

**PROJECT OF RESEARCH ON  
ONLINE BUYING STUDY OF CUSTOMERS  
BEHAVIOR**

***FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF  
BACHELOR OF BUSINESS ADMINISTRATION***

**UNDER THE GUIDANCE OF:  
Dr.Alka Agnihotri**

**SUBMITTED BY:  
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**Bachelor of Business Administration  
2021-2022**



**SCHOOL OF BUSINESS  
GALGOTIAS UNIVERSITY**

## **Certificate of Approval**

This is to confirm that Ms Ekta prepared the project report “**Study of customers online shopping behavior**” under my supervision and instruction. The project report is part of a three year , full time Bachelor of Business Administration degree programme.

**Dr. Alka Agnihotri, Ph.d.**

Date:

## **Declaration**

I, EKTA, Roll No 19021010697, a BBA student at Galgotias University, Greater Noida, officially certifies that the project report on “Study of customers online buying behavior” is an original and validated work.

I further declare that it has not been submitted to any other institute for the award of any degree or diploma by anyone else.

EKTA

## **Acknowledgement**

I would like to take this moment to thank everyone who has helped me along the way with this BBA endeavor. Throughout the endeavor, I am grateful for their aspirational leadership, essential constructive criticism, and pleasant advice. I am grateful to them for giving their candid and enlightening perspectives on a number of project-related challenges.

I'd like to show my gratitude for their help and advice.

I'd also like to thank my mentor, Dr. Alka Agnihotri of Galgotias University's School of Business, as well as everyone who helped me get the facilities and conducive circumstances I needed for my BBA project.

Thanks

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## **INTRODUCTION**

Online shopping is a sort of e-commerce that allows users to purchase goods and services from a seller directly over the internet. It is also known as an e-shop, an e-store, an internet shop, a web store, a virtual store, or an online store. Because an online shop evokes the physical similarities of buying products and services from an internet shop, this sort of shopping is known as business-to-consumer online shopping.

When a buyer chooses to purchase a goods over the internet, this is known as online shopping.

The internet has become a new distribution avenue for numerous products. Shopping on internet, along with searching for things and getting information about them, has become a major reason for people to use the internet. As a result, the internet has spawned a fiercely competitive market among customers.

E-shopping takes place on a variety of social media platforms, such as EBay, where certain retail online stores are available. The use of the internet in India is growing, which means more e-commerce options.

E-customers can build innovative marketing tactics to turn potential customers into active ones if they understand the variables that drive online activity, as well as the relationships between these aspects. Consumer behavior is treated as an applied discipline since some decisions have a significant impact on customer behavior and expected actions. The two primary techniques to arousing its consciousness are the social and micro perspectives.

The internet has revolutionized how people purchase and has swiftly become a

worldwide phenomenon. Many firms began using online shopping with the intention of cutting marketing expenses, allowing them to lower product prices in order to compete in highly competitive markets.

### **REVIEW OF WORKS IN THE FILM**

Consumer online buying behavior, according to Kuester Sabine (2012), is the study of individuals,

groups, processes, and organizations that use experience, products, services, or ideas to satisfy customers. It achieves a good blend of sociology, psychology, management, and economics. Its goal is to comprehend both the individual and collective decision-making processes of customers. It focuses on individual customers and their qualities such as demographics and behavioral trends to discover what they want. It also aims to assess the influence of family, friends, groups, and society as a whole on consumers.

In his study on Analysis of consumer behavior online, Petrovic Dejan (2006) recommended the most acceptable behavioral appearances of online customers and checked the ways they found.

Associating and estimating product data When survey data was compared to the current customer performance theory, an amount of issue associated with a certain consumer a group was discovered. The goal of this report is to turn these findings into a set of strategic and technical implementation tasks. The implementation of these ideas will result in improved customer adoption.

Anita Desai (2003) in her study E-tailing is the practice of selling retail goods on internet explorer that e-marketing is the reduced version of “electronic retailing” which basically creates business to buyer business. While the concept of e-tailing is no longer in its budding stage; it remains to change, as progressive e-commerce requests act as a strong promoter in developing e-marketing. The idea of e-marketing differs from a diverse range of products and services as against direct shopping experience. Therefore The concept of e-marketing differs from direct shopping in that it encompasses a wide range of items and services. As a result, e-commerce/online marketing isn't limited to consumer purchases. Consumers can make excellent decisions if they are well educated. This comprises a fair price comparison, product research, and establishing the e-online store's shopping trustworthiness.

Consumers who buy from internet businesses more regularly are more suited, focused and less practice concerned, according to Li H Kuo C and Russell M.G's research. Because they are time-constrained and do not notice purchasing products touching or sensitivity, these buyers regard appropriateness as the most important aspect in their purchasing decision.

Pro. Ashish Bhatt (2014), "Consumer Attitude Towards According to the study "Online Shopping in Selected Regions of Gujarat," published in the Journal of Marketing Management, "online shopping is gaining popularity among people, particularly the younger generation, but in today's scenario, e-marketing will have to cover a long distance to become equally popular among all age groups." According to the survey, the form of payment is determined by the respondents' income. Online shopping is done on a regular basis by people of all ages. Consumer attitudes are shifting with the passage of



time. Consumers in India find online shopping incredibly convenient due to a variety of factors such as cash on delivery, website customization or personalization, home delivery, and so on.

## **STATEMENT OF THE PROBLEM**

Given that the client is the king of any organization, it is critical to comprehend consumer expectations, product preferences, and needs and desires. No business can thrive without a thorough understanding of consumer behavior.

It serves as consumer feedback and sends a message to companies about the consumers' attitude, the company's position, competition, and opinion, among other things.

Practically every company nowadays collects data from almost every customer about their products and brands. They use marketing personnel to inform them of consumer behavior.

Keeping all of these factors in mind, and because customer behavior is so important to any business, this study, "STUDY ON CUSTOMERS ONLINE BUYING BEHAVIOR," follows suit.

## **OBJECTIVES OF RESEARCH**

Instead of covering a large area and doing a comprehensive study, it was suggested that this endeavor focus on a specific area and conduct in-depth research. As a result, the researcher proposes that this research be limited to Greater Noida. The research was carried out to achieve the following goals, which would help company management understand the current market trend and demand of their present and new clients. The following are the goals that the research would achieve:

1. To ascertain the elements that influence customers' decision to shop online.
2. To figure out how much a consumer spends on average.
3. To discover which product category is most popular among clients when purchasing online.

These goals would clearly inform management about the company's current status as well as the market's current trend. It would also assist management in overcoming the obstacles that arise during the operation of a business.

## **METHODOLOGY OF RESEARCH**

The research methodology's objective is to describe the research procedure. The general design, sampling procedure, data gathering method, and analytic procedure are all included. This section is crucial since discussing methods without using technical terms is difficult. This research was conducted using primary data. To collect data, the questionnaire was distributed to the respondents.

### Research Design

The specification of methods and procedures for obtaining the information required to structure or solve the problem is known as a research design. Procedures are defined by the project's general operational pattern of frame work . As a result, a study design is defined as "a plan, structure, and method of investigation devised to achieve answers to research questions while controlling vacancies."

In comparison to other types of research design, the descriptive research design was used for the analysis of the project report since it clearly describes the problems and produces accurate results.

## Method of data collection

The information gathered can be divided into two categories.

1. Data from the field
2. Secondary information

### Primary Information

Original information collected for a specific reason is referred to as primary data.

Primary data was used in this investigation. To acquire the primary data, a well-structured questionnaire was created.

### Secondary Information

Secondary data is described as information that already exists somewhere and was obtained for a different cause. Secondary data for this study was gathered from a variety of sources, including books, journals, research papers, articles, and the internet.

### Data Collection Instruments

The following procedures are utilized to collect the primary data:

1. Questionnaire

The open ended and multiple-choice questions make up the structured questionnaire used to collect data. The questionnaire employs a Likert scale, which allows respondents to indicate their level of agreement with a statement

### Design of Sampling

In this project, the sample method used is easy sampling. This sampling approach entails the deliberate or purposeful selection of a specific unit of the universe for the purpose of forming a sample that represents the universe.

The study's target group was all literate members of society who are aware of the latest technology accessible in today's market and how readily they may apply it to their own profit. Students and members of the working class, as well as people from other walks of life, make up the sample frame. To analyze the topic, 50 respondents were polled, mostly students and employees from various industries. In order to get a significant amount of data, several age groups were considered so that the study could be as accurate as possible.

## Work in the Field

Greater Noida, Uttar Pradesh has been chosen as the location for data collecting since it is a major hub for the web business and has a large population of youth and people who are not local to the area. Due to a lack of storefronts and showrooms in the relevant region, this generates a large market for internet retailers. This can also be considered the optimal place to perform the study because the youth are more connected to the internet than the rest of the population.

## Procedure for Data Analysis

The report's data is made up of both primary and secondary sources. The primary data consists of replies from a variety of respondents obtained through the use of a questionnaire. Secondary information comes from a variety of periodicals, magazines, and research papers. Primary data is imported into MS EXCEL in order to appropriately format it, provide appropriate graphs and charts, and reduce report paper effort.

## Analytical Tools

Simple percentage analysis is used to analyze data collected for project work. Simple percentages are frequently used in data presentation to simplify numbers. By using percentages, numbers are reduced to a standard form with a base equal to, making relative comparisons easier.

Using the simple percentage method, divide the number of allocated samples by the total number of samples and multiply by 100.

### Limitations

1. In this project, convenient sampling is used.
2. In this study, a smaller sample of customers is used, with only 50 people responding.
3. Because of the minimal number of samples, the information gathered is ineffective for consideration.
4. Respondents who refused to divulge personal information.

## ANALYSIS AND INTERPRETATION OF DATA

After the data has been collected, it must be processed and analyzed in accordance with the guidelines established for the purpose when the research plan was being developed. This is necessary for a scientific study and to ensure that we have all of the necessary information. The term "processing" refers to the editing, coding, classification, and tabulation of acquired data in order to make them ready for analysis.

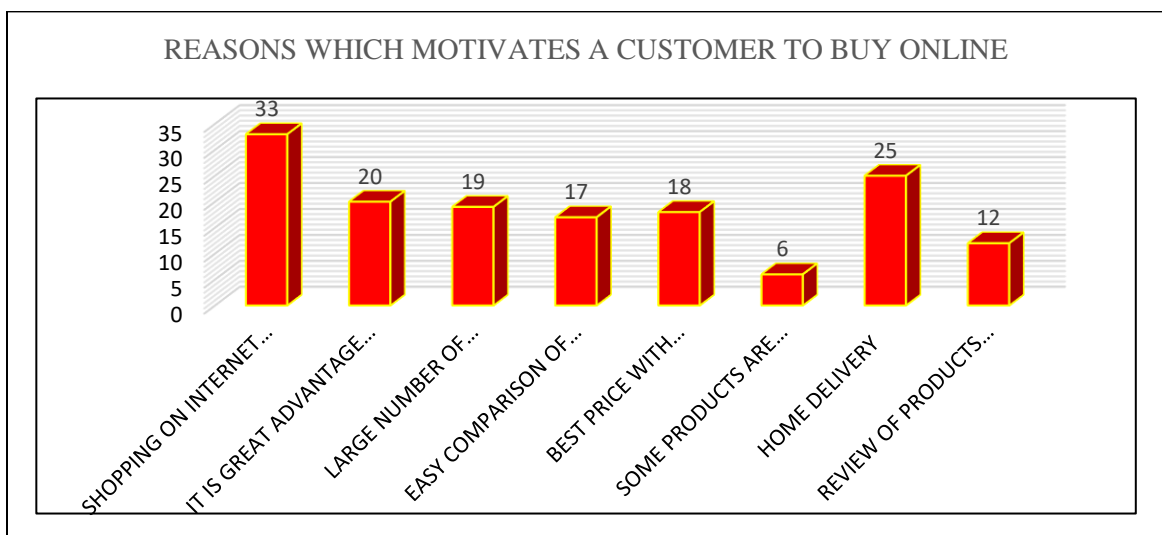
In general, data analysis entails a number of closely connected operations that are carried out with the goal of summarizing the acquired data and structuring it in such a way that it answers the research questions. In light of the data acquired from the primary and secondary sources, the following findings might be stated as a result of the research conducted on customer preference for online shopping.



**1. Table illustrating respondents' motivations for shopping online.**

REASONS WHY CUSTOMER SHOULD BUY ONLINE	NUMBERS ASSIGNED	RAN K
Shopping on internet helps you save time	33	1
Ability to shop any time of the day (24*7) is a benefit	20	3
There are numerous options available	19	4
Product and vendors comparisons are simple	17	6
Best deals with various system	18	5
Some products are only available in stores	6	8
Home delivery is available	25	2
Product review by current customers	12	7

**1. Graphs depicting reasons why shop online.**

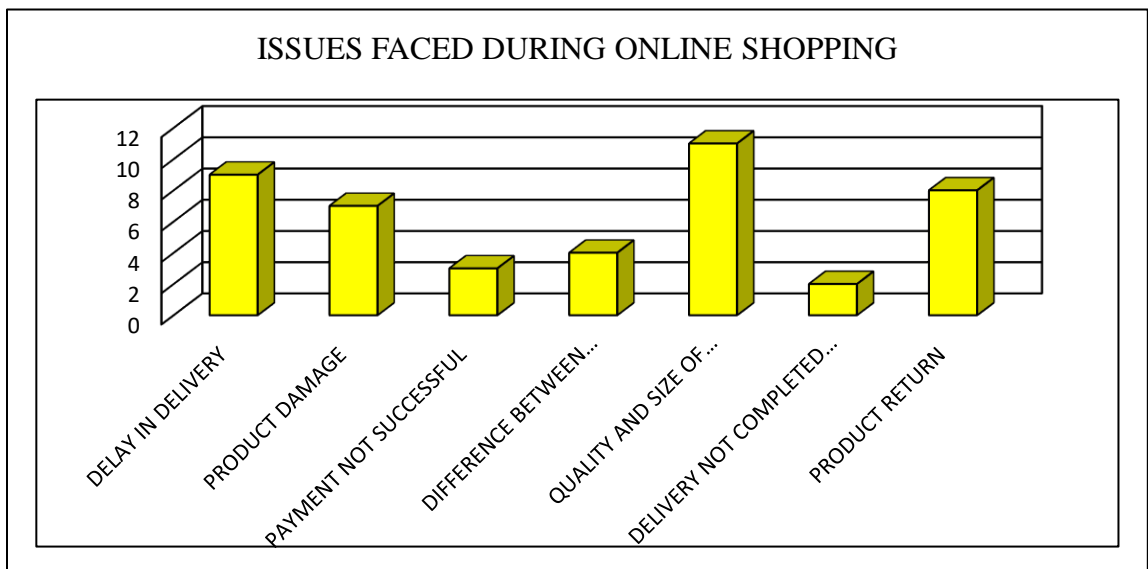


Interpretation:

It is obvious from the above data that respondents rated the following reasons for making an online purchase.

**2. Respondents' issues with online buying are depicted in this graph.**

ISSUES FACED WHILE ONLINE SHOPPING	NUMBERS ASSIGNED	RANK
Delivery delay	9	2
Damage of the product	7	4
Unsuccessful payments	3	6
Displayed & delivered product differences	4	5
Product size and quality	11	1
Delivery not done in given time	2	7
Return of the product	8	3

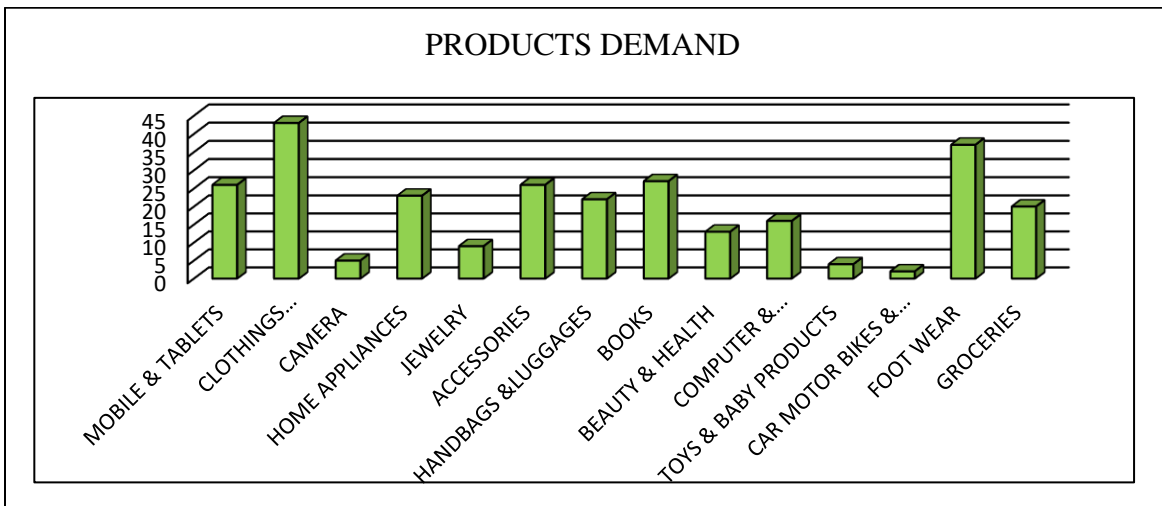


Interpretation: The preceding data demonstrates the difficulties clients confront while making an online transaction. The most common issue encountered by customers is "difference between displayed and delivered goods," followed by "delivery delay," "product return," and so on, as shown in the table above.

**3. Table showing demand of the products in online purchasing.**

PRODUCTS	NUMBERS ASSIGNED	RANK
Mobile & tablets	26	4
Clothing's accessories	43	1
Camera	5	11
Home appliances	23	5
Jewelry	9	10
Accessories	26	4
Handbags & luggage	22	6
Books	27	3
Beauty & health	13	9
Computer & accessories	16	8
Toys & baby products	4	12
Car motor bikes & industrial	2	13
Foot wear	37	2
Groceries	20	7

**3. Graph depicting the demand of the products in online purchasing.**



Interpretation: The data above depicts the demand for products when a customer shops online.

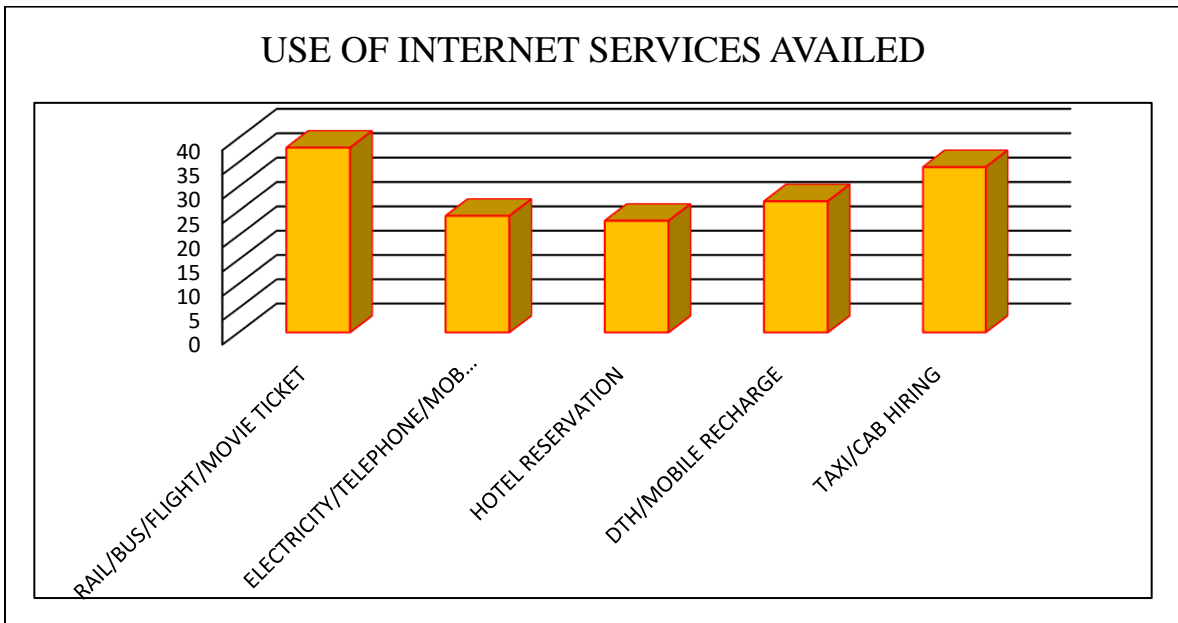
Customers' demand for "Clothing & Accessories" is the largest, followed by "Footwear" and

"Books," as seen in the data.

**4. Customers' use of internet services is shown in a table.**

ASSIGNED RANK FOR SERVICES	NUMBERS ASSIGNED	RANK
Rail/bus/flight/movie ticket	38	1
Electricity/telephone/mobile bill payment	24	4
Hotel reservation	23	5
Dth/mobile recharge	27	3
Taxi/cab hiring	34	2

**4. Graph showing online services availed by customers.**



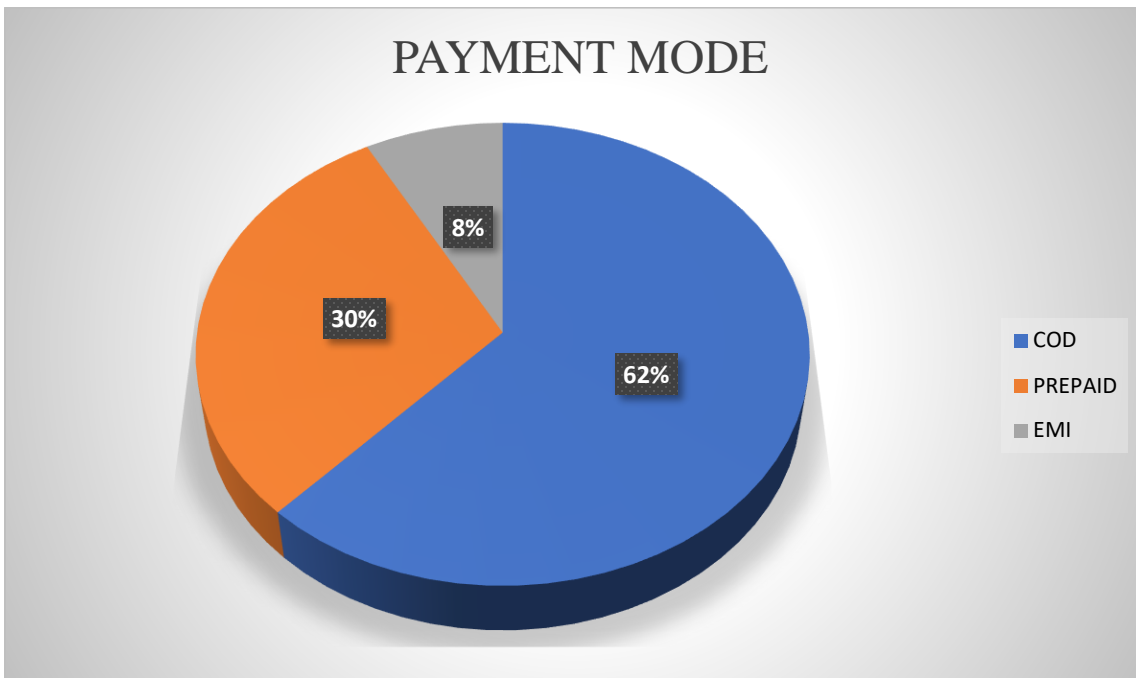
Interpretation: The given data depicts the rate at which customers use internet services.

Customers usually book "Rail/Bus/Flight/Movie Tickets" online, followed by "Taxi/Cab Hiring" and "Dth/Mobile Recharge" and other services as described in the above poll.

**5. The most popular payment method for online shopping is shown in the table below.**

PAYMENT MODE	ASSIGNED NUMBERS	PERCENTAGE
On the spot payment	31	62%
Already paid orders	15	30%
EMI	4	8%

**5. Graph showing most preferred payment mode in online shopping.**



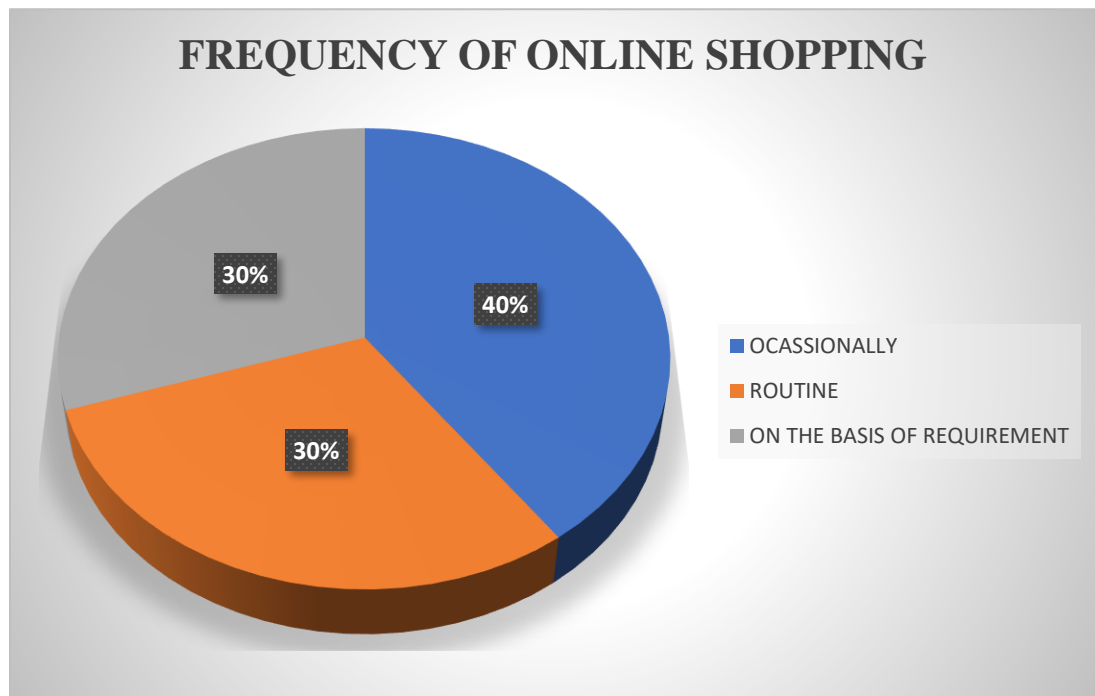
Interpretation:

The above data indicates the average number of online purchases made by a consumer, regardless of their occupation or income level. It's difficult to say how serious people are about online shopping because there's a fierce competition between the three options, however according to the data, most people only purchase online "sometimes."

6. **Table depicting the percentage of customers that had difficulties while making an online transaction.**

FREQUENCY OF ONLINE SHOPPING	NUMBERS ASSIGNED	PERCENTAGE
Occasionally or sometimes	20	40
Routine or daily	15	30
On the basis of requirement and need	15	30

7. **Graph depicting the percentage of customers that had difficulties while making an online transaction.**



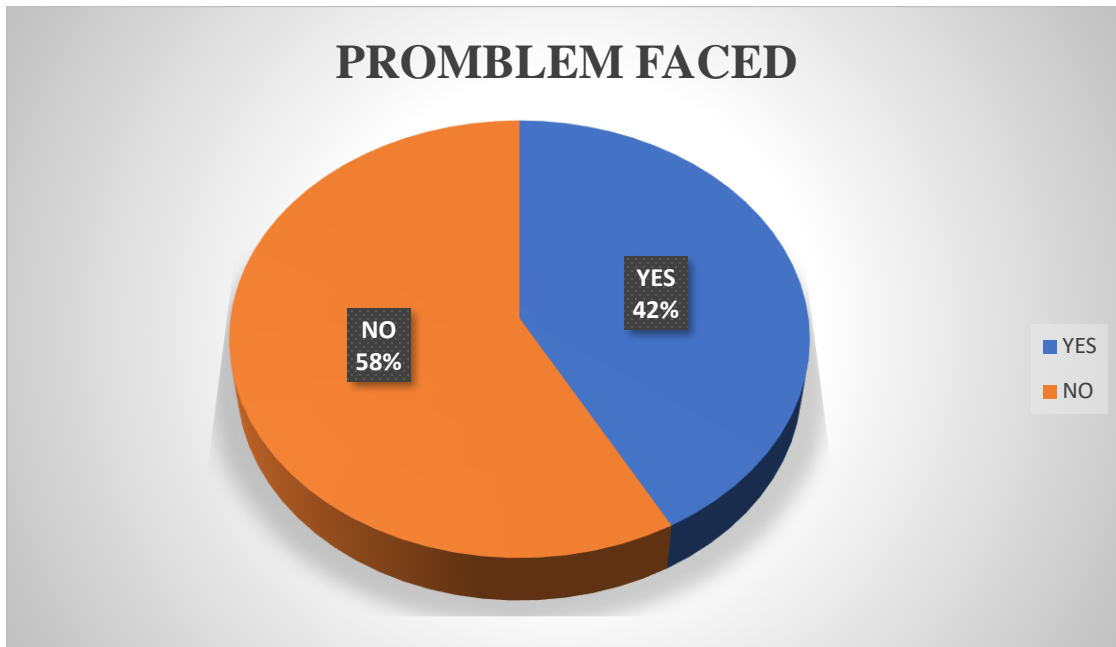
Interpretation: The above figures illustrate the satisfaction level of online shoppers, i.e. the percentage of customers that had issues while making a purchase online. According to the research, the majority of customers had no

problems making online purchases, with 58 percent of customers having no problems and 42 percent having some issues making online purchases.

**8. Customers' brand preferences are shown in a table**

DIFFICULTIES FACED	NUMBERS ASSIGNED	PERCENTAGE
Yes	21	42
No	29	58

**8. Customers' brand preferences are shown in the graph.**



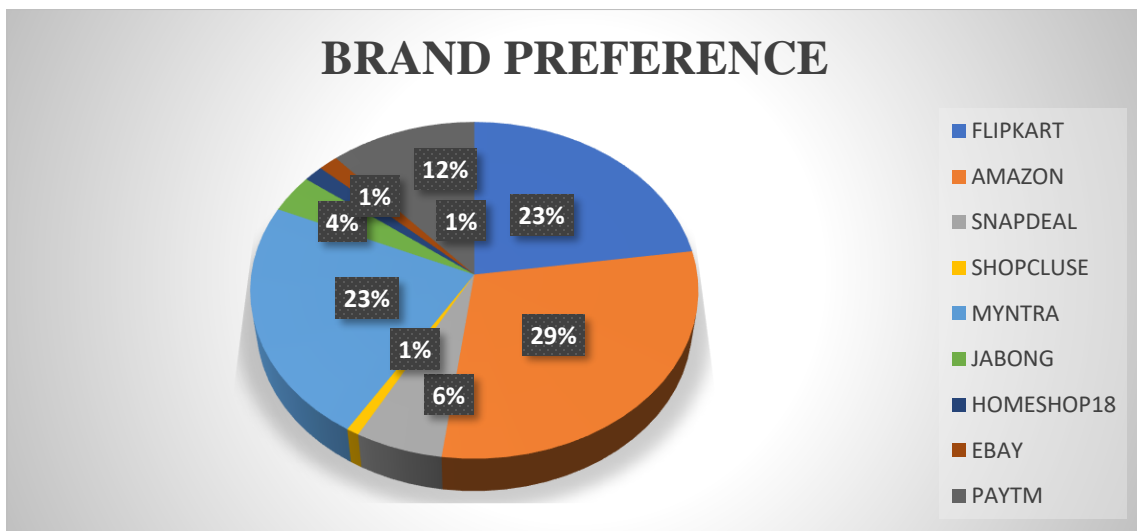
Interpretation: The above data demonstrates Indian customers' brand preferences. This graph plainly shows which brand is more popular in the Indian market. According to the statistics gathered, "AMAZON" leads the market with a market share of 29 percent,

followed by "FLIPKART" and "MYNTRA" with a market share of 23 percent. After Flipkart and Myntra, "PAYTM" could be regarded as the next best alternative for customers because it has the most market share.

**7. Customers' brand preferences are shown in the graph.**

BRANDS	NUMBERS ASSIGNED	PERCENTAGE
FLIPKART	161	64.4
AMAZON	208	83.2
SNAPDEAL	41	16.4
SHOPCLUES	6	2.4
MYNTRA	162	64.8
JABONG	26	10.4
HOMESHOP18	11	4.4
EBAY	11	4.4
PAYTM	82	32.8

**8. Customers' brand preferences are shown in the graph.**



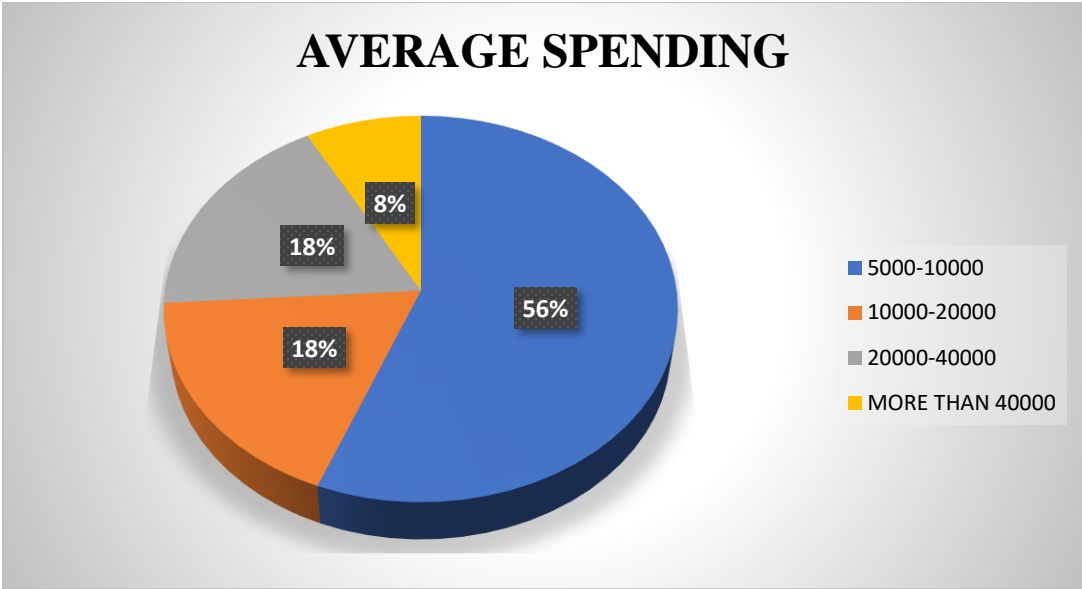


Interpretation: The above data demonstrates Indian customers' brand preferences. This graph plainly shows which brand is more popular in the Indian market. According to the statistics gathered, "AMAZON" leads the market with a market share of 29 percent, followed by "FLIPKART" and "MYNTRA" with a market share of 23 percent. After Flipkart and Myntra, "PAYTM" could be regarded as the next best alternative for customers because it has the most market share.

**9. Customers average spending is shown in the table**

ASSIGNED SPENDING	NUMBERS ASSIGNED	PERCENTAGE ASSIGNED
5000-10000	28	56
10000-20000	9	18
20000-40000	9	18
MORE THAN 40000	4	8

**10. Average spending graph of a customers is here**



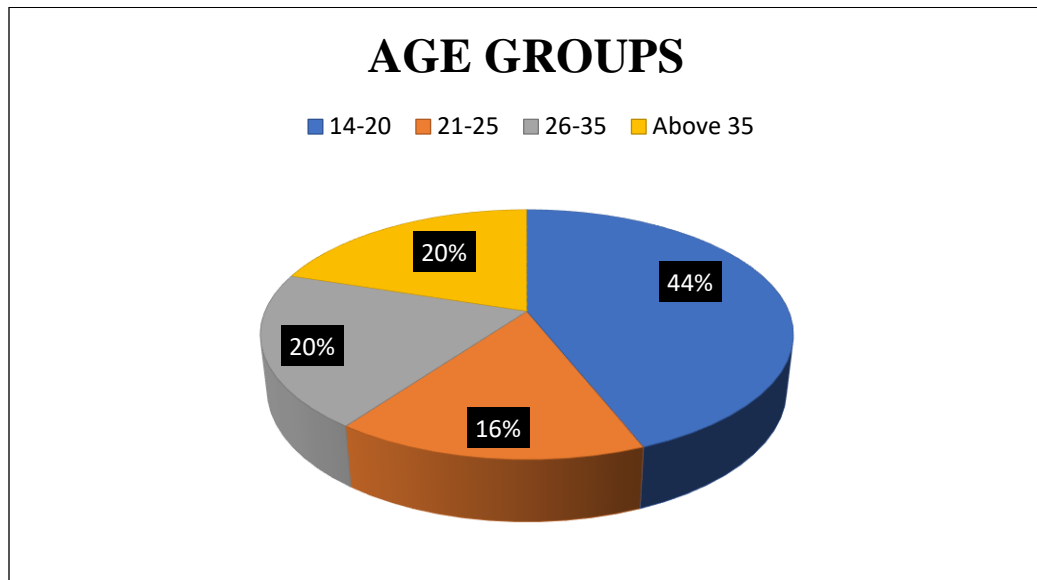
Interpretation:

From the above data it is clear that 34 male & 16 female respondents were consulted

**11.Age group of the people is depicted here in the table.**

ASSIGNED AGE GROUP	PERCENTAGE OF UNITS EARNED	PERCENTAGE
14-20	22	44%
21-25	8	16%
26-35	10	20%
Adobe 35	10	20%

**12 . Age group graph is here**



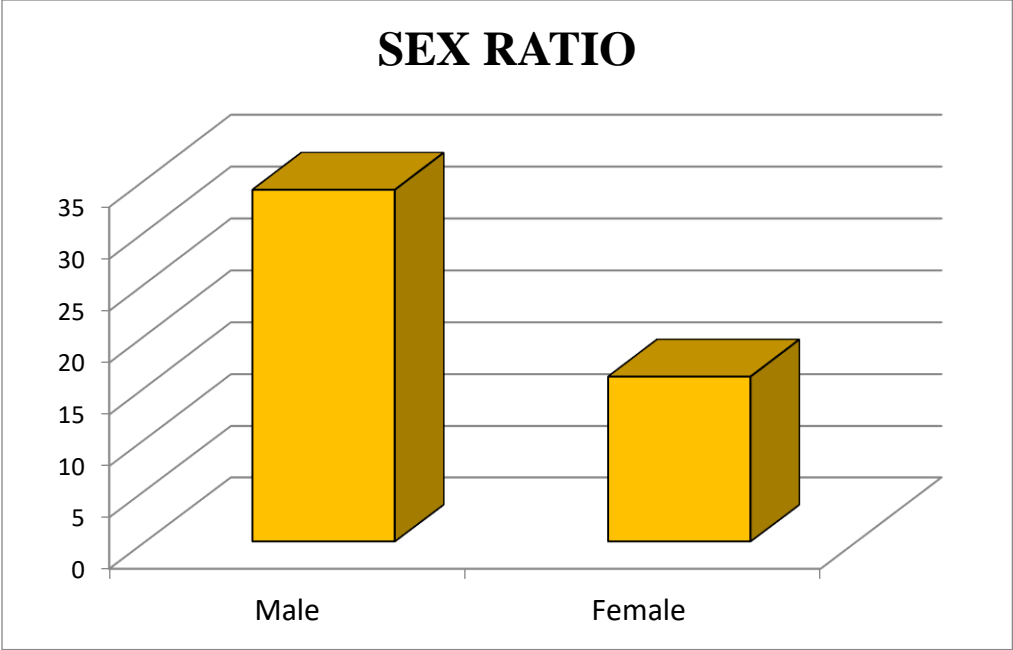
**Interpretation:**

The above data shows that 44% of the respondents belong to the age group of 14-20 followed by the other age groups respectively.

**13.Sex ratio is shown in the table.**

<b>SEX</b>	<b>NO OF RESPONDENTS</b>
Male	34
Female	16

**14. Sex ratio graph is here**



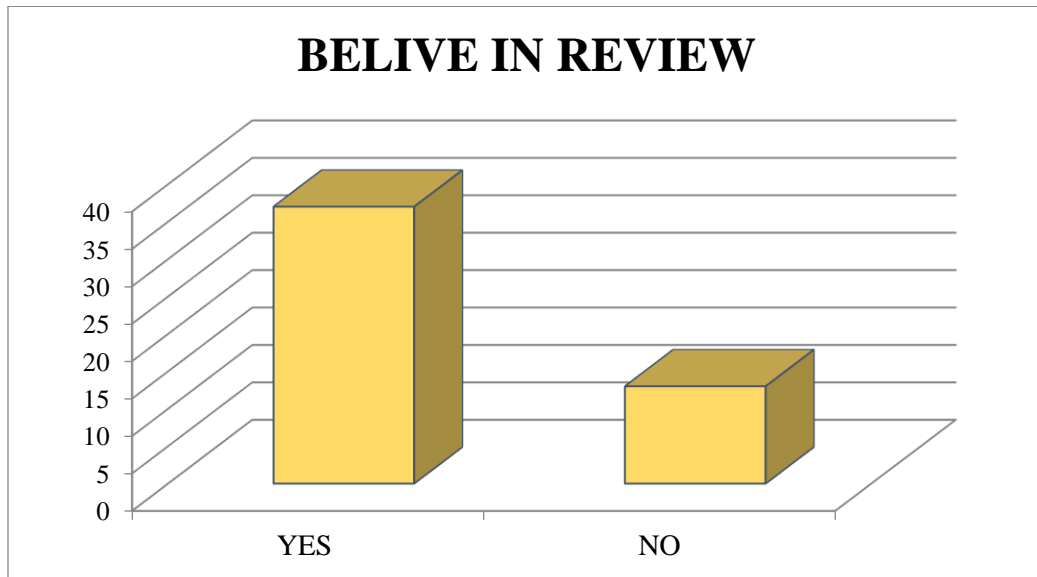
Interpretation:

From the above data it is clear that 34 male & 16 female respondents were consulted during the time of research.

**Customers' perceptions of reviews from other customers and reviewers are depicted in this table.**

<b>BELIVE IN REVIEW</b>	<b>UNITS EARNED</b>
YES	37
NO	13

**15. Customers' perceptions of reviews from other customers and reviewers are depicted in this graph.**



Interpretation:

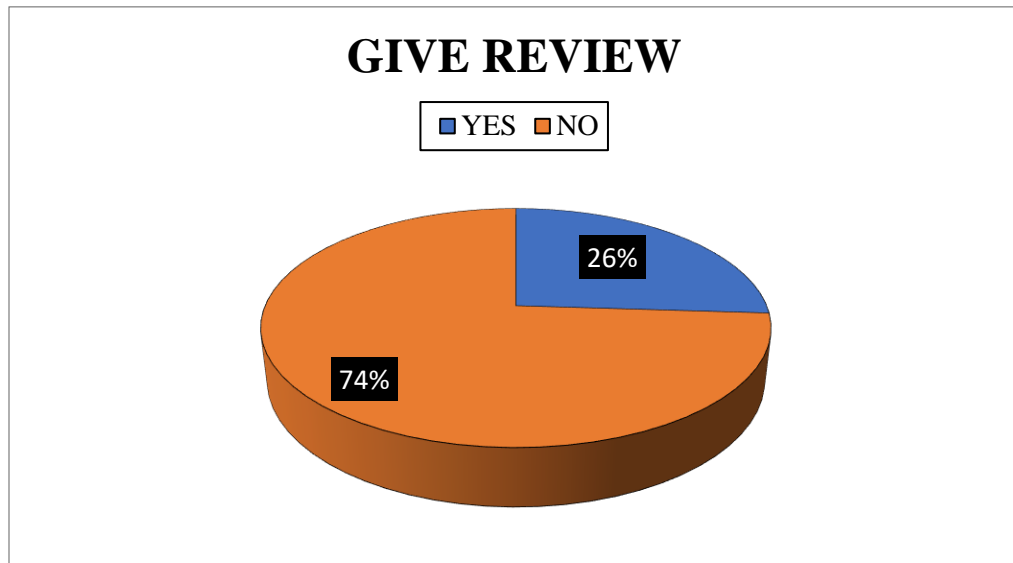
The preceding data depicts customers' reactions to various customers' and reviewers' reviews. Customers are clearly influenced by reviews of the products and services they wish to purchase, as evidenced by the preceding data. Any brand's ability to sell its product to its customers is aided by user reviews.

**16. The percentage of consumers that leave a review for their online purchase is shown in the table below..**

GIVE REVIEW	NUMBERS ASSIGNED	PERCENTAGE
YES	13	26%

NO	37	74%
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**17. The percentage of consumers that leave a review for their online purchase is shown in the graph below..**

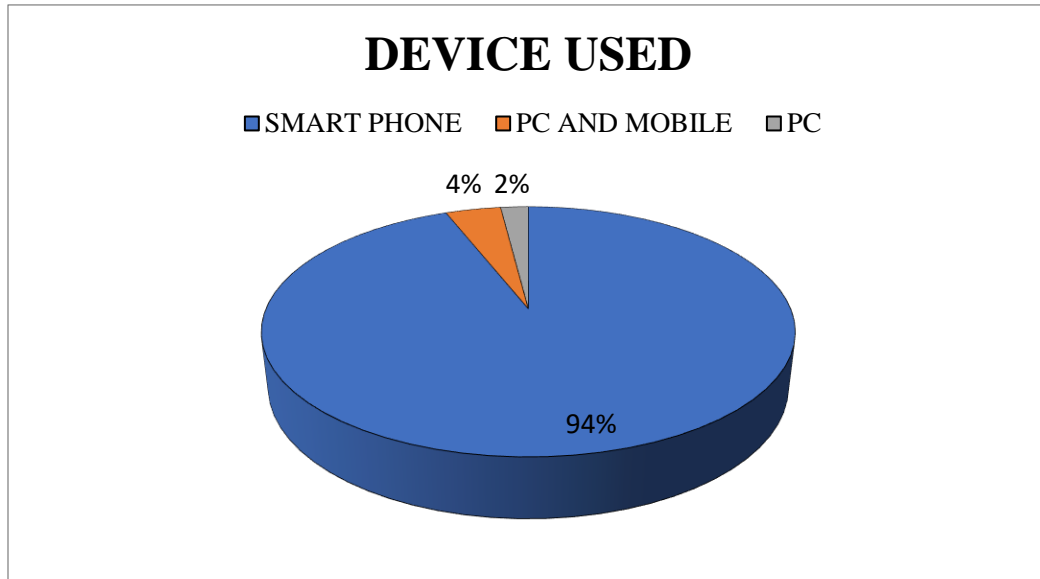


Interpretation: The following data depicts customers' responses to being asked to leave a review of the things they bought online. As indicated in the graph above, most consumers do not prefer to provide reviews for products they have purchased.

**18. Table depicting the most common device used by clients while making an online transaction.**

DEVICE ASSIGNED	NUMBERS THAT ARE ASSIGNED	PERCENTAGE ASSIGNED
SMART PHONE	47	94%
PC AND MOBILE	2	4%
PC	1	2%

**19. Graph depicting the most common device used by clients while making an online transaction.**



Interpretation:

The following information demonstrates the most regularly utilized gadget by customers when shopping online. The majority of people are using smartphones to order their desired merchandise online since smartphones are convenient to carry and use, and they can access their wanted websites from anywhere.

## LIMITATIONS

- 1.The survey was limited to the Greater Noida region.
- 2.There are some parts of life that cannot be reduced to numbers.
- 3.Some customers and respondents were hesitant to share their personal information.

Because it involves attitudes, behavior, and impressions of respondents who may be biased at the time of interview, the project may not provide exact conclusive information.

- 4.There were just 50 people in the sample. As a result, the dimensions may not appear to be practical, although they are technically right.
- 5.Some respondents are aware of sites and organizations but are unable to recall them at the time of the interview.



## CONCLUSION

The researcher attempted to investigate the current state of online shopping. To find out how people felt about the research issue, 50 people were chosen from Greater Noida. The following results were drawn using data analysis and interpretations.

There is no link between a customer's earnings and the frequency with which they shop.

The primary motivation for consumers to shop online is convenience, since customers can simply shop for their preferred goods from any location at any time, which takes less time and is more convenient than outdoor shopping.

In today's market, Amazon is the clear leader, followed by Flipkart and Myntra, in that order.

When it comes to making an online purchase, the majority of clients have no issues.

"Quality and size of the product" and "Delay in delivery" are the two most prevalent issues that buyers have.

Prepaid orders are still preferred by customers over cash/card on delivery.

A consumer typically pays between \$5,000 and \$10,000 on his transaction.

The majority of online shopping is done on smartphones.

Customers' purchases are influenced by product reviews.

We may conclude from the preceding discussion that e-retailing is at its height in the Indian market and has a lot of promise in the future. It has engulfed practically every aspect of civilization and continues to engulf the entire market.

## **RECOMMENDATIONS**

Following the researchers thorough investigation, the following recommendations for managerial assistance might be made.

Customers should be informed about the return policy and procedure if incorrect products are delivered. Organizations should make the return process simpler; currently, only a few companies ask customers to resend things if they arrive damaged or incorrect.

Companies shall notify customers about how to install and use the goods or send a company representative to install the product in the case of home and electronic equipment.

Companies should make it obvious that the product will be delivered to the customer within the specified timeframe.

Customers should be able to use their online wallets more easily, and all sorts of card payments should be offered.

# QUESTIONNAIRE

Please Read Each Question Carefully And Indicate Your Response By Selecting The Most Appropriate Choice.

1. Name: \_\_\_\_\_
2. Contact Details: \_\_\_\_\_
3. Age: 14-20  21-25  26-35  Above 35
4. Gender: Male  Female
5. Education: 12<sup>th</sup>  Undergraduate  Post Graduate  Doctorate
6. Occupation: Business  Employee  Student
7. Income: Less Than 20000  20000-60000   
60000-1 Lakh  More Than 1 Lakh
8. Which Device You Use To Do Online Shopping?
  - a. Smart Phone (Application)
  - b. Personal Computer (Website)
9. Frequency Of Online Shopping?
  - a. Routine (Include Window Shopping)
  - b. Occasionally
  - c. On The Basis Of Requirement (When Product Is Not Available In Market)
10. What Is The Main Reason Behind Your Shopping Over The Internet?
  - a. Shopping On Internet Saves Time.
  - b. It Is A Great Advantage To Be Able To Shop At Any Time Of The Day (24\*7)
  - c. Large Number Of Alternatives.
  - d. Easy Comparison Of Product And Vendors.
  - e. Best Price With Difference Schemes.
  - f. Some Products Are Not Available In Retail Store.
  - g. Home Delivery
  - h. Review Of Products By Different Existing Customers
11. Do You Believe On Review Of Product Given By Different Customers? Yes  No
12. Do You Write Any Comment/Review For Your Purchase? Yes  No
13. Which Type Of Payment Method Do You Generally Use During Online Shopping?  
Cash/Card On Delivery  Prepaid Order  EMI
14. Select An Approximate Maximum Amount You Would Like To Spend On Online Purchase.  
5000-10000  10000-20000  20000-40000  More than 40000

15. Have You Felt Any Problem While Conducting Online Purchase? Yes  No

16. If Yes, What Kind Of Problem?

- A. Delay In Delivery  E. Quality And Size Of The Product   
 B. Product Damage  F. Delivery Not Completed In Given Time   
 C. Payment Not Successful  G. Product Return   
 D. Difference Between Displayed Or Delivered Product

17. What Type Of Product/Services Do You Purchase Through Online Shopping?

(Select More Than One)

Products					
1	Mobile & Tablets		8	Books	
2	Clothing & Accessories		9	Beauty & Health	
3	Camera		10	Computer & Accessories	
4	Home Appliances		11	Toys & Baby Products	
5	Jewelry		12	Car, Motorbike & Industrial	
6	Accessories		13	Footwear	
7	Handbags & Luggage		14	Groceries	

Services					
1	Rail/Bus/Flight / Movie Ticket		4	Dth/Mobile Recharge	
2	Electricity/Telephone/Mobile Bill Payment		5	Taxi/Cab Hiring	
3	Hotel Reservation				

18. Rank Your Favorite Online Websites.

- A. Flipkart  B. Amazon  C. Snapdeal  D. Shopclues   
 E. Myantra  F. Jabong  G. Homeshop18  H. Ebay   
 I. Paytm

Any Other

\_\_\_\_\_

Give The Reason For You First Choice

\_\_\_\_\_

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Signature \_\_\_\_\_

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