A
PROJECT REPORT ON
"CONSUMER PERCEPTIONS ON ONLINE SHOPPING"

Palamuru University

This Project Report Submitted in partial fulfillment of the requirement for the award of the Degree of BACHELOR OF COMMERCE

2020-2023

SUBMITTED BY:

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Under the Guidance of

Mrs. G.VANITHA,

(Lecturer in Computer Applications)

Dr. BR.BRR GOVT. DEGREE COLLEGE

Jadcherla, Mahabubnagar

DEPARTMENT OF COMMERECE

CERTIFICATE

This is to certify that this project work entitled
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Of Dr. BRR Govt. Degree College, Jadcherla, Mahabubnagar partial fulfillment of the requirement for the award of the degree of Bachelor of Commerce, Palamuru University. This project has not been submitted to any other University or institution for award of any Degree UG B.Com/Certificate.

Principle

PRINCIPAL,
Dr. BRR .... egree College
JADCHERLA

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(Dr. K Manjula)
Head Of The Department

H O D
Commerce
Dr.BRR GDC,Jadcherla

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EXTERNAL EXAMINER   **INTERNAL EXAMINER**

ACKNOWLEDGEMENT

We express our deep sense of gratitude to my guidance **Mrs. G. VANITHA, Lecturer in Computer Applications,** for providing valuable guidance in the preparationof this project report and encouraging us from time to time.

We would like to thank all my faculty members for their guidance and keen interest in preparation of my project report.

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We would like to thank my friends **KUMAR, RAGHAVENDER, PAVAN** fortheir help, co-operation.

At last, we would like to thank my family members and all my class matesfor the help and co-operation extended in this endeavor of us.

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DECLARATION

We hereby declare that the project report on "**CONSUMER PERCEPTIONS ON ONLINE SHOPPING"** has been submitted under the guidance of Mrs. **G. VANITHA,** Lecturer In Department of Commerce, **DR.BRR GOVT. DEGREE COLLEGE, JADCHERLA, MAHABUBNAGAR.**

 We further declare that it is an original work done as a part of my academiccourse and has not been submitted elsewhere. The observations and conclusions written in this report are based on the data collected by us while preparing this report.

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ABSTRACT

Online shopping is a form of electronic commerce which allows consumers to directly buy goods from a seller over the internet using android phone. This project deals with developing an e-commerce website for online different types of projects. It provides the user with a catalog of different types of products available for purchase in the store.

The online shopping project has been developed to allow business grows larger and faster. This site will let consumer to view and order products online from any part of the world. The site sells different types of. Under this website many products and services can be ordered. The online shopping application is designed from a user point of view. The user friendly design helps the users in accomplishing their task with ease. Attempts have been made to keep the design simple and understandable. The screens were designed in XML and the business logic was written in Java. The total lines of code written in this application are Java, xml.

Modules:

 ➢ Login
 ➢ Select category
 ➢ View products
 ➢ Purchasing

Successive items selected for purchase are placed into the virtual shopping cart may be examined at any time, and their contents can be edited or deleted at the option of the customer. Once the customer decides to submit a purchase order, the customer may print the contents of the virtual shopping basket in order to obtain copy record of the transaction.

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CHAPTER-I

INTRODUCTION

INTRODUCTION:

Online shopping is part of every day's life. Some get the necessities from shopping, others get something more. It is viewed as a way to release the stress, a way to complete some desire in the mind, or a way to add some flavor to the mechanical way of life. Shopping is probably one of the oldest terms used to talk about what we have all been doing over the years. Then again, in ancient times, the terms that would have been used would be 'trading' or 'bartering' and probably even 'market.' So what has traditional shopping have to offer now that the internethas opened up a wider and more enticing market to the current consumers.

In general, there are two types of shopping: traditional shopping and on-line shopping.Both of them have some merits and shortages respectively. Nowadays, more and more people would go shopping via Internet, thanks to the prevalence of the computer. Clicking in one word, thousands of items will come out on the screen based on choice. No needto wade across a long road and nudge through hustling crowds to get a pair of fancy shoes.

In addition to this tremendous growth of internet technology and electronic commerce provides a unique opportunity to consumers to shop online by accessing the personal computer system or mobile phones. Online shopping or e-shopping is a type of e-commerce platform which allows the consumers to buy goods or services using internet. It is also named as e-shop, online store, web-store and virtual shop. It has opened the doors to a consumer and entrepreneurs to enter into the new electronic business world. Consumers are now using the online shops to make purchase of goods and services in a convenient way. However, some consumers are not participating in online shopping due to lack of knowledge or experience of some problems occurred during online shopping.

Electronic commerce draws on technologies such as mobile commerce, supply chain management, online transaction processing, electronic data interchange, inventory management system, electronic fund transfer etc. E-commerce may take up some of the subsequent facilities such as B2B electronic data inter change, provide direct retail sale and marketing to customer, employ in launching of new products and services etc

ONLINE SHOPPING:

In 1979 English inventor and entrepreneur Michael Aldrich Offsite Link invented online shopping, or teleshopping, to enable online transaction processing between consumers and businesses, or from business to business. Aldrich's technique later became known as e-commerce Offsite Link; it did not become economically viable until the Internet.

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Alternative names are e-web-store, e-shop, e-store, internet shop, web-shop, web-store, online sort, virtual store etc.

Simply put, it is any form of sale that is done over the internet. Shopping has certainly gottena new definition since the arrival of the internet. Because of what the internet has to offer, thatis, person or company from any part of the world who is able to post and sell goods on the viaa website is able to sell. What's more, any consumer does not have to worry about havingto find means to exchange monetary paper because not just online banking is made the consumer is given the option to pay through different payment methods.

These days, it is even easier to find the most difficult of all products, by easily typing in the product or item that a customer is looking for. No worry about the location because logistic companies are also joining the bandwagon, so to speak, and helps in making sure that their products would be available to any and all destinations in the world. In fact, there are more and more advantages and benefits to online shopping and why people choose to do this type of shopping over traditional shopping.

Globally more than 627 million people have done online shopping so far, World's biggest online shoppers include Germans and British. Books, airline tickets/reservations clothing/shoes, videos/games and other electronic products are the most popular items purchased on the internet. The emergence of the internet has created opportunities for firms to stay competitive by providing customers with a convenient, faster and cheaper way to make purchases (ACNielsen Report on Global Consumer Attitudes towards Online Shopping, 2007).The number of digital buyers across the country was estimated to be approximately 289.1 million in 2021. The figure suggests that almost 71 percent of internet users in the region will have purchased products online for the mentioned time period.
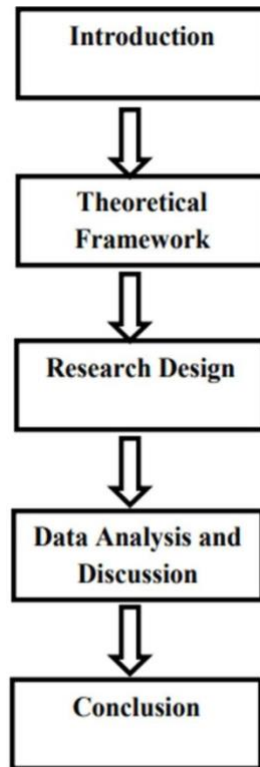
Objectives of the Study:

- To know the consumers perception towards online shopping.
- To know the type of products purchased by consumers through online shopping.
- To know the stimuli this contributes for buying behavior of consumers.
- To find out the various issues, if any, faced by the consumer in online shopping.
- To study the relationship between various demographic variables and consumers' attitude towards online shopping.
- To identify the factors influencing consumer to buy online.
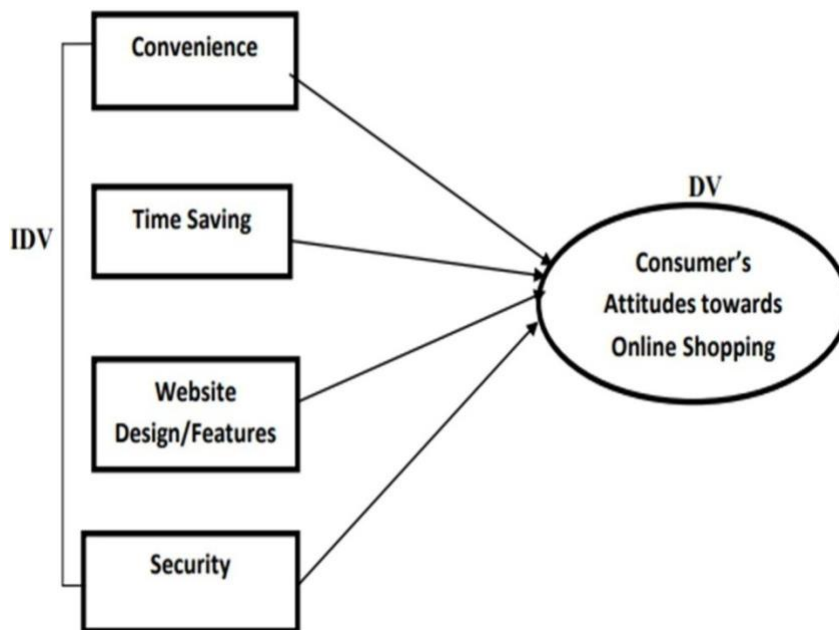
Consumer buying behavior process:

Consumer decision process carries five stages, starting with Problem recognition and following Information search, Evaluation of alternatives Purchase decision and finally Post Purchase behavior. Problem recognition starts with the perception of need and moves towards information search where consumer uses internal and external sources to analyse given information and use that information in the next step of evaluation of alternatives.

RESEARCH OUTLINE:

```
┌─────────────────┐
│  Introduction   │
└─────────────────┘
         ⇓
┌─────────────────┐
│   Theoretical   │
│    Framework    │
└─────────────────┘
         ⇓
┌─────────────────┐
│ Research Design │
└─────────────────┘
         ⇓
┌─────────────────┐
│ Data Analysis and│
│   Discussion    │
└─────────────────┘
         ⇓
┌─────────────────┐
│   Conclusion    │
└─────────────────┘
```

RESEARCH MODEL:

```
                                              DV
┌──────────────┐
│ Convenience  │─────────┐
└──────────────┘          ╲
                           ╲
┌──────────────┐            ╲      ╭─────────────────╮
│ Time Saving  │─────────────→     │   Consumer's    │
└──────────────┘            ╱      │ Attitudes towards│
IDV                        ╱       │ Online Shopping  │
┌──────────────┐          ╱        ╰─────────────────╯
│   Website    │─────────→
│Design/Features│
└──────────────┘        ╱
                       ╱
┌──────────────┐      ╱
│   Security   │─────╯
└──────────────┘
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RESEARCH METHOD:

Our research regarding Consumer's attitude towards online shopping is a descriptive as well as survey research because we just want to draw a picture of our topic as what are the factors that influence consumers to shop online. In general, two types of research methods are being used quantitative and qualitative. We would like to go for quantitative method in our research as it is a precise way. Quantitative research can be faster as compare to qualitative as it is possible to forecast the time schedule, whereas qualitative can be relatively long in duration. Research normally done for academic reasons are limited to time as our research is also being done for academic purpose and is time limited so that is why we are going to prefer quantitative approach.

PROBLEM DEFINATION:

"An increasing number and variety of firms and organizations are exploiting and creating business opportunities on the Internet", Liao and Cheung (2000:299). Above mention statistics indicate the rapid growth in the field of virtual shopping. With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to shop online. Fierce competitions among online sellers have forced them to gain the competitive edge in the field of virtual shopping.

In order to gain competitive edge in the market, marketers need to know the consumer behavior in the field of online shopping. So, it is important to analyses and identify the factors which influence consumers to shop online in order to capture the demands of consumers. Other than the factors which influence consumers to shop online, online shopper's demography in terms of Age, gender, income and education is equally important to define their strategies accordingly. As online shopping is a new medium so the consumer behavior in the field of online shopping is also pretty diverse in nature compare to traditional consumer behavior, so it is equally important for one to identify what factors influence consumers to shop online. In order to reach towards purchase decision, it consists of several factors which influence consumers to shop online. These factors are important for retailers to compete in the market and to make their product more compatible.

REVIEW OF LITERATURE:

The studies on consumer's perception on online shopping and other rented topic in the Indian context are limited as the online shopping has entered into the market only a few years only. The literatures so far reviewed relates to the studies conducted outside India especially in the United States where the online shopping is a big hit. As taken the case of Indian scenario where the online shopping has just entered into the market and already it has climbing the ladder. Though there are certain literature reviews by the context of Indian consumers.

Benedict et al (2001) study reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Peterson et al. (1997) commented that it is an early stage in Internet development in terms of building an appropriate dedicated model of consumer buying behavior. Decision sequences will be influenced by the starting point of the consumer, the relevant market structures and the characteristics of the product in question. Consumers' attitude towards online shopping is a prominent factor affecting actual buying behavior.

Bhatt, A. (2014) has studied the attitude of consumers towards e-shopping based on consumer's behavior, beliefs, preferences, and opinions also studied the pattern of Online shopping. The study has concluded that online shopping gaining more popularity among people, especially in the younger generation.

S. Sahney et al. (2008) look into the various aspects of online shopping in the modern-day environment and to identify those factors that affect the development of attitude towards online shopping and also identify consumer's requirements concerning online shopping web sites. This stud y is logical, descriptive and diagnosis, it reaches the logical conclusion that whatthe consumer's expectations related to online shopping.

CHAPTER-II

COMPANY PROFILE

AMAZON.COM:

Amazon.com: It is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It has been referred to as "one of the most influential economic and cultural forces in the world", and is one of the world's most valuable brands. It is one of the Big Five American information technology companies, alongside Alphabet, Apple, Meta, and Microsoft.


The Amazon Spheres, part of the Amazon headquarters in Seattle, U.S.

Amazon was founded by Jeff Bozos from his garage in Bellevue, Washington, on July 5, 1994. Initially an online marketplace for books, it has expanded into a multitude of product categories: a strategy that has earned it the moniker The Everything Store. It has multiple subsidiaries including Amazon Web Services (cloud computing), Zoox (autonomous vehicles), Kuiper Systems (satellite Internet), Amazon Lab126 (computer hardware R&D). Its other subsidiaries include Ring, Twitch, IMDB, and Whole Foods Market. Its acquisition of Whole Foods in August 2017 for US$13.4 billion substantially increased its footprint as a physical retailer.

FLIPKART.COM:

Flipkart is an Indian e-commerce company, headquartered in Bangalore, Karnataka, India, and incorporated in Singapore as a private limited company. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

Flipkart Private Limited
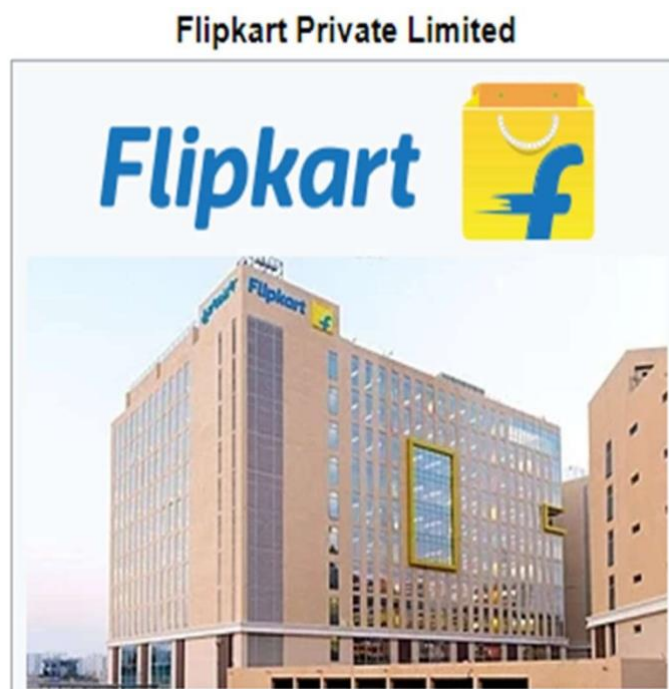
Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, alumni of the IIT, Delhi and former Amazon employees. The company initially focused on online book sales with country-wide shipping. Flipkart slowly grew in prominence and was receiving 100 orders per day by 2008.In 2010, Flipkart acquired the Bangalore-based social book discovery service we read from Lulu.com.

The above logo is used from 2007 - 2015

MYNTRA.COM:

Myntra is a major Indian fashion e-commerce company headquartered in Bangalore, Karnataka, India. The company was founded in 2007 to sell personalized gift items. In May 2014, Myntra.com was acquired by Flipkart.

Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena; Myntra sold on-demand personalized gift items. It mainly operated on the B2B (business-to-business) model during its initial years. Between 2007 and 2010, the site allowed customers to personalize products such as T-shirts, mugs, mouse pads, and others.

In 2011, Myntra began selling fashion and lifestyle products and moved away from personalization. By 2012 Myntra offered products from 350 Indian and International brands. The website launched the brands Fastrack Watches and Being Human. In 2014, Myntra's portfolio included about 150000 products of over 1000 brands, with a distribution area of around 9000 pin codes in India. In 2015, Ananth Narayanan became the chief executive officer of Myntra.

SNAPDEAL.COM:

Snapdeal is an Indian e-commerce company, based in New Delhi, India. The company was founded in February 2010 by Kunal Bahl and Rohit Bansal, alumni of The Wharton School and Indian Institute of Technology Delhi respectively.

Snapdeal was founded on 4 February 2010 as a daily deals platform, and expanded in September 2011 to become an online marketplace. Snapdeal has grown to become one of the largest online marketplaces in India. Snapdeal's focus is on the value ecommerce segment - a market that is three times larger than the size of the branded goods market.

Sellers on Snapdeal offer good quality (local / regional / seller branded) `merchandise, that offers customers value-for-money options, similar to what would sell in local markets and high streets in a city. Fashion, home and general merchandise account for a majority of the products sold by more than 500,000 independent sellers on Snapdeal platform. Buyers from more than 3,700 towns across India accounting for 92% of India's total 4,000 towns and cities shop on Snapdeal.

MEESHO.COM:

Meesho is an Indian e-commerce company, headquartered in Bangalore, India. It was founded by IIT Delhi graduates Vidit Aatrey and Sanjeev Barnwal in December 2015. It provides an online platform for small businesses to sell their products to consumers as well as resellers who can resell the products via social channels such as WhatsApp, Facebook and Instagram.

Meesho was one of the three Indian companies to be selected for Y Combinator in 2016. It was also a part of the first batch of Google Launch pad - Solve for India program. Meesho was reported to be India's most downloaded app on Play Store for July 2021.

In mid-2015, @ created FashNear, a hyper local fashion discovery and commerce app. By end 2015, they pivoted to Meesho, short for "meri eshop" (My E-Shop), an app that enabled physical stores to take their inventory online and sell through social channels. Shortly afterwards, Meesho pivoted again, morphing into India's first online distribution channel for long tail products, providing opportunity for individual resellers to sell these products on Facebook, Instagram and other social networks.

CHAPTER-III

DATA ANALYSIS & INTERPRETATION

DATA COLLECTION:

When it comes to data collection there are two methods in general used by researchers to collect data, primary and secondary method. If we talk about primary data it includes observation method, Interview/ questionnaire method, case study method, projective techniques and sociometry. Whereas, secondary data is one which is already collected by some other researcher not for the reason for particular study or research. We would like to go for primary data collection method that will include questionnaire from consumers as what are the factors that influence consumers to purchase online. As our study covers some of Telangana State online shoppers so we feel it would be easy for us to distribute the questionnaire and then analyses the situation. As our respondents are geographically scattered and use of questionnaire may be the only choice of data collection as if respondents are geographically scattered.

SAMPLING:

In general, there are two types of sampling techniques probability sampling and non-probability sampling. In Probability sample there is a nonzero equal chance for each population element to be selected. There are four types of probability sampling are simple random sample, systematic sample, stratified random sampling and multi stage cluster sampling. Whereas, in non-probability sampling there is no random sampling. There are three types of no probability sampling i.e. Convenience Sampling, snowball sampling and quota sampling. Convenience sample is one that is conveniently available to the researcher with its goodness of accessibility. The problematic facet of this type of non-probability sampling is that it is impracticable to generalize the results but at the same time in words convenience sampling more remarkable role than supposed. In business and management field this technique is more worthy as compare to sample based on probability sampling. By keeping in view, the limitations of time,resources and population writers have decided to apply convenience sampling technique for the purpose of collecting empirical material. As time and resources are one the constraints faced by the researcher's convenience sampling is helpful, and it seemed suitable for our research purpose as we are unaware of the online shoppers in Telangana state and besides this, we could not get the list of online shoppers as it was difficult to get the list from any kind of administration of Telangana state so we decided not to draw a random sample. We have decidedto distribute our questionnaire among the online shoppers in Telangana state, so convenience sampling would be helpful for the writers to approach the respondents and collect the data on time and also to avoid low response rate, as we are expecting at least 100% response rate.

Data Analysis:

Gender

118 responses

- ● Male
- ● Female

31.4%

68.6%
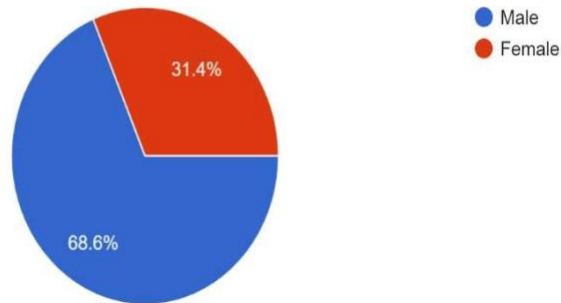
INTERPRETATION:

According to demography profile, 68.6% respondents are male and 31.4% respondents are female. Total respondents are 118. At the time of survey comparatively higher number of females said that they don't have shopping experience through online. So, according to the survey result it is clear that males respondents are more interested to shop online than female
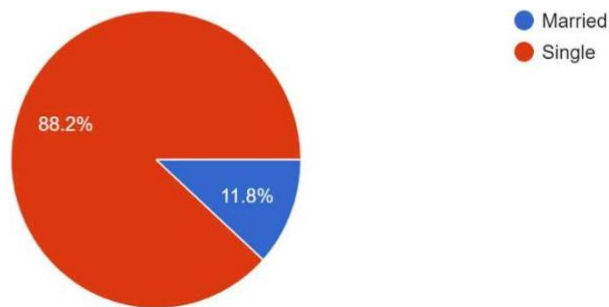
Age

119 responses

- ● Below 18
- ● 18 - 25
- ● 25-35
- ● 35-50
- ● Above 50

86.6%
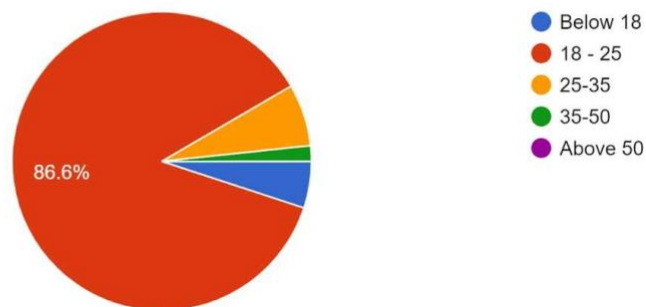
INTERPRETATION:

On given of pie chart out of 119 responses. 86.6% of people are 18-25 responded, 5.4% of people are responded to 25-35 age, below 18 of people responded to 5%, and 35-50 age persons are responded 3%, and above 50 age people are not responded.

Marital Status
119 responses

- 🔵 Married
- 🔴 Single

88.2%

11.8%

INTERPRETATION:

As per my analysis of above given pie chart out of 119 responses 88.2% of people are single, and 11.8% of people are married.

Education Level
119 responses

- 🔵 High School
- 🔴 Bachelors
- 🟠 Masters
- 🟢 Phd
- 🟣 Degree
- 🔵 Ug
- 🩷 AGBSC
- 🟢 Bsc

🔼 1/2 🔽

68.1%

12.6%
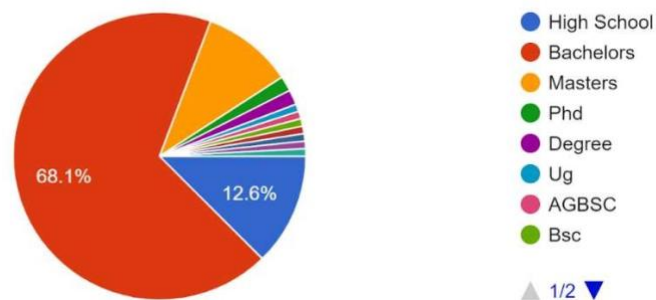
INTERPRETATION:

As above data of my analysis of pie chart 68.1% of people are bachelors, and some of the others are from different streams and they got somewhat of the equal percentages for all. In this the bachelors are in more numbers when we compare to other streams.

Have you ever purchased goods on online ?
119 responses

- Yes
- No

94.1%
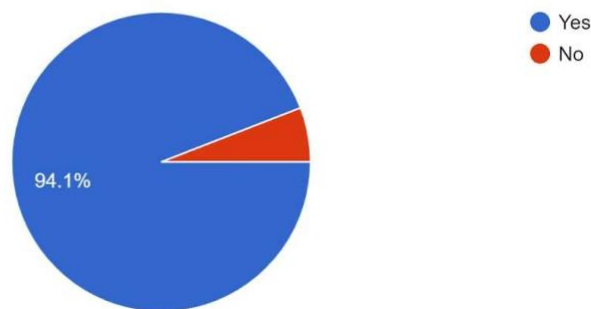
INTERPRETATION:

On above analysis of given data of pie chart out of 119 responses 94.1% people said yes & 5.9% of people said no. So in this analysis the more people prefer to buy the goods ononline, because the people of this generation are not showing interest to buy the products in themode of offline.
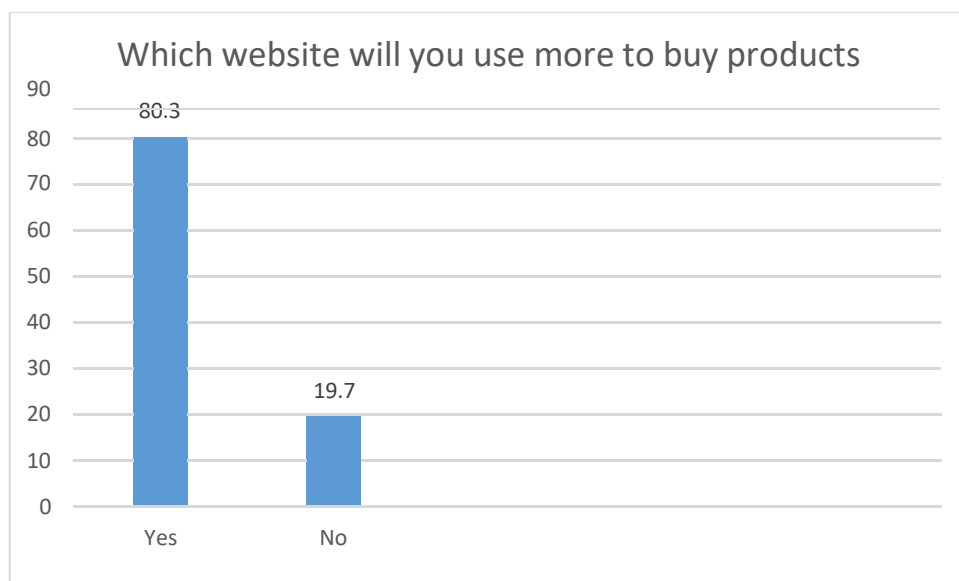
INTERPRETATION:

Out of 119 respondents 44.5% of people said that they use the Amazon.com to purchase the products.36.1% of people use Flipkart.com and 12.6% of people use Meesho.com. The least number of websites accessed by the respondents are purchased on Myntra.com & Snapdeal.com is in very meager.

Does Online Shopping takes less time to purchase ?
118 responses

- Yes
- No
- Sometimes it's difficult

83.1%
16.1%
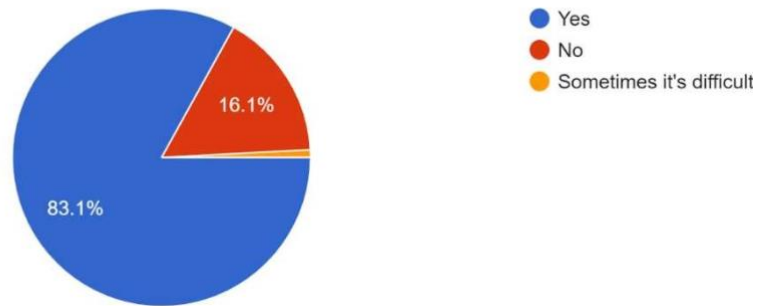
INTERPRETATION:

As per analysis of above given data of pie chart out of 118 responses 83.1% people said yes it takes less time to purchase and only 16.1% people said no it takes long time to purchase.

Which type of goods would you prefer more on online?
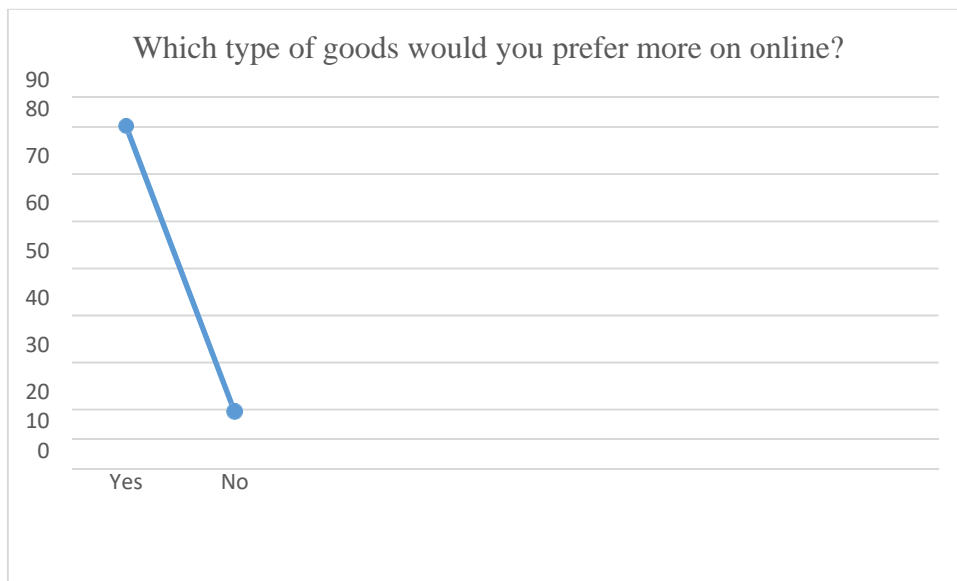
INTERPRETATION:

As per my analysis of above given data of line diagram out of 119 responses 47.9% people said they can buy cloths and 24.4% people said they prefer electronics and only 17.6% people said they prefer mobiles.

Would you buy goods through rating?
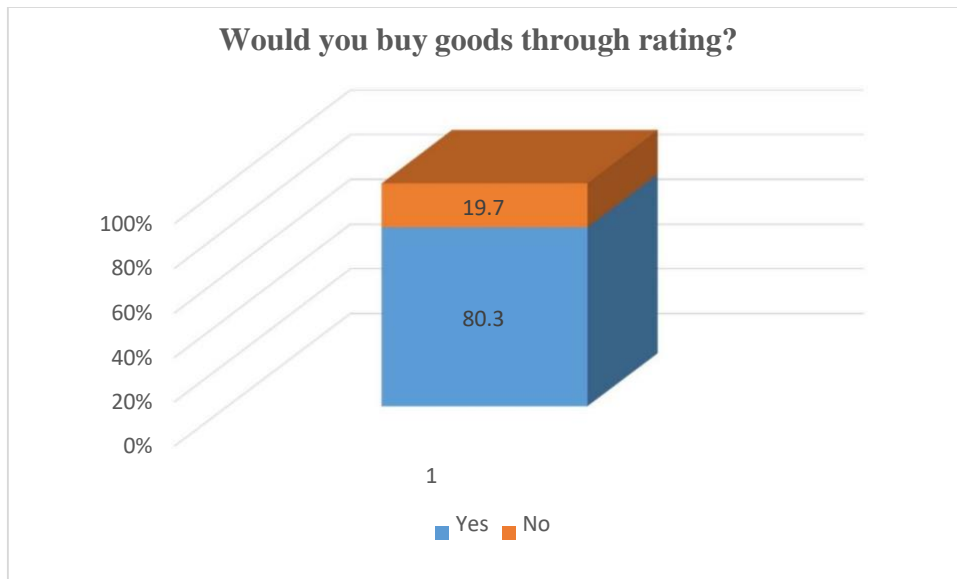
INTERPRETATION:

On above given data of bar diagram out of 116 responses 80.2% people said they buy goods through rating and only 19.8% people said no they cannot buy goods through rating .
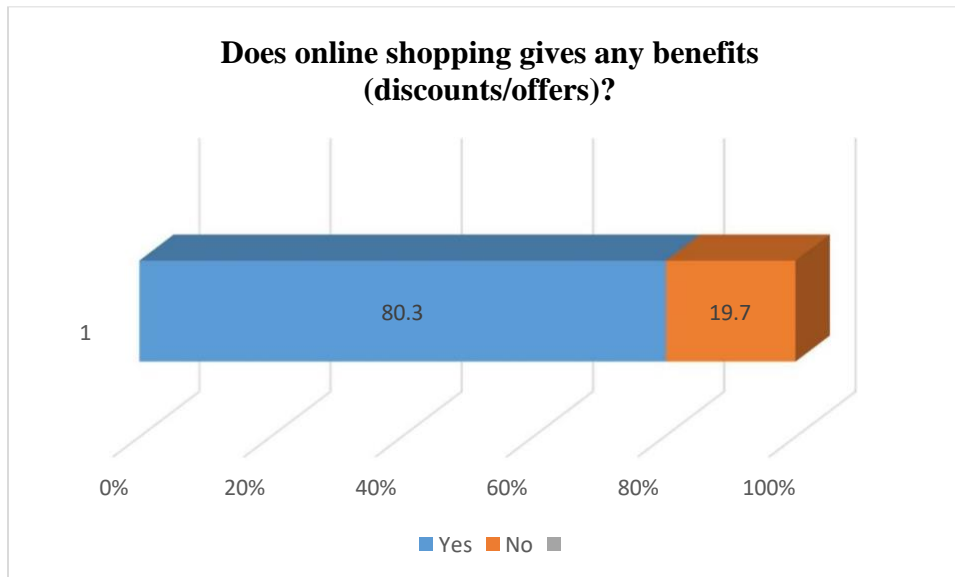

Do you feel online shopping is secure ?
118 responses
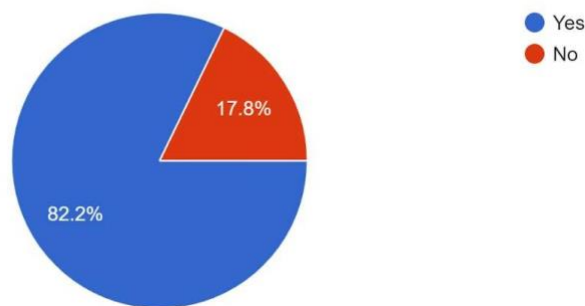
INTERPRETATION:

As per my research of above given data of pie chart out of 118 responses 82.2% people said yes it is secure and only 17.8% people said no it is not secure.

Does online shopping gives any benefits (discounts/offers)?

1	80.3	19.7

0%   20%   40%   60%   80%   100%

■ Yes ■ No ■

INTERPRETATION:

On above analysis of given data of bar graph out of 118 responses 47.5% sometimes it can give benefits and 45.8% people said yes it can give benefits only 6.8% people said no it cannot give any benefits.

DO YOU FEEL ONLINE SHOPPING IS ENJOYABLE?

Yes: 80.3
No: 19.7

INTERPRETATION:

As per given above data of bar graph out of 119 responses 43.7% people neutral and 42% people said agree they can enjoy online shopping only 8.4% people said strongly agree, Most of them said they can enjoying online shopping.

**Will you get quality /branded goods?**
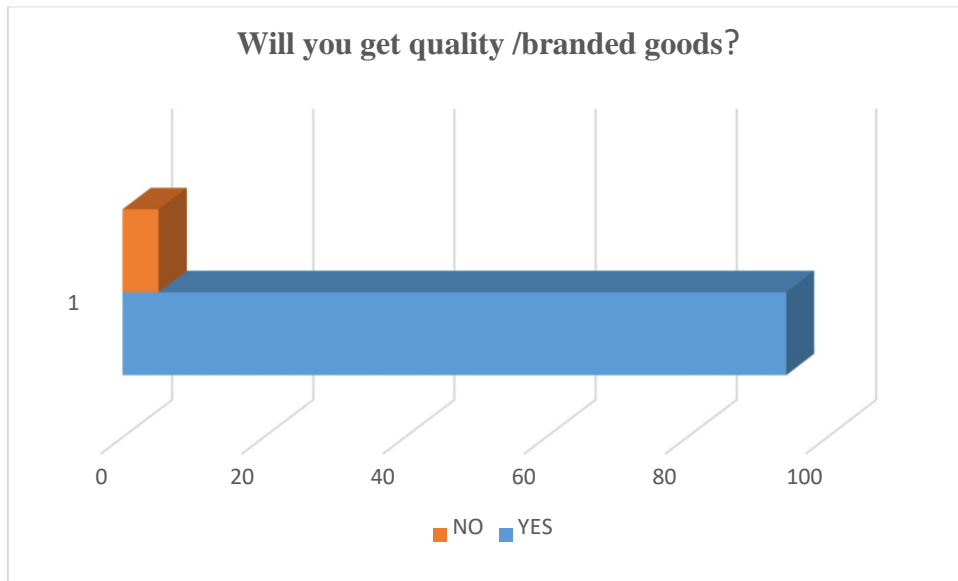
INTERPRETATION:

As per given above data 117 members are responded.80.3% of people said Yes, and 19.7% of people said No. As per my analysis most of people getting Quality/Branded goods.

Will you get on time delivery?
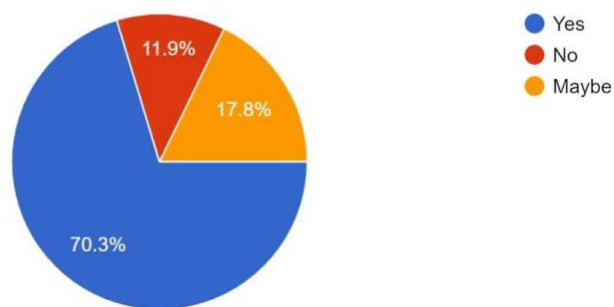117 responses
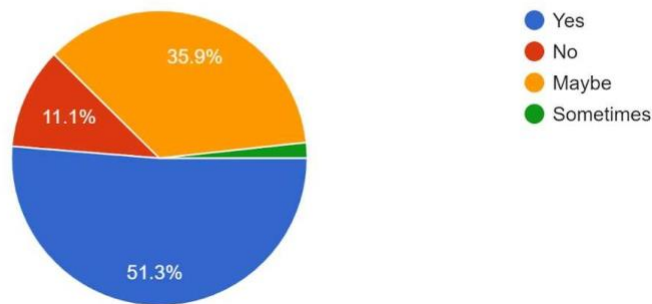
INTERPRETATION:

As per above the data out of 117 members more than 51.3% of people said YES, and 35.9% of people said 'MAYBE' 11.1% of people said NO 1.7% of people said sometimes.

Have you received the ordered product or not?
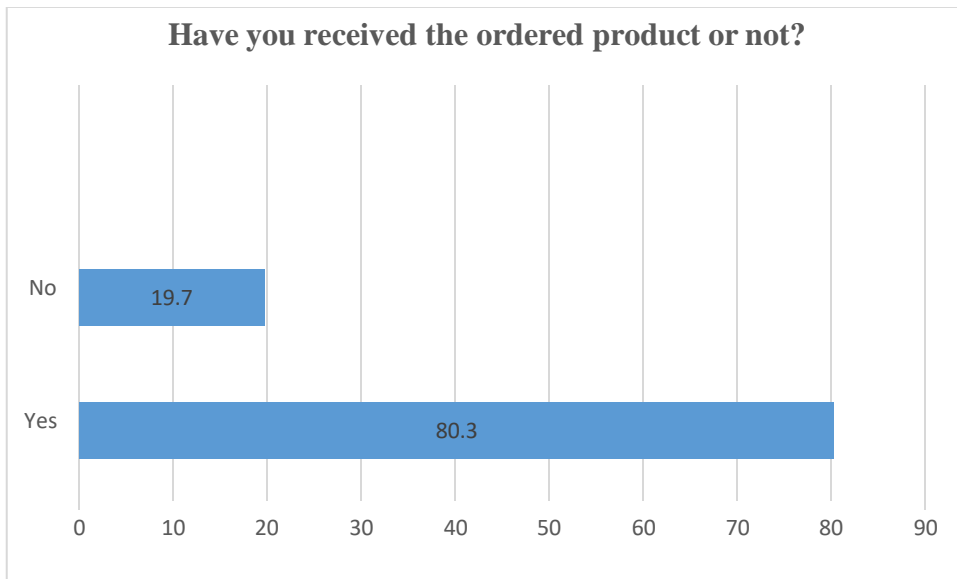
INTERPRETATION:

Here total 119 responses are got, 82.4% of people said yes, 13.4% of people said maybe, and 4.2% of people said no. So we can conclude that all the people who are buying products from online getting all the ordered products only.

Are you aware of delivery charges?
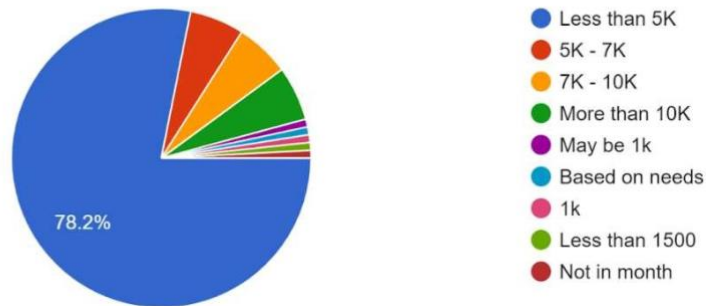118 responses

INTERPRETATION:

As per the above the data given by pie chart total 118 responses are got. 70.3% of people said YES, and 17.8% of people said MAYBE, and 11.9% of people said NO.

How much do you spend on Online Shopping every month?

119 responses

- ● Less than 5K
- ● 5K - 7K
- ● 7K - 10K
- ● More than 10K
- ● May be 1k
- ● Based on needs
- ● 1k
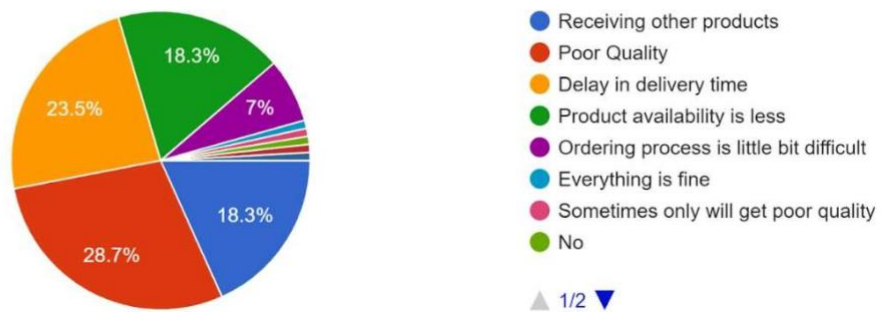- ● Less than 1500
- ● Not in month

78.2%

INTERPRETATION:

As per above the data of pie chart total 119 members are responded. 78.2% of people said less 5k, and 5.4% of people said 5k-7k and 5.3% of people said 7k-10k, remaining more than 10k people said 1k.

What is the biggest drawback you face with Online Shopping ?

115 responses

- ● Receiving other products
- ● Poor Quality
- ● Delay in delivery time
- ● Product availability is less
- ● Ordering process is little bit difficult
- ● Everything is fine
- ● Sometimes only will get poor quality
- ● No

▲ 1/2 ▼

18.3%

7%

23.5%

18.3%

28.7%

INTERPRETATION:

On my analysis of above pie chart out of 115 responses 28.7% people said they can get poor quality and 23.5 people said delay in delivery time and 18.3% people said product availability is less or receiving other products .

34

Have you ever received defective goods?

19.7

80.3

■ Yes ■ No ■ ■
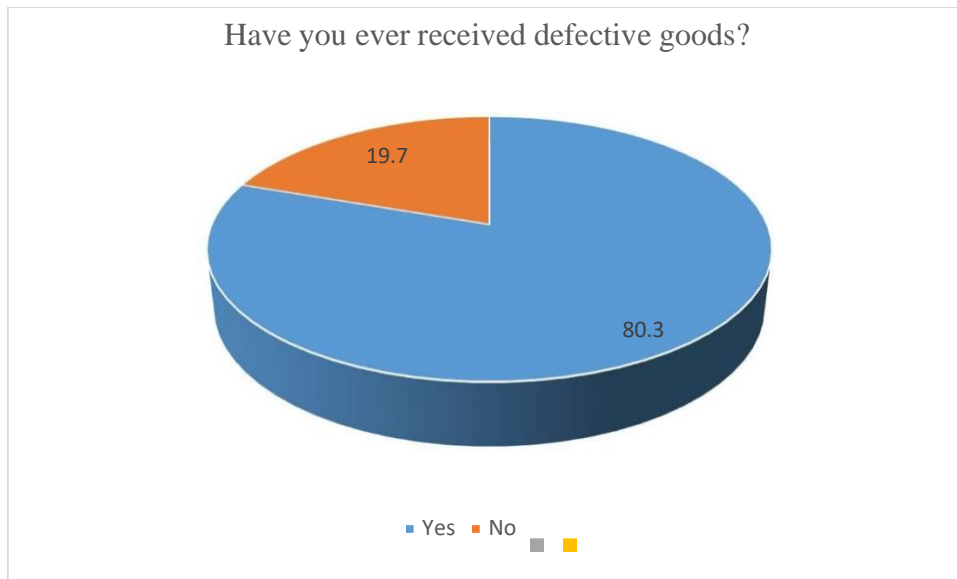
INTERPRETATION:

On above given data of pie chart out of 119 responses 41.25 people said no they cannot received any defective goods and 31.9% people said yes they can received defective goods and only 23.5% people said sometimes they can receive defective goods .

If defective, did you make any complaint?
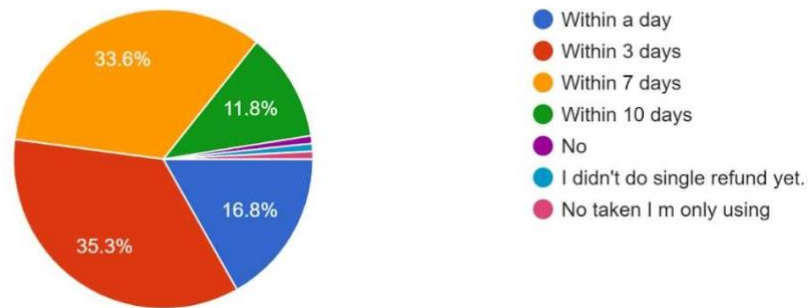119 responses

30.3%

12.6%

57.1%

● Yes
● No
● Maybe
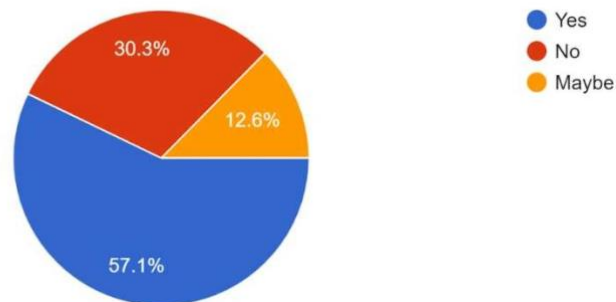
INTERPRETATION:

In my research of above given data of pie chart out of 119 responses 57.1% people said yes we can make complaint and 30.3% people said no they cannot given any complaint only 12.6% people said may be they can make complaint .

35

How much time takes to receive the refund amount?

119 responses

- Within a day
- Within 3 days
- Within 7 days
- Within 10 days
- No
- I didn't do single refund yet.
- No taken I m only using

INTERPRETATION:

On above given data of pie chart out of 119 responses 35.3% people said they can get refund amount within 3 days and 33.6% people said they can get refund amount within 7 days and 16.8% people said they can get within 1 day and only 11.8% said they can get within 10 days.

Have you referred of online shopping of your friends or family?
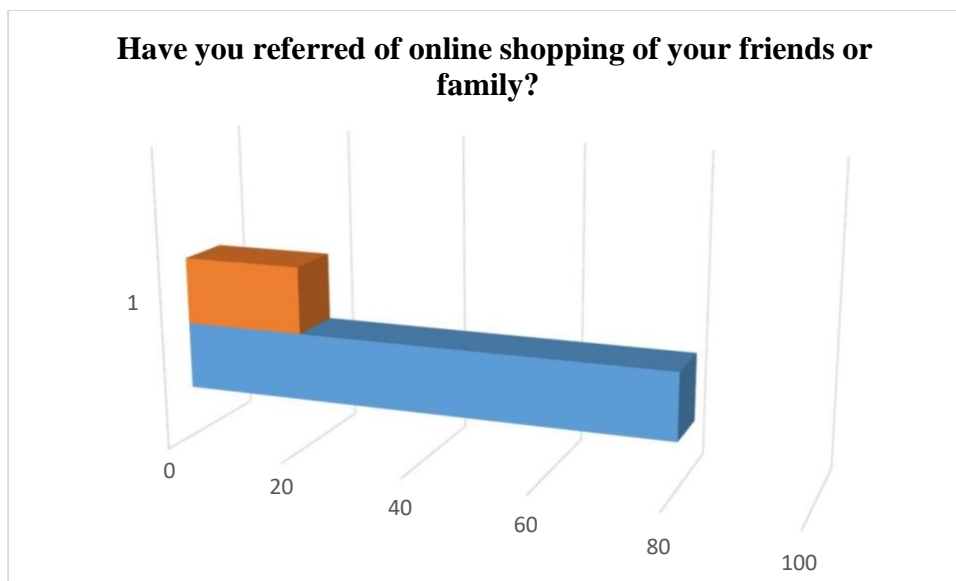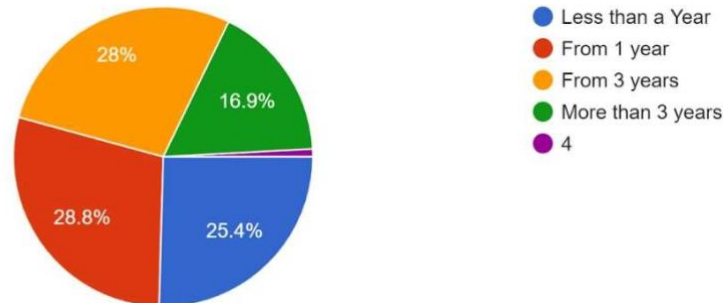
INTERPRETATION:

As per my analysis of above given data of bar diagram out of 118 responses 72.9% people said yes they referred their friends or family and 14.4% people said may be they refer and only 12.7% people said no they cannot referred any one.

From how many years are you buying products through Online Shopping?

118 responses

- ● Less than a Year
- ● From 1 year
- ● From 3 years
- ● More than 3 years
- ● 4

INTERPRETATION:

As per given data of above pie chart out of 118 responses 28.8% people said they are buying since 1 year and 28% people said since 3 years and 25.4% people said they are buying since less than 1 year and only 16.9% people said more than 3 years .

Do you believe with safety & Security of online shopping?

■ Yes ■ No ■

INTERPRETATION:

On above research of given data of bar diagram out of 119 responses 73.9% people said yes they can feel safety or secure and 17.6% people said may be it should be secure only 8.4% people said no it is not secure.

Are you satisfied with delivery agent?

INTERPRETATION:

As per my analysis of above given data out of 119 responses 94.1% people said yes they are satisfied with delivery agent and only 5.9% people said no they are not satisfied with delivery agent.

CHAPTER-IV

SUMMARY
&
CONCLUSION

CONCLUSION:

Online shopping is extremely convenient and has become extremely popular. Consumers have shown different buying behaviors when they are shopping online as compared to when they are shopping in a physical store. Online shopping is very convenient and beneficial. People who come from villages andare living in cities are prone to use online options. Service class is more interested in doing shopping online.

The study reveals that mostly youngsters are attached to online shopping and hence the elder people don't use online shopping much as compared to youngerones. The study highlights the fact that the youngsters between the age of 18-25are mostly poised to use the online shopping. The study also reveals that majority of the respondent's buys clothes from Amazon.com which is thus one of the leading online shopping websites in India.

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