

# **RESEARCH PROJECT**

**"Consumer Perception**

**Towards Online**

**Purchases"**

**BACHALOR OF BUSINESS ADMINISTRATION**

Under the guidance Of

**Dr./PROF. MRS RITU ARORA SEHGAL**

**SCHOOL OF BUSINESS**

**GALGOTIAS UNIVERSITY**



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## **DECLARATION**

The research project on **“CONSUMER PERCEPTION TOWARDS ONLINE PURCHASE FROM E-INDUSTRIES”** has been undertaken as a partial fulfillment of the requirement for the award of the degree of Bachelor of Business Administration of Galgotias University. I hereby declare that this project is my original work and the analysis and findings are for academic purposes only. This project has not been submitted by any student earlier to any institution/university.

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# **Approval Sheet**

This thesis/dissertation/report entitled by is approved for the degree of **Bachelor of Business Administration (BBA)**

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## 1. ABSTRACT

Online shopping is basically buying and selling of goods and services through internet with the use of any electronic devices. It has become very popular in the present days, due to increase in usage of internet and mobile phone users. Consumers buy various products like clothing, shoes, electronics, healthcare and beauty etc, on the basis of their taste and preferences i.e. it is a model of zero channel distribution means consumer will purchase the product directly from the manufacturer which eliminates the middlemen. It saves a lot of time, money, as well as energy.

This is a qualitative and quantitative study to explore consumer perception of online shopping. The foremost objective of this study is to know about the consumer perception towards online shopping. The primary data was collected by questionnaire in form of Google form and random sampling method was used for analysis and interpretation. The data were collected from 63 respondents residing in Delhi NCR. Result of the analysis reveals that price, product, quality, on-time delivery, mode of payments, product information, easy accessible are the main factors that influence the consumer perception to shop online.

Keywords- consumer perception, mode of payment, online shopping.

## 2. INTRODUCTION

Online retailers have access to a large number of technological innovations. While information technology is used extensively for managing back end processes, some devices have also been developed to enhance the customer shopping experience at the store. These technologies can be classified as in store technologies and electronic retailing. These help consumer in choosing the merchandise, comparing it, and knowing the prices and promotions for the basket of products bought them. These devices help improve the shopping process by reducing the time and effort spent by the shoppers. Many of these help in shopping without the help of salespeople. In some cases, the devices connect the website of the store, where the consumer can order even that merchandise which is not available at the store and get it delivered at home. The adoption of these technologies has been slow due to high costs. The slow rate of adoption is also attributed to the orientation of consumer towards technology. Some consumer are wary of using technology. Retailers need to segment their consumer accordingly and make an effort to communicate with their customers through a programmer that helps them use the technology and find out the benefits of the same.

The online purchasing behavior of online shoppers and factor influencing online shopping behavior and its future perspective. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their product and service in order to stay ahead in highly competitive markets.

MANY E-BUSINESS SITES ARE USED FOR ONLINE PURCHASING.....

- Flipkart



- Amazon
- Ebay
- Myntra
- Snapdeal
- **Flipkart Pvt Ltd.** is an Indian electronic commerce company based in Bengaluru, India. Founded by Sachin Bansal and Binny Bansal in 2007, the company initially focused on book sales, before expanding into other product categories such as consumer electronics, fashion, and lifestyle products. The service competes primarily with Amazon's Indian subsidiary, and the domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart is significantly dominant in the sale of apparel (a position that was bolstered by its acquisitions of Myntra and Jabong.com), and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart also owns PhonePe, a mobile payments service based on the Unified Payments Interface. Flipkart was founded in October 2007 by Sachin Bansal and Binny Bansal, who were both alumni of the Indian Institute of Technology Delhi and formerly worked for Amazon. The company initially focused on online book sales with country-wide shipping. Following its launch, Flipkart slowly grew in prominence; by 2008, it was receiving 100 orders per

day. In 2010, Flipkart acquired the Bangalore-based social book discovery service weRead from Lulu.com.

- In February 2014, Flipkart partnered with Motorola Mobility to be the exclusive Indian retailer of its Moto G smartphone. Motorola also partnered with Flipkart on the Moto E—a phone targeted primarily towards emerging markets such as India. High demand for the phone caused the Flipkart website to crash following its midnight launch on 14 May. Flipkart subsequently held exclusive Indian launches for other smartphones, including the Xiaomi Mi3 in July 2014 (whose initial release of 10,000 devices sold out in around 5 seconds), the Redmi 1S and Redmi Note in late-2014 (which saw similarly accelerated sellouts), and Micromax's Yu Yunique 2 in 2017.
- In December 2015, Flipkart purchased a minority stake in the digital mapping provider MapmyIndia. The company stated that it would licence its data to help improve delivery logistics. In 2016, Flipkart acquired the online fashion retailer Jabong.com from Rocket Internet for US\$70 million, as well as the UPI mobile payments startup PhonePe. In January 2017, Flipkart made a US\$2 million investment in Tinystep, a parenting information startup.
- In April 2017, eBay announced that it would sell its Indian subsidiary eBay.in to Flipkart and make a US\$500 million cash investment in the company. eBay promoted that the partnership

would eventually allow Flipkart to access eBay's network of international vendors, and vice versa, but these plans never actually came to fruit. In July 2017, Flipkart made an offer to acquire its main domestic competitor, Snapdeal, for around US\$700–800 million. It was rejected by the company, which was seeking at least US\$1 billion.

- Flipkart held a 51% share of all Indian smartphone shipments in 2017, overtaking Amazon India (33%). Flipkart sold 1.3 million phones in 20 hours on 21 September alone for its Big Billion Days promotion, doubling the number sold on the first day of the event in 2016 (where it sold a total of 2.5 million phones in five days).
- Amazon is the largest e-commerce marketplace and cloud computing platform in the world as measured by revenue and market capitalization. Amazon.com was founded by Jeff Bezos on July 5, 1994, and started as an online bookstore but later diversified to sell video downloads/streaming, MP3 downloads/streaming, audiobook downloads/streaming, software, video games, electronics, apparel, furniture, food, toys, and jewelry. The company also owns a publishing arm, Amazon Publishing, a film and television studio, Amazon Studios, produces consumer electronics lines including Kindle e-readers, Fire tablets, Fire TV, and Echo devices, and is the world's largest provider of cloud infrastructure services (IaaS and PaaS) through

its AWS subsidiary. Amazon has separate retail websites for some countries and also offers international shipping of some of its products to certain other countries. 100 million people subscribe to Amazon Prime.

- Amazon is the largest Internet company by revenue in the world and the second largest employer in the United States. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization. In 2017, Amazon acquired Whole Foods Market for \$13.4 billion, which vastly increased Amazon's presence as a brick-and-mortar retailer. The acquisition was interpreted by some as a direct attempt to challenge Walmart's traditional retail stores.
- In 1994, Jeff Bezos incorporated Amazon. In May 1997, the organization went public. The company began selling music and videos in 1998, at which time it began operations internationally by acquiring online sellers of books in United Kingdom and Germany. The following year, the organization also sold video games, consumer electronics, home-improvement items, software, games, and toys in addition to other items.
- In 2002, the corporation started Amazon Web Services (AWS), which provided data on Web site popularity, Internet traffic patterns and other statistics for marketers and developers. In 2006, the organization grew its AWS portfolio when Elastic Compute

Cloud (EC2), which rents computer processing power as well as Simple Storage Service (S3), that rents data storage via the Internet, were made available. That same year, the company started *Fulfillment by Amazon* which managed the inventory of individuals and small companies selling their belongings through the company internet site. In 2012, Amazon bought Kiva Systems to automate its inventory-management business, purchasing Whole Foods Market supermarket chain five years later in 2017.

- **eBay Inc.** (/ˈiː.beɪ/ EE-bay) is an American multinational e-commerce corporation based in San Jose, California that facilitates consumer-to-consumer and business-to-consumer sales through its website. eBay was founded by Pierre Omidyar in the autumn of 1995, and became a notable success story of the dot-com bubble. eBay is a multibillion-dollar business with operations in about 30 countries, as of 2011. The company manages the eBay website, an online auction and shopping website in which people and businesses buy and sell a wide variety of goods and services worldwide. The website is free to use for buyers, but sellers are charged fees for listing items after a limited number of free listings, and again when those items are sold.
- In addition to eBay's original auction-style sales, the website has evolved and expanded to include: instant "Buy It Now" shopping; shopping by Universal Product Code, ISBN, or other kind

of SKU number (via Half.com, which was shut down in 2017); online classified advertisements (via Kijiji, or eBay Classifieds); online event ticket trading (via StubHub); and other services. eBay previously offered online money transfers as part of its services (via PayPal, which was a wholly owned subsidiary of eBay from 2002 to 2015).

- **Myntra** is an Indian fashion e-commerce company headquartered in Bengaluru, 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 personalisation. By 2012 Myntra offered products from 350 Indian and International brands. The website launched the brands Fastrack Watches and Being Human.
- In 2014 Myntra was acquired by Flipkart in a deal valued at ₹2,000 crore (US\$280 million). The purchase was influenced by two large common shareholders, Tiger Global and Accel Partners. Myntra

functions and operates independently. Myntra continues to operate as a standalone brand under Flipkart ownership, focusing primarily on "fashion-conscious" consumers.

- In 2014, Myntra's portfolio included about 1,50,000 products of over 1000 brands, with a distribution area of around 9000 pincodes in India. In 2015, Ananth Narayanan became the Chief Executive Officer of Myntra.
- On 10 May 2015, Myntra announced that it would shut down its website, and serve customers exclusively through its mobile app beginning 15 May. The service had already discontinued its mobile website in favour of the app. Myntra justified its decision by stating that 95% of traffic on its website came via mobile devices, and that 70% of its purchases were performed on smartphones. The move received mixed reception, and resulted in a 10% decline in sales. In February 2016, acknowledging the failure of the "app-only" model, Myntra announced that it would revive its website.
- In September 2017, Myntra negotiated the rights to manage Esprit Holdings's 15 offline stores in India. Myntra reported a net loss of ₹151.20 crore in in the financial year 2017-18.
- **Snapdeal** is an Indian e-commerce company based in New Delhi, India. The company was started by Kunal Bahl and Rohit Bansal in February 2010. As of 2014, Snapdeal had 3,00,000 sellers,

over 3 crore products across 800+ diverse categories from over 1,25,000 regional, national, and international brands and retailers and a reach of 6,000 towns and cities across the country.

- Investors in the company include SoftBank Corp, Ru-Net Holdings, Tybourne Capital, PremjiInvest, Alibaba Group, Temasek Holdings, Bessemer Venture Partners, IndoUS Ventures, Kalaari Capital, Saama Capital, Foxconn Technology Group, Blackrock, eBay, Nexus Ventures, Intel Capital, Ontario Teachers' Pension Plan, Singapore-based investment entity Brother Fortune Apparel and Ratan Tata. In April 2015, Snapdeal acquired FreeCharge for \$400 million, but resold the mobile-payments company in 2017.
- Snapdeal was founded on 4 February 2010 as a daily deals platform, but expanded in September 2011 to become an online marketplace. The move came as a surprise to investors, since the company had a 70 percent share in the daily deals business. Snapdeal has grown to become one of the largest online marketplace in India offering an assortment of 3 crore products across diverse categories from over 3,00,000 sellers, shipping to more than 6,000 towns and cities in India. In March 2015, Snapdeal brought actor Aamir Khan for the promotion of its website in India



### **3 .OBJECTIVES**

To identify the factors influencing consumer to buy online.

To find out the various issues, if any, faced by the consumer in online shopping.

To know the type of products purchased by consumers through online.

To identify the perceptions of the people of Delhi NCR towards online shopping. (if Primary data used in the paper)

### **4.Problem Statement**

- Issue related product quality
- Lack of physical touch
- Payment issues
- Lack of knowledge regarding online shopping
- Delay in delivery

### **5. LITERATURE REVIEW**

- Kanwal Gurleen (2012)<sup>1</sup> this paper focuses on the understanding of demographic profiles of adopters and non-adopters of online shopping. The following four factors were found to be significant Price Consciousness, Convenience and Variety, Easy Payment options and Challenges of Online Shopping. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumer feels that there are good websites available which can be trusted for purchases. The only worry of consumers is regarding the trustworthiness of some websites, since they have to give their credit card details to shop online.
- K.S. Silpa, P.U. Rajasree and Dr.P. Balasubramanian( 2016) This project was an attempt to study people perception towards online shopping. As result of survey the majority of people favor to do online shopping, even if they felt some difficulties. Majority of the people agree that in near future online shopping will be more on demand than offline shopping. Therefore, online marketing have a wider scope in the coming years. More people prefer cash on delivery than net banking. Greater part of respondents encourages other people to enter into e-shopping. Most of people do not shop online due to fear of quality of goods, afraid to give out their credit card details and also they find conventional methods more enjoyable. The fact that large number of people is getting attracted towards online shopping creates a basis for tremendous prospects for marketers of today and tomorrow.
- K. Rama Mohana Rao and Chandra Sekhar Patro (2016) the study focuses on identifying and analyzing the various factors influencing the consumers' perception towards eshopping on different products

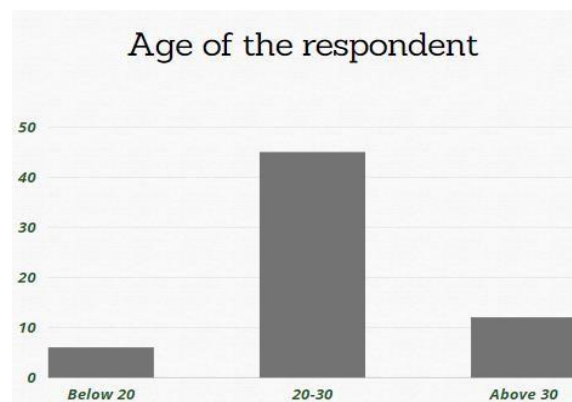
available in the online retail market. The findings of the study established the fact that consumer perception on e-shopping depends upon different factors. According to the study, most of the respondents are satisfied with the current conditions. But there still have several indicators that are needed to be improved. Due to increase in e-shopping websites, the in-store shoppers need to attract the consumers with more attractive offers and quality products.

## **6. RESEARCH METHODOLOGY**

The present study is based on various kind of investigation, where review of literature and various other facts are explored towards consumer perception on online shopping to give out the recent study. The research paper represents a study conducted on a sample of 63 respondents from Delhi NCR. The average age of respondent is around 25 years. Thus, the study will present the view of youth toward online shopping. The data was collected through well-structured questionnaire and random sampling method was used.

## 7. DATA ANALYSIS INTERPRETATION

The primary data was collected from the respondent through questionnaire and the same way were analysed through random sampling method which were interpreted into the following graph.



**Fig 1**

The above graph shows that the majority of the respondents group falls in the age group of 20-30 years.

70% of the respondents are in the age group of 20-30 years, 11.66% in the age group of less than 20 and 18.33% of the respondent are in the age group of above 30 years. This shows that the majority of the respondent group is comprising of youngsters who are generally internet friendly.

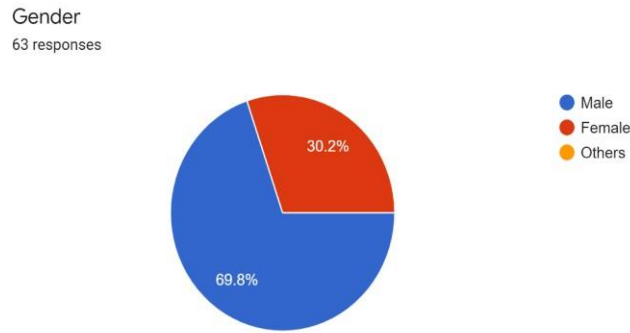


Fig 2

From the above graph shows that, most of the respondents are male. 69.8% are in the group of male. 30.2% are in the group of the male.

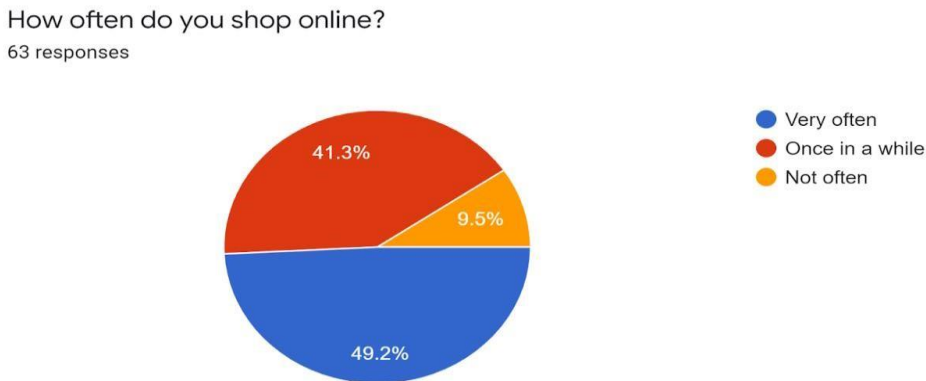


Fig 3

From the above graph it is clear that majority of people shop online very often that is upto 49.2% and 41.3% people shop online only once in a while. 9.5% of people do not shop online.

Products you buy frequently online  
63 responses

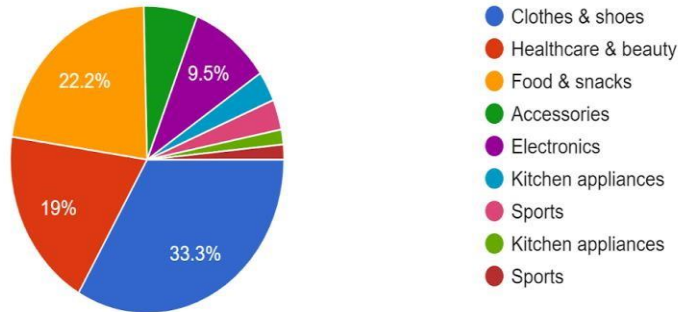


Fig 4

Fashion play an important role in everyone’s life. Clothing and shoes occupies the first position, that falls into 33.3%. The second position is occupied by food and snacks that is 22.2% where all the food items like grocery, snacks, perishable products like vegetables, fruits, eggs comes. 19% is occupied by healthcare and beauty products. 9.5% is occupied by the electronic products which include mobiles, computers, tablets and accessories. 4.8% is took by the kitchen appliances and almost 5% is occupied by sports products and other products.

What is your biggest concern about online shopping?  
63 responses

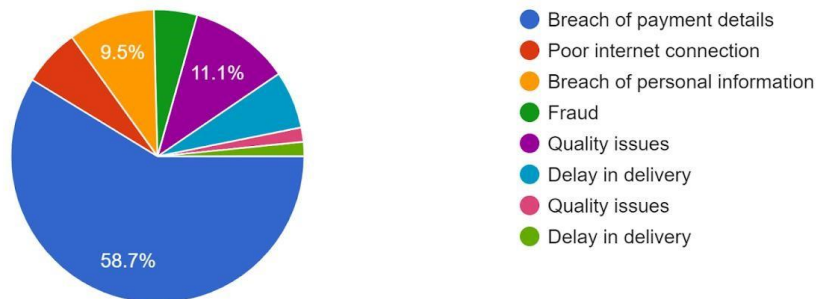


Fig 5

The biggest concern about online shopping is breach of payment details which has majority of the percentage that is 58.7%. 12.7% of people are concern about the quality of the product that is bought online. 9.5% of people are concern about breach of personal information to the outside world. 6.3% of people are concern about the poor internet connection to shop online.7.9% of people are concern about delay on delivery that they get the product after the allotted date. 4.8% people are concern about the online fraud that is happening actively.

How much do you spend on online shopping every month?  
63 responses

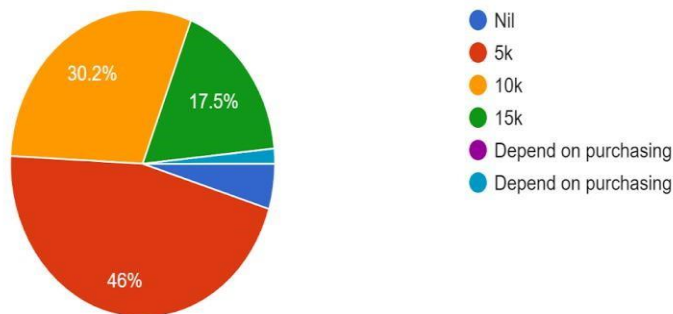


Fig 6

Most of the percentage (46%) occupies in the position of 5000 amount spent per month. It helps to analyse the most of the respondents are ready to spend on online shopping in the range of ₹1,000- ₹5,000. 30.2% occupies the amount spent on online shopping is around ₹ 10,000. ₹15,000 occupies the percentage of 17.5% which clearly shows that those respondents are rich and they mostly prefer to buy online for every basic need. 6.3% of people are not exactly sure about their monthly expense online it is totally depend on their purchase.

How many times do you shop online in a month?  
63 responses

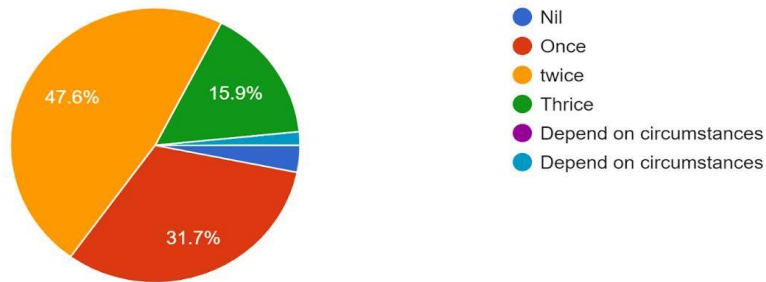


Fig 7

One of the important ways to make customer engaged is by using company's all online platforms to attract customers' attention. Majority of the people that is about 47.6% shop twice a month online and then 31.7% of people only shop once in a month. 15.9% of people shop more than thrice a month, these people frequently buy product through online mode. 4.8% of people do not visit online for shopping and 1.6% of people shop online which depend on their circumstances.

Which payment method do you prefer for online shopping?  
63 responses

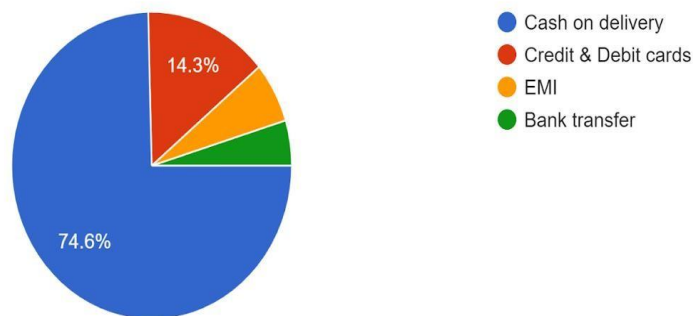


Fig 8

As shown in the above graph 74.6% people prefer cash on delivery as they are more comfortable with this mode of payment and then 14.3%



people prefer card payment i.e. (debit & credit card). 6.3% people prefer equated monthly instalment (EMI) small amount is paid every month. 4.8% people prefer bank transfer for shopping online.

How would you rate your overall online shopping experience?  
63 responses

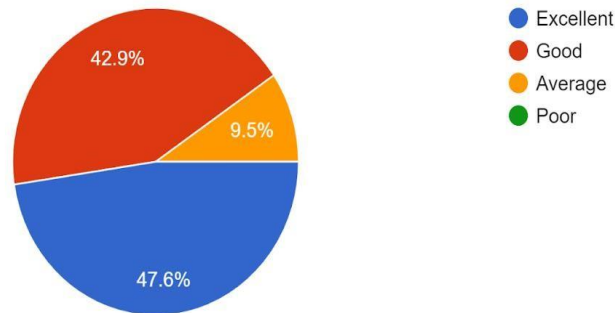


Fig 9

As shown in the above graph 47.6% people had an excellent online shopping experience where as 42.9% people had a good online shopping experience which tell us that most consumer are satisfied with online shopping. 9.5% people had an average shopping experience.

### YOUR EXPERIENCE TOWARDS ONLINE SHOPPING?

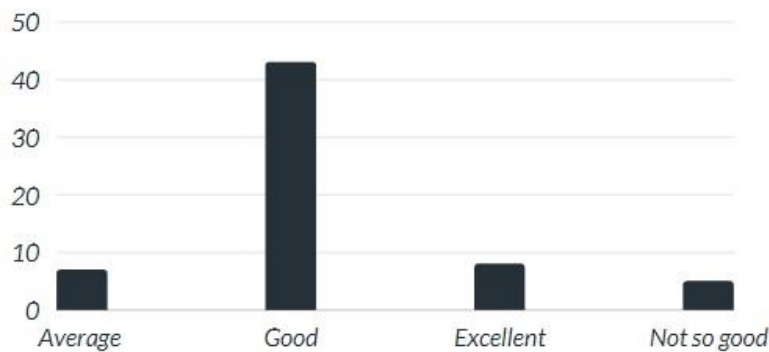


Fig 10

As shown in the above graph 68.25% people had a good online shopping experience while 12.69% people are too happy with their online shopping experience. 11% people had an average experience while 7.93% people had not so good online shopping experience.

## **8. E-COMMERCE MODEL.**

E-commerce is the activity of buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems.

Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electric markets, and online auctions. E-commerce is supported by electronic business

E-commerce businesses may also employ some or all of the followings:

- Online shopping for retail sales direct to consumers via Web sites and mobile apps, and conversational commerce via live chat, chatbots, and voice assistants
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business buying and selling;
- Gathering and using demographic data through web contacts and social media
- Business-to-business (B2B) electronic data interchange
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in pretail for launching new products and services
- Online financial exchanges for currency exchanges or trading purposes.

## **9. ELECTRONIC PAYMENTS SYSTEM FOR ONLINE PURCHASE**

An **e-commerce payment system** facilitates the acceptance of electronic payment for online transactions. Also known as a sample of Electronic Data Interchange (EDI), e-commerce payment systems have

become increasingly popular due to the widespread use of the internet-based shopping and banking.

Over the years, credit cards have become one of the most common forms of payment for e-commerce transactions. In North America almost 90% of online retail transactions were made with this payment type. Turban et al. goes on to explain that it would be difficult for an online retailer to operate without supporting credit and debit cards due to their widespread use. Increased security measures include use of the card verification number (CVN) which detects fraud by comparing the verification number printed on the signature strip on the back of the card with the information on file with the cardholder's issuing bank. Also online merchants have to comply with stringent rules stipulated by the credit and debit card issuers (Visa and MasterCard) this means that merchants must have security protocol and procedures in place to ensure transactions are more secure. This can also include having a certificate from an authorized certification authority (CA) who provides PKI (Public-Key infrastructure) for securing credit and debit card transactions.

Despite widespread use in North America, there are still a large number of countries such as China and India that have some problems to overcome in regard to credit card security. In the meantime, the use of smartcards has become extremely popular. A smartcard is similar to a credit card; however it contains an embedded 8-bit microprocessor and uses electronic cash which transfers from the consumers' card to the sellers' device. A

popular smartcard initiative is the VISA Smartcard. Using the VISA smartcard you can transfer electronic cash to your card from your bank account, and you can then use your card at various retailers and on the internet.

There are companies that enable financial transactions to take place over the internet, such as Stripe for credit cards processing, Smartpay for direct online bank payments and PayPal for alternative payment methods at checkout. Many of the mediaries permit consumers to establish an account quickly, and to transfer funds into their on-line accounts from a traditional bank account (typically via ACH transactions), and *vice versa*, after verification of the consumer's identity and authority to access such bank accounts. Also, the larger mediaries further allow transactions to and from credit card accounts, although such credit card transactions are usually assessed a fee (either to the recipient or the sender) to recoup the transaction fees charged to the intermediary.

The speed and simplicity with which cyber-mediary accounts can be established and used have contributed to their widespread use, although the risk of abuse, theft and other problems—with disgruntled users frequently accusing the mediaries themselves of wrongful behavior is associated with them.

*Methods of online payment:*

## Bank payments through debit and credit card

This is a system that does not involve any sort of physical card. It is used by customers who have accounts enabled with Internet banking. Instead of entering card details on the purchaser's site, in this system the payment gateway allows one to specify which bank they wish to pay from. Then the user is redirected to the bank's website, where one can authenticate oneself and then approve the payment. Typically there will also be some form of two-factor authentication. Some services, like Trustly and Smartpay, let merchants embed its iframe on their website so consumers can pay without being redirected away from the original site. It is typically seen as being safer than using credit cards, as it is much more difficult for hackers to gain login credentials compared to credit card numbers. For many eCommerce merchants, offering an option for customers to pay with the cash in their bank account reduces cart abandonment as it enables a way to complete a transaction without credit cards.

## PayPal

PayPal is a global e-commerce business allowing payments and money transfers to be made through the Internet. Online money transfers serve as electronic alternatives to paying with traditional paper methods, such as cheques and money orders. It is subject to the US economic sanction list and other rules and interventions required by US laws or government.

PayPal is an acquirer, a performing payment processing for online vendors, auction sites, and other commercial users, for which it charges a fee. It may also charge a fee for receiving money, proportional to the amount received. The fees depend on the currency used, the payment option used, the country of the sender, the country of the recipient, the amount sent and the recipient's account type. In addition, eBay purchases made by credit card through PayPal may incur extra fees if the buyer and seller use different currencies. On October 3, 2002, PayPal became a wholly owned subsidiary of eBay. Its corporate headquarters are in San Jose, California, United States at eBay's North First Street satellite office campus. The company also has significant operations in Omaha, Scottsdale, Charlotte and Austin in the United States; Chennai in India; Dublin in Ireland; Berlin in Germany; and Tel Aviv in Israel. From July 2007, PayPal has operated across the European Union as a Luxembourg-based bank.

### Payment wall

PaymentWall, an e-commerce solutions providing company launched in 2010, offers a wide range of online payment methods that its clients can integrate on their website the seller integrates it on the website such that you will need use it to perform payment.

## Google Wallet / Paytm/ Amazon Pay

Google Wallet /Paytm /Amazon Pay, serving a similar function as PayPal to facilitate payments and transfer money online from bank account or wallet. It also features a security that has not been cracked to date, and the ability to send payments as attachments via email.

## Mobile Money Wallets

In developing countries many people don't have access to banking facilities, especially in tier II and tier III cities. Taking the example of India, there are more mobile phone users than there are people with active bank accounts. Telecom operators, in such locations, have started offering mobile money wallets which allow adding funds easily through their existing mobile subscription number, by visiting physical recharge points close to their homes and offices and converting their cash into mobile wallet currency. This can be used for online transaction and eCommerce purchases. Many payment options such as Zaad Services by Telecoms company in Somaliland (Independent State in Northern Somalia), Airtel Money and M-Pesa in Kenya and Tanzania, ATW are being accepted as alternate payment options on various eCommerce websites.



## 10. FINDINGS

- Out of 63 respondents 70% belong between the age group of 20 to 30 years.
- 69.8% respondent are male and 30.2% respondent are female.
- 49.2% respondent shop online very often.
- Due to cheap internet connection internet user have increased in recent times.
- The study shows that all respondents have done E-shopping and majority of them are satisfied with online shopping.
- The study shows that customers prefer cash on delivery than online payment.
- Majority of customers have used online shopping and are going to continue but very few of them have done online shopping earlier and they are not willing to continue.
- Many respondents prefer to shop online as it saves time and money, and there is vast variety of products available.
- Even though online shopping is simple and easy but most of the respondents prefer traditional shopping.
- Respondent those who use internet not only shop online but they can also compare products features, price, quality, consumer reviews.

## 11. SUGGESTION

1. The main factor that more people will be attracted toward online shopping is 'more discounts'. Therefore, retailer should ensure that the online shopping process through their websites should be more cost effective and simple for the consumers to shop online.

2. All these e-commerce websites should advertise their website and mobile application in such a way that consumer are bound to check the product by providing season sale, gift vouchers, more discount, early shopping for prime consumer.
3. Along with all the mode of payment, cash on delivery mode should be provided as people are more comfortable with this mode.
4. These e-commerce websites should provide the feature of 'try and buy' where consumer will first try the product then they can buy it.
5. Measure should be taken to provide customer care 24×7. Customer care center should be opened.
6. Measurement of clothing section should be accurate as sizes differ from brand to brand.
7. Policy of 30 day's exchange and return should be provided to the consumer so that consumer can exchange or return the product if not satisfied.
8. Consumer should be provided with some insider coins or point for the product that they purchased and these coins or points can be converted into discounts coupons in future.
9. E-commerce sites should not delay in delivering the product. Accuracy should be maintained.
10. Exact product should be delivered to the consumer as shown in the photograph.
11. Provision for replacing the damaged goods should be provided.
12. Measures to be taken to ensure the quality of the product shopped online.
13. Delivery of the product should be provided in every part of the country.
14. E-commerce sites must give the assurance for the security of credit & debit card details and personal information which is every consumers major concern.
15. Make sure that the sites get opened quickly whether on desktop or mobile phone.

## **12. QUESTIONS ASKED.....**

- How often do you shop on this site?**
  
- 2 products you buy frequently on this site.**
  
- What is the biggest challenge you face with shopping online?**
  
- How likely are you to recommend this site to other online shoppers?**
  
- What is your biggest concern about online shopping?**
  
- How much do you spend on online shopping every month?**
  
- Which payment method do you prefer for online shopping?**
  
- How would you rate your overall online shopping experience?**

## **13. CONCLUSION**

Online shopping is basically purchasing product through any electronic medium like laptop desktop mobile phones with the help of internet. This research paper focuses on understanding the Indian consumer's perception on online shopping. The objectives are achieved that what kind of commodities are most purchased by the consumer, what kind of payment modes most consumer are comfortable with, how do they spend each month and how often do they shop. Through this research paper we can say that more and more people are shifting towards online shopping and in near future online marketing will have a greater scope. Majority of these online shopping sites target the youth of the economy as their customer they are more friendly with technological changes.

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