, by comparing consumers' responses to statements about different types of the online shopping experience, plus some basic information about who they are.

SOURCE OF DATA: Data is collected through questionnaire.

SAMPLE SIZE: 87 responses across Gurugram, Haryana.

TYPE OF STUDY: Quantitative Research

METHODOLOGY USED: Regression Analysis, Anova.

HYPOTHESIS

Hypothesis (H2): A significant number of online consumers do not complete the purchase process due to perceive risk and privacy or security concerns. So the hypothesis is-

Null hypothesis (Ho): perceive risk and privacy or security concerns have no impact on online shopping.

Alternative hypothesis (HA): perceive risk and privacy or security concerns have a significant impact on online shopping.

Where the variable under this hypothesis are: online payment security, personal information privacy, lack of general trust, unclear product warranties & return policies, lack of computer skills and slow web-connection.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

4.1 DATA ANALYSIS / PRESENT WORK

The aim of the study was to learn about consumers' perceptions of, and feelings about, shopping online. To achieve this, the present study, for the most part, was conducted using a descriptive method, which describes the present conditions.

We set about to discover information through questionnaires. Our research involved eliciting responses from 87 participants, a representative sample from the larger population of consumers, who voluntarily completed questionnaires. In order to derive responses from the final version of the questionnaire, we piloted the questionnaire with a small group of individuals to obtain constructive feedback and suggestions about the questionnaire.

We used this feedback and suggestions to improve sections of the questionnaire if we felt these sections required revision for clarity and validity.

In addition to asking for basic demographics such as age and geographic location, the main part of the questionnaire utilized a five-point Likert-type scale format whereby questions on consumers' expectations, and perceptions of shopping online, each had five choices ranging from one extreme to the other (e.g. Strongly Disagree, to Strongly Agree).

The respondents were able to express the extent to which they were in agreement or disagreement with the response choices provided.

The analysis of the data is as follows –

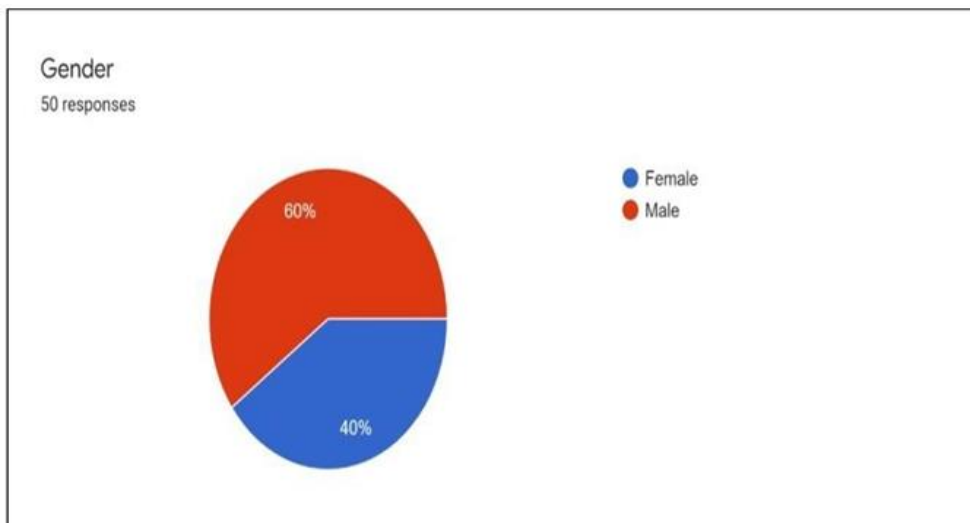
1. SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

- a. Gender
- b. Age
- c. Education
- d. Occupation

ONLINE ACTIVITIES BY GENDER

GENDER	RESPONDENT	PERCENTAGE
Male	60	60%
Female	40	40%

RESPONDENTS ON THE BASIS OF GENDER



Interpretation:

In Figure 1(a), which shows survey responses broken down by gender, we see that of the respondents favouring online shopping, male respondents made up 60% of the total, with the remaining 40% indicating a preference of online shopping being female respondents.

ONLINE ACTIVITIES BY AGE

AGE	RESPONDENT	PARTICULAR
Under-20	6	6%
21-30 Years	86	86%
31-40 Years	6	6%
41-50 Years	3	3%
Above 50	3	3%

RESPONDENTS ON THE BASIS OF AGE

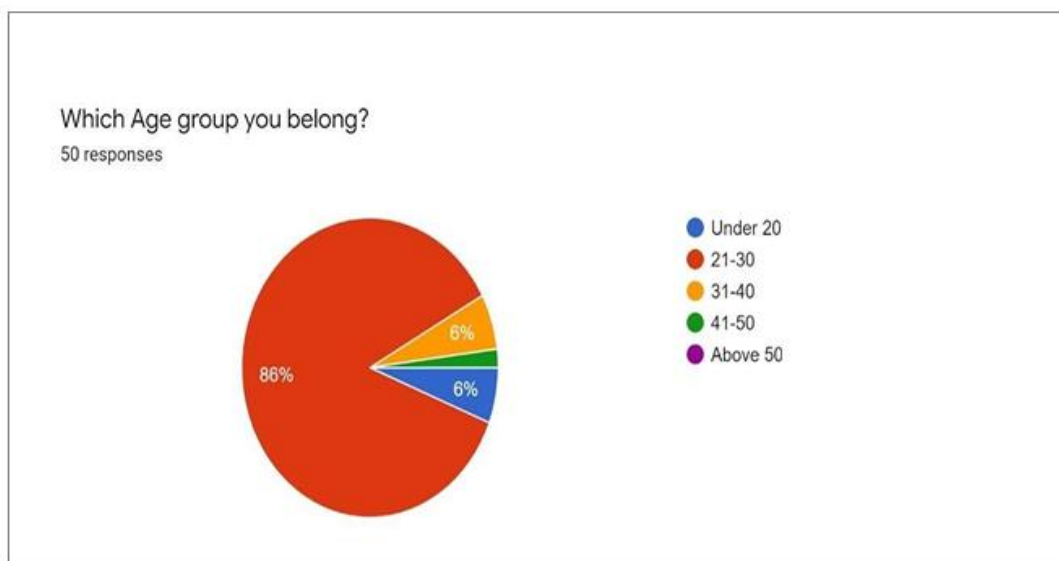


Figure 1(b)

Interpretation:

Figure 1(b) indicates the age distribution of our respondents. Most respondents (86%) were between the ages of 21-30 years. This overwhelming evidence shows that young adults are particularly utilitarian when it comes to using e-commerce sites for online shopping purposes. While this age group appears to have the most action, the evidence shows that emerging age groups are adapting to new technologies, such as online shopping, with positive experiences.

LEVEL OF EDUCATION

EDUCATION	RESPONDENT	PERCENTAGE
Undergraduate	14	14%
Graduate	44	44%
Postgraduate	40	40%
ITI	10	10%

RESPONDENTS ON THE BASIS OF EDUCATION

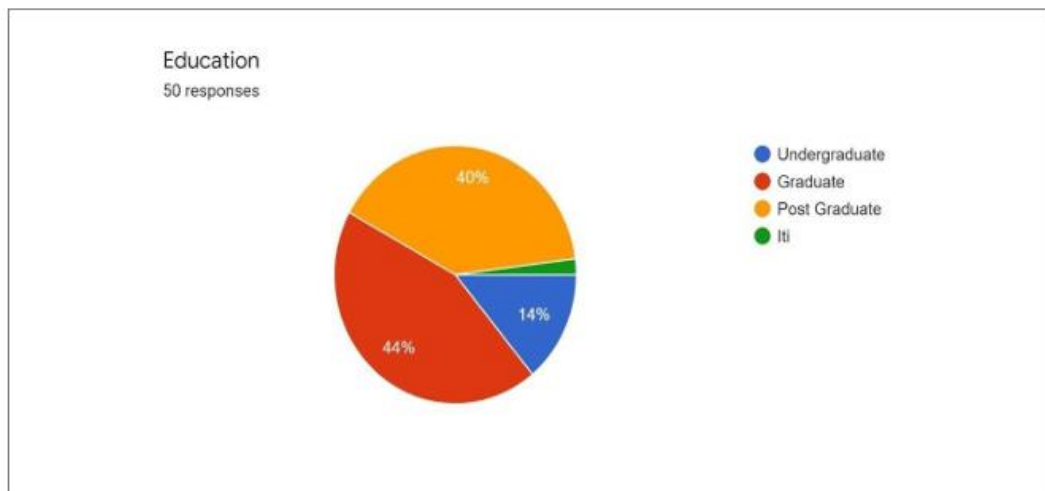


Figure 1(c)

Interpretation:

The educational status of our respondents participating in online shopping is shown in Figure 1(c). 44% of our respondents hold a bachelor's degree (graduate). This is almost equal to the number of respondents with a postgraduate degree (40%). The remaining participants are undergraduates. This snapshot suggests that graduates and postgraduates take part in the online shopping space.

ON THE BASIS OF OCCUPATION

OCCUPATION	RESPONDENT	PERCENTAGE
Business	6	6%
Employed	26	26%
Student	66	66%
Housewife	6	6%

RESPONDENT ON THE BASIS OF OCCUPATION

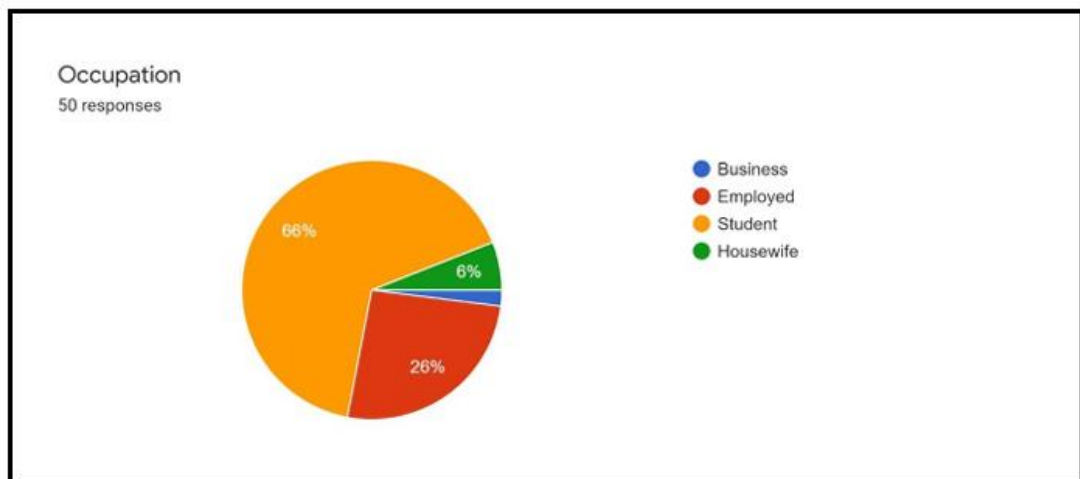


Figure 1(d)

Interpretation:

Figure 1(d) shows the occupation of the people within our online shopping sample group. The majority of the respondents are students (66%). Whereas 26% of the sample respondents are employed, there is a small portion of housewives (6%) who completed the online survey. There is also a small fraction of self-employed individuals that comprise 2% of the sample group. The occupation data reinforces the age group data that described that young people, especially students and employed individuals, are the primary users of e-commerce. Additionally, the data suggests that housewives are also adapting to online shopping as a method of saving time and allocating time to other household tasks.

SITES FOR ONLINE SHOPPING

SITES	RESPONDENT	PERCENTAGE
Amazon	52	52%
Myntra	16	16%
Flipkart	32	32%

RESPONDENT BEHAVIOUR TOWARDS ONLINE SHOPPING

E-Commerce sites uses for online shopping



Figure 2(a)

Interpretation:

The preferences of our respondents for online shopping are illustrated in Figure 2(a). As shown, Amazon is the most selected site, with 52% of respondents indicating they like to visit this site. Flipkart is the second selected site, with 32% of respondents indicating they prefer it, while 16% of respondents prefer to shop online at Myntra. These statistics suggest that although Amazon is the leader, Flipkart and Myntra are

also used.

TIMES OF SHOPPING	RESPONDENT	PERCENTAGE
Once in a week	-	-
Once in a month	18	18%
Once in 2-3 month	36	36%
Once in a half year	20	20%
Once in a year	16	16%
As per requirement	-	-
Once in 5 year	-	-
Depends upon needs it can anytime if needs get created	-	-

How frequently respondents shop through e-commerce sites



Figure 2(b)

Interpretation:

Figure 2(b) shows how often more active online shoppers purchase. The largest group (36%) shops online about once every two to three months. Another 20%, approximately, shop online about twice a year. Then, there are the monthly shoppers who make up 18% of our respondents and the annual shoppers at 16%. The remaining percentage of respondents shopped based on their individual necessities and needs. Overall, these data suggest that online shopping is a continuing behavior for consumers and that many probably utilize it in a timely manner to grab new products.

ONLINE	RESPONDENTS	PERCENTAGE
Esasy payment	10	10%
No travel to shop	32	32%
Wide range of product	36	36%
Quality of product	18	18%
Discount	-	-
Offers	-	-

Factors that motivated respondents to buy product online

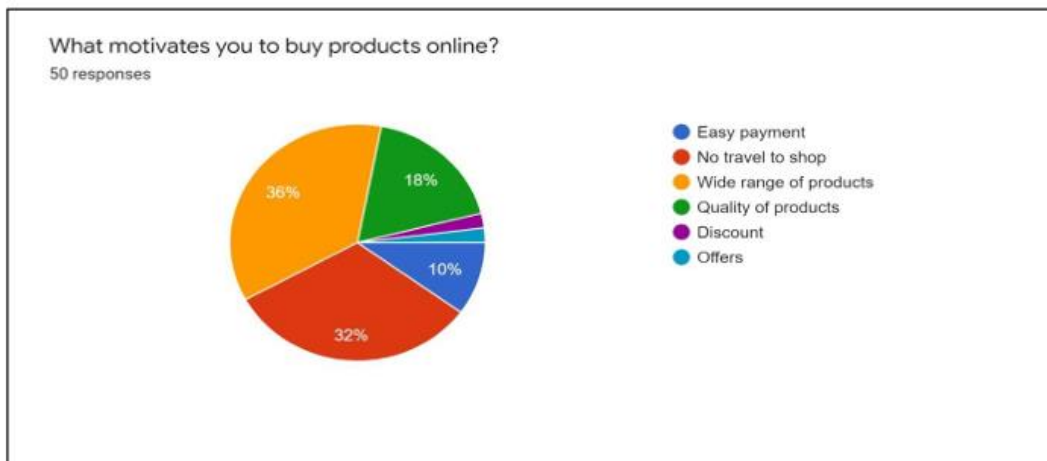


Figure 2(c)

Interpretation:

The respondents were asked to indicate the reasons they like their selected e-commerce platforms; the main responses can be seen in Figure 2(c). 36% stated variety of products as their primary reason, while 32% stated convenience of not having to leave their home to go to a brick-and-mortar shop. 18% stated quality of the products, while 10% chose easy payment options. All remaining respondents

stated online shopping because of a discount and/or offer.

PAYMENT	RESPONDENT	PERCENTAGE
Debit/Credit card	12	12%
Bank transfer	-	-
UPI	32	32%
Cash on delivery	56	56%

Respondents make their payment of online shopping through

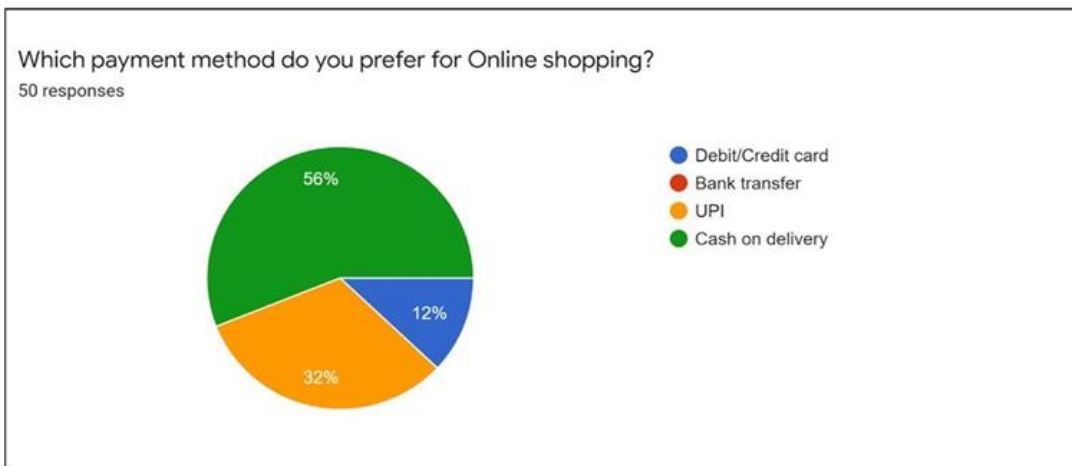


Figure 2(d)

Interpretation:

Figure 2(d) shows how respondents prefer ways to pay for their online shopping. Overall, a large number (56%) reported they liked to pay cash upon delivery. UPI was the second most popular choice at 32% followed by debit or credit card payments at 12%. This is illustrative of a preference for cash on delivery and that almost no respondents wanted to pay by bank transfer or other payment method.

Products that purchase through online shopping

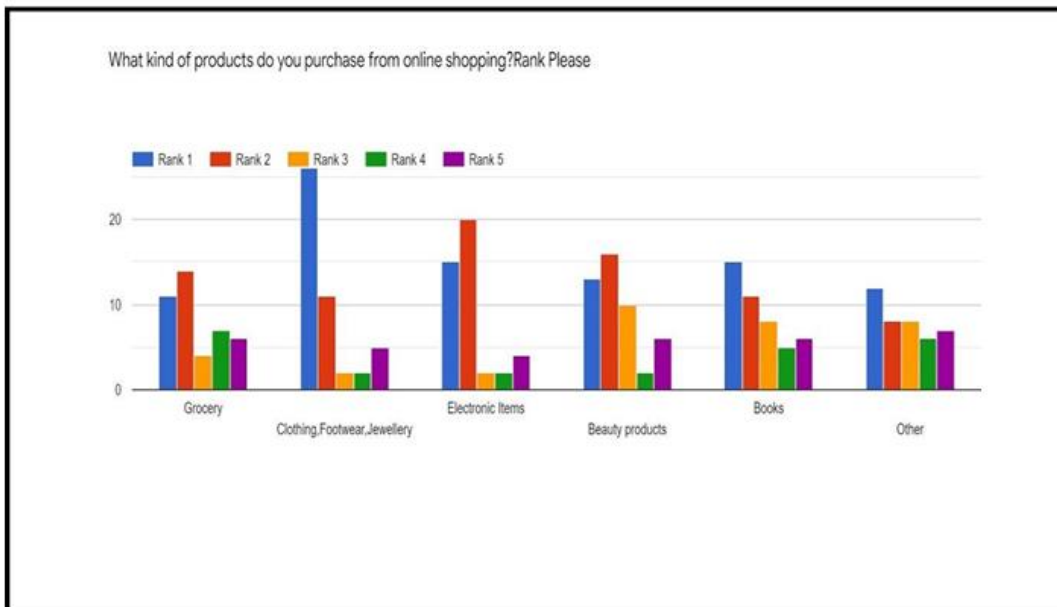


Figure 2(b)

Interpretation:

Figure 2(b) provides an analysis of the data based on a five-point scale, where respondents ranked their online purchases on a 1 to 5 scale. The items most frequently ranked as 1 (i.e., the most frequent online purchase) were clothing, footwear, and jewelry. Electronic items also scored highly as products that individuals bought via online shopping.

Factors that influenced respondents when they do online shopping

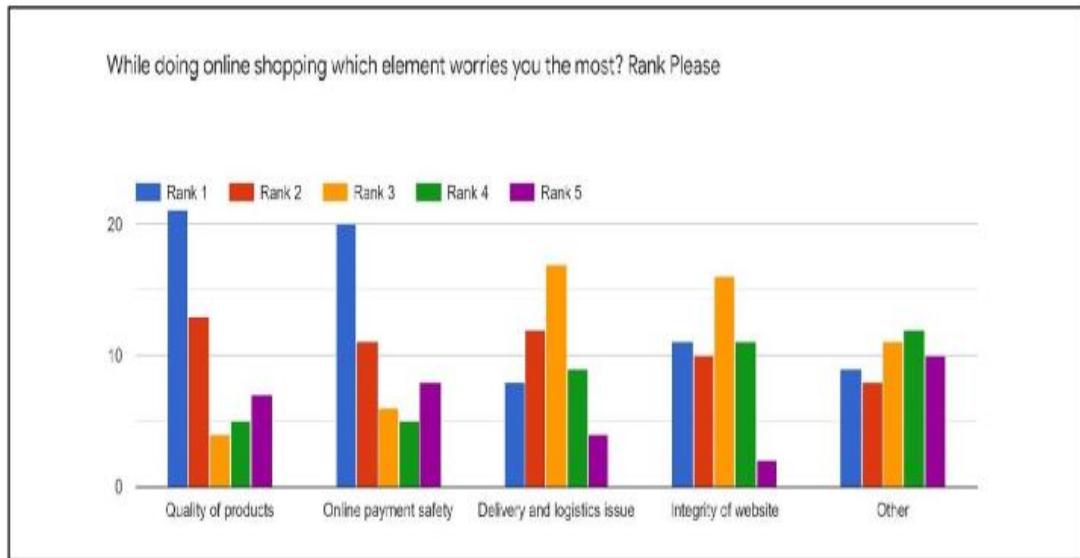


Figure 2(f)

Interpretation:

The data analysis shown in Figure 2(f) was based on a five-point Likert scale (from 1 to 5) and noted that product quality and secure online payments were major considerations for respondents when deciding to shop online.

Respondents level of agreement towards online shopping

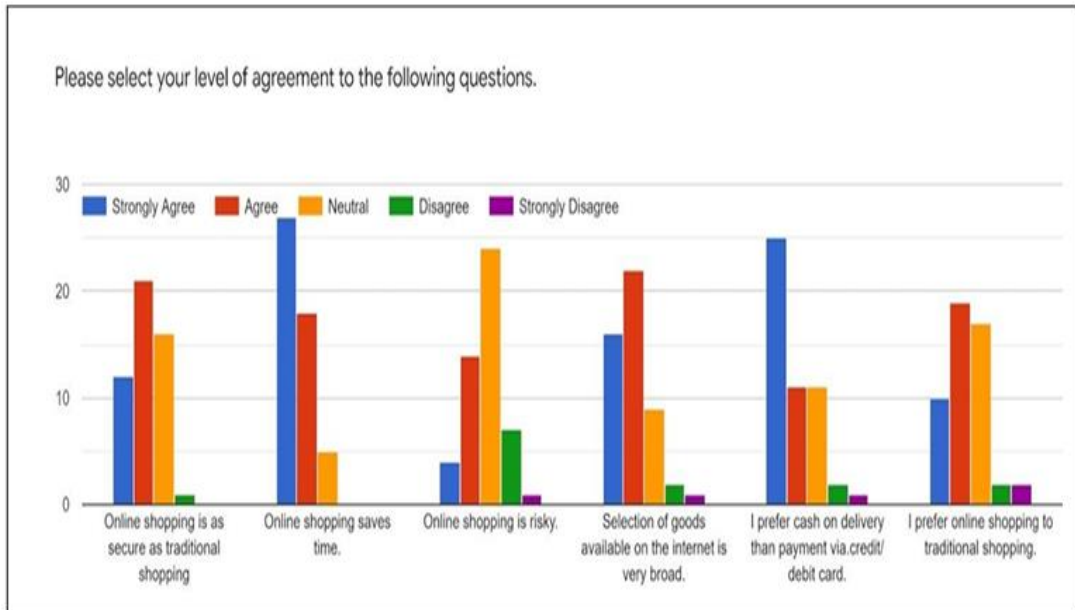


Figure 2(g)

Interpretation :

Figure 2(g) shows an analysis based on a five-point Likert scale indicating respondents' levels of agreement to various items about online shopping. The agreement indicates that respondents agree that online shopping is just as secure as shopping in-store. They strongly felt that they saved time shopping online. Respondents had a general neutral point-of-view on whether or not shopping online is at risk. They agreed that the range of goods is very broad for online shopping. Strongly majoritively, respondents strongly agreed that they prefer cash on delivery to paying online. Overall, respondents indicated a preference for online shopping over other methods.

Online site respondents visited for shopping

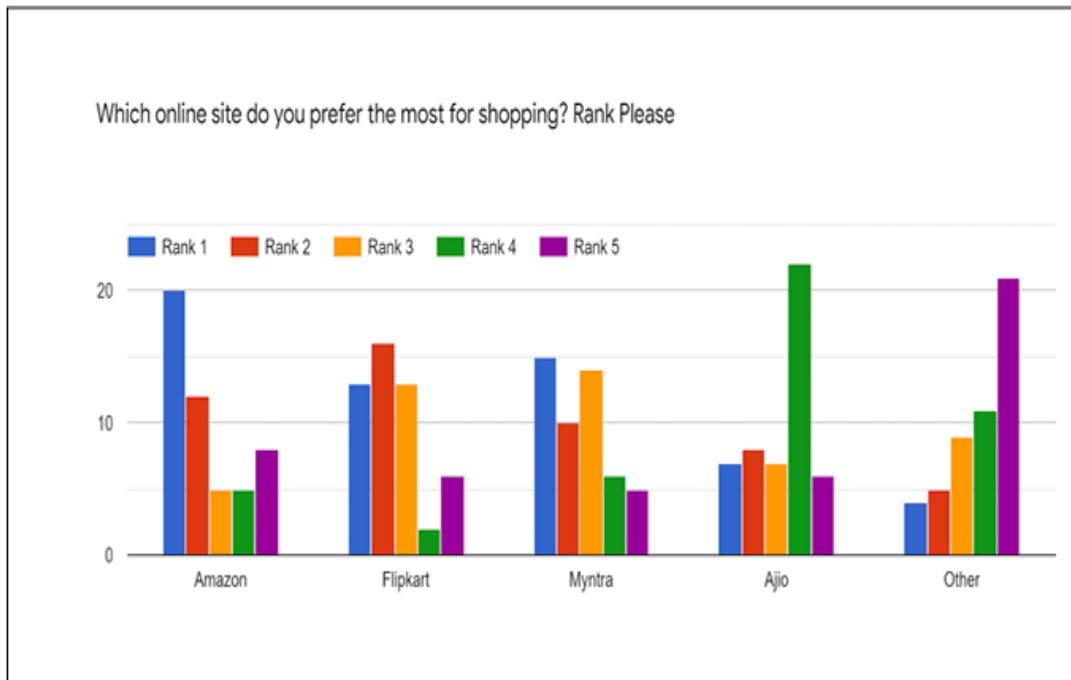


Figure 2(h)

Interpretation :

Figure 2(h) is an assessment with five-point Likert scale (1 to 5) on the preferred, online shopping platforms. The results show that Amazon is the most used site. Flipkart and Myntra also appear to be preferred platforms for online shopping. Ajo and other online retailers also show some preference among those respondents.

Factors that influenced respondents to choose online shopping over traditional shopping

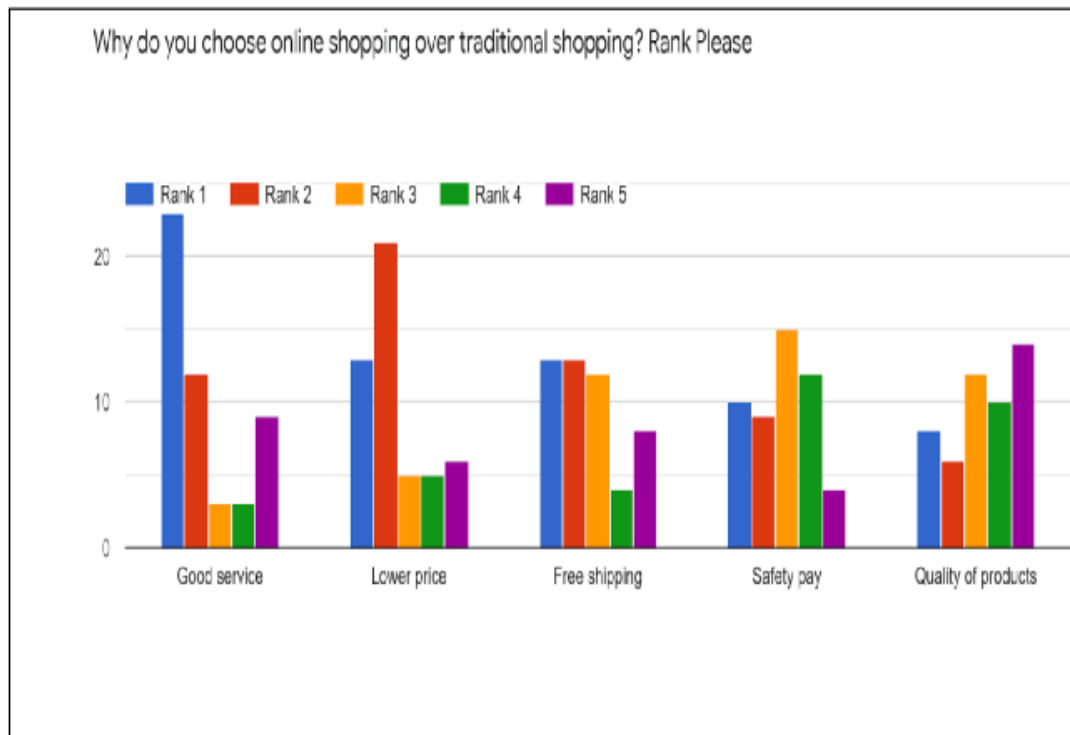


Figure 2(i)

Interpretation :

Figure 2 (i) shows the analysis with a five-point Likert scale of 1 to 5, which shows that the participants prefer online shopping compared to bricks and mortar shopping. This is likely related to having good service provided to them as well as to being drawn to cheaper prices and free and discounted shipping that are often provided by online sellers.

EXPERIENCE	RESPONDENT	PERCENTAGE
Excellent	26	26%
Good	68	68%
Fair	-	-
Poor	-	-

Respondents experience towards online shopping



Figure 2(j)

Interpretation :

Figure 2(j) demonstrates how all respondents experienced shopping online. Almost two-thirds (or 68%) of respondents had a good experience, and another 28% indicated that their experience was excellent. A small minority claimed to have had a fair experience (4%); none claimed to have a bad experience. Therefore, it can be inferred that satisfaction was high with e-commerce websites in general, as almost all users had a positive or outstanding experience with online shopping.

SATISFACTION	RESPONDENT	PERCENTAGE
Yes	80	80%
No	-	-
Maybe	16	16%

Respondents satisfaction towards online shopping

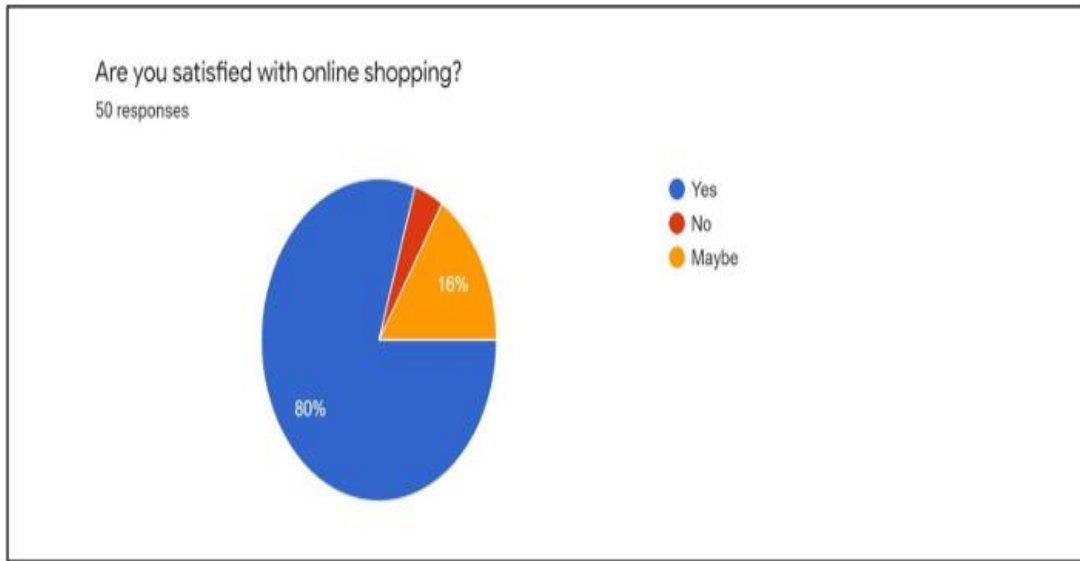


Figure 2(k)

Interpretation :

Figure 2(k) indicates the satisfaction levels of respondents with online shopping. Most of the respondents (80%) were satisfied. Also, 16% of respondents stated they were somewhat satisfied, and only 4% of respondents indicated they were dissatisfied. Thus, it can be seen that there was a high overall satisfaction level with online shopping among respondents.

HYPOTHESIS TESTING (REGRESSION)

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.142857143
R Square	0.020408163
Adjusted R Square	-0.142857143
Standard Error	0.377964473
Observations	8

ANOVA

	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	0.017857143	0.017857	0.125	0.73576486
Residual	6	0.857142857	0.142857		
Total	7	0.875			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>
Intercept	1	0.377964473	2.645751	0.038245	0.075154252
privacy concern, trust, payment security	-0.142857143	0.404061018	-0.35355	0.735765	-1.131558836

Since the p-value is greater than $p \geq 0.05$: it does **not** have a significant impact. It means it fail to reject the null hypothesis.

4.2 FINDINGS

- Remorse from returns and exchanges can hamper online shoppers future purchases. The hassle of returning or exchanging items, often requiring time and effort can often slow people on any future purchases online.

- Online shoppers shopping for branded clothing, typically feel comfortable with the information provided about the material, size and fit.

The specific details provided for branded items people often regard as accurate information.

- People buy all sorts of other items online, and a full delivery date timeframe is not commonly known. This shows there is a broader range of online purchases with undefined or vague delivery timelines.

- Based on our data a large number of online shoppers are typically comfortable spending =between ₹1,000 and ₹5,000 on their online purchases monthly. it's a good range of spending behaviour for a massive portion of the online consumers considered.

- Amazon seems to be the most preferred online shop, with Flipkart and Myntra also being popular. This confirms their market share, and the popularity of certain e-commerce sites.

- Online shoppers often favor buying products that are pre-packaged. This includes categories of items such as groceries, durable products (such as home décor), and apparel suggesting an inclination to choose a product that is sealed or finished from an online store.

4.3 SUGGESTION AND RECOMMENDATION

- With India's enormous population, the opportunities for online shopping in every corner of the country appears immense. The size of the Indian market indicates that e-commerce potentially may offer widespread accessibility.
- While internet usage has increased rapidly in India, there is still a very long way to go in terms of awareness and using online shopping when we consider the whole population. Even if lots of people are getting online because of the internet, many more have yet to fully embrace online purchasing.
- Indian customers largely prefer to pay for their purchases after receiving the product, and can feel uncertain about advance payments via many online methods. This expresses a need for cash-on-delivery or payment after satisfaction.
- For many shoppers in India, there are ongoing concerns that the product they receive may not be the same or what they have expected from the online identification description. The barrier of receiving the correct and satisfactory item is still very large.
- Many companies impose delivery fees when purchases are below a certain amount but this can make the difference for some shoppers. Ideally, arrangements should be in place to reduce delivery fees significantly especially in the larger metropolitan urban centre. Reducing delivery charges particularly in urban areas can encourage online shopping. A significant challenge for online businesses in India is that many customers still value the tactile experience of physically examining a product before buying it. This preference for a "touch and feel" aspect presents a hurdle for purely online sales.
- Increasing broadband internet access deeper into rural India's environment could provide a significant new customer base for online purchasing marketplaces. rural broadband will bring online commerce to a much wider audience.
- The security of the online transaction facilitation and protection of document information is one of the most important concerns of Indians when shopping online. Trust can only be obtained by building a secure process so persons have confidence in their online purchasing.

Thus, online enterprises enhance relationships with Indian consumers by:

- Guarantees on product options.
- On-time and appropriate delivery.
- Attractive special offers.
- Continually improving technology infrastructure in order to secure and provide better seamless process.

4.4 IMPLICATIONS OF THE STUDY

This research has provided an opportunity to gain greater insights into how consumers perceive online shopping, emphasizing areas of: trust, convenience, price competitiveness and consumer experience. This research can also provide a useful guide for online retailers, digital marketing entities and government policy makers with a focus on customer satisfaction and retention.

In practical terms, it is apparent that improving elements such as navigation, security within payment systems and fair pricing can help build consumer trust and ultimately influence a consumer's desire to purchase. Furthermore, the research provides insight into the differences in perception across consumer groups relative to age, income level and education level. This can help inform marketing practices and develop more personalized approaches. From an academic perspective, the results align with existing studies and knowledge about consumers' perceived risk and trust, collectively in an online environment, and provide evidence within an online marketplace.

4.5 SCOPE FOR FUTURE RESEARCH

Although this study covers a number of key areas of a consumer's perceptions in online shopping, there are many opportunities for development in this area:

- **Tracking Changes Over Time:** Future research would have applied a longitudinal approach which measures perceptions over time as digital technologies and shopping habits are changing.
- **Cultural and Regional Differences:** A comparative study between consumers in a few countries or cultural backgrounds would provide more universal generational insights into what drives preferences for online shopping.
- **Brand and Platform Specific Research:** The study could have also examined how consumers perceive specific eCommerce platforms (e.g., Amazon, Flipkart, eBay) and provide objective feedback that the company can leverage to improve its offerings to consumers.
- **Acceptance of New Technologies in E-Commerce:** As more Artificial Intelligence, Virtual Assistants, Augmented reality tools etc., are implemented into eCommerce which provide consumers with a greater purchasing experience, future studies could compare acceptance of these technologies and how they subsequently impact customer perceptions and behaviours.
- **Experiences and Behaviour post Purchase:** Future studies could also explore how aspects of the post purchase experience including: delivery times, return process and customer support etc., impact whether a consumer returns to shop at.
- **Behaviour and Psychological Factors:** Finally, it would be interesting to view some of these findings through a psychological or behavioural finance lens with a view to uncover any preconceived biases or emotional factors that might underpin why and how people conduct themselves behaviourally when they shop online.

CHAPTER 5: CONCLUSION

CONCLUSION

In this time of fast motion, there is an increasing need that people want to satisfy on their own terms, and satisfy quickly. In a world that is changing rapidly, people want what they want, at their doorstep, in their time frame.

Shopping is no exception to this change as people have become busier and have less time to experience traditional retail. With the advent of online shopping taking over traditional retail, it seems like there is no turning back. As the internet becomes even more usable and accessible, online shopping continues to rise and offers a convenient and comfortable means for consumers of all ages, demographic, and busy schedules to get the things they need in their own ways.

Now, marketers must really consider what makes consumers tick in a non-traditional marketplace. Online shopping allows customers to browse and explore an endless array of products from wherever they are without having to travel to a brick and mortar store and at the same time have those products delivered to their door.

The recent pandemic has made online shopping even more appealing for people. Now consumers can safely and confidently receive products they need at their own convenience while in the comfort of their living rooms. Many online enablers have embraced technology or AI in a way that reminds customers just how easy it is to find what they want. The continued use of technology has made the preferred alternative of online shopping possible for consumers and as they demanded, more of a convenient lifestyle.

The form of online shopping allow potential for fraud and privacy violations. Personal data can become susceptible to manipulations. This is why technology and security measures are so important, and they continue to evolve.

As mentioned, website designers and application developers are focused on building strong cyber securities, and clear privacy policies. Both of these efforts are extremely important in helping customers trust the service and continue their engagement with online shopping.

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Websites:-

- www.wikipedia.org
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- www.ijrar.org
- www.google.co.in

ANNEXURE

Your Name *

Short answer text

Gender *

1. Female
2. Male

Which Age group you belong? * ⋮

Under 20

21-30

31-40

41-50

Above 50

Education *

Undergraduate

Graduate

Post Graduate

Other...

Occupation *

Business

Employed

Student

Housewife

Other...

Which site do you use for online shopping? *

- Amazon
- Myntra
- Flipkart
- Other...

How many times do you shop online? *

- Once in a week
- Once in a month
- Once in 2-3 month
- Once in a half year
- Once in a year
- Other...

What motivates you to buy products online? *

- Easy payment
- No travel to shop
- Wide range of products
- Quality of products
- Other...

Which payment method do you prefer for Online shopping? *

- Debit/Credit card
- Bank transfer
- UPI
- Cash on delivery
- Other...

What kind of products do you purchase from online shopping? Rank Please *

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Grocery	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clothing, Footw...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Electronic Items	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beauty products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Books	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

While doing online shopping which element worries you the most? Rank Please *

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Quality of prod...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online payment...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Delivery and log...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integrity of web...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please select your level of agreement to the following questions. *

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagr...
Online shoppin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online shoppin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online shoppin...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Selection of go...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer cash on...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I prefer online s...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Which online site do you prefer the most for shopping? Rank Please *

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Amazon	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flipkart	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Myntra	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ajio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Why do you choose online shopping over traditional shopping? Rank Please *

	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5
Good service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lower price	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Free shipping	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety pay	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quality of prod...	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rate your overall online shopping experience? *

- Excellent
- Good
- Fair
- Poor

Are you satisfied with online shopping? *

- Yes
- No
- Maybe

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