

Customer's perception towards online purchasing.

By

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**RESEARCH PROJECT ON CUSTOMER'S PERCEPTION
TOWARDS ONLINE PURCHASING**

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

**UNDER THE GUIDANCE OF
PROF. SARITA CHAUDHARY**

**SBMITTED BY
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BBA-3RD YEAR, BATCH-2**



SCHOOL OF BUSINESS, GALGOTIAS UNIVERSITY

MARCH, 2021

CERTIFICATE

This is to certify that the project report “Customer’s Perception Towards Online Purchasing” has been prepared by **Mr. PRAFUL KUMAR** under my supervision and guidance. The project report is submitted towards the partial fulfilment of 3 years, full time Bachelor of Business Administration.

Name and Signature of Faculty

Date

DECLARATION

I, PRAFUL KUMAR, Roll No. 18GSOB1010053, student of BBA of School of Business, Galgotias University, Greater Noida, hereby declare that the project report on “**Customer’s Perception Towards Online Purchasing**” is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

ACKNOWLEDGEMENT

I have been able to prepare my report successfully and we acknowledge a special thanks to all those people without whose support it was impossible to make the project report.

I would hereby take this opportunity to show my gratitude towards my mentor for what i have learnt during my project. A good response, feedback and co-operation given by whole staff helped out in gaining knowledge and solving my queries.

The successful completion of this project could not have been possible without the co-operation and support of my faculty guide. We feel immense pleasure to thank **Prof. Sarita Chaudhary** for making available all facilities in fulfilling the requirements for the research work.

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1. EXECUTIVE SUMMARY

Online purchasing or e-purchasing 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. The emergence of the internet has created opportunities for firms to stay competitive by providing customers with a convenient, cheaper and faster way to make purchases. According to a study more than 627 million people used internet for online shopping of books, airline tickets/reservations clothing/shoes, videos or games and other electronic products. So, the present paper is an attempt to explore the factors influencing consumers to buy online. Primary data was collected from 50 respondents using random sampling technique with the help of structured questionnaire. Results of factor analysis reveals that Product Information, Online Payment, Convenience and Variety, Consumer Attitude, Easy Accessibility, Flexibility, Price, Consciousness and Challenges of online shopping are the main factors which influence the consumers perception to purchase online.

2. INTRODUCTION

2.1 Background of the study

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 flavour 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 internet has 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 need to wade across a long road and nudge through hustling crowds to get a pair of fancy shoes. Just a click on the keyboard, make the choice and the goods will be delivered, right on the spot. Online shopping has become an increasingly common staple of life in the 21st century. Its popularity can be credited to the fact that convenience is highly valued in our world today. Shopping online offers the opportunity to buy anything and everything you need while on a flight or getting ready for bed. Internet marketing is conceptually different from other marketing channels and internet promotes a one to one communication between the seller and the end user. Today, business internet marketing is the fastest growing segment of online commerce interaction between the consumer and the seller (Shanthi and Kanniah 2015). 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 behaviour in the field of online shopping. It is important to analyse 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.

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 instore technologies and electronic retailing. These help customers 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 to the website of the store, where the customers 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 customers towards technology. Some customers are wary of using technology. Retailers need to segment their customers accordingly and make an effort to communicate with their customers through a programme that helps them use the technology and find out the benefits of the same.

The online purchasing behaviour of online shoppers and factor influencing online shopping behaviour 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.

Companies also use the Internet to convey, communicate and disseminate information to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if the purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

Specific features of online purchasing-Online shopping consist of various features which also highlight the benefits from e – shopping. Thus, the features are described as:

- ✓ 24 X 7 Service available.
- ✓ Easy Access with multiple devices.
- ✓ Single click to navigate multiple sites.
- ✓ Comparison can be made in real time.
- ✓ Flexible Payment methods.

- ✓ Cash back offer.
- ✓ Casual shopping.
- ✓ Availability of much more variety.
- ✓ Reliable information provided.
- ✓ Less time consumption.
- ✓ Convenient prices.
- ✓ Give feedback about the product.

2.2 Literature Review

- **Bellman et. al. (1999)** investigated various predictors for whether an individual will purchase online. These authors concluded that demographic variables, such as income, education and age, have a modest impact on the decision of whether to buy online, whereas the most important determinant of online shopping was previous behaviour, such as earlier online purchases.
- **Venkatesh (2000)** reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they perceive Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great potential for youth marketers.
- **Benedict et al (2001)** in his study on perceptions towards online shopping 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 external factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.
- **Bhattacharjee (2001)** stated that satisfied users are more likely to continue the IS use. Thus, we point that adoption and continuance are connected to each other through several mediating and moderating factors such as trust and satisfaction. Vrechopoulos et al. (2001) found that younger consumers searched for more products online and they were more likely to agree that online shopping was more convenient.
- **Parasuraman (2002)** stated that the motivations for this special issue and propose a conceptual framework pertaining to the issue's theme. Using this frameworks a backdrop, they then offer an overview of the remaining articles by segmenting them into categories and discussing their relationship to the framework. They conclude by highlighting research avenues for augmenting our understanding of marketing to and serving customers through the Internet.

- **Sigala (2003)** stated that despite the exponential growth of e-commerce on the Internet, little is still known on how the new medium is transforming marketing concepts/practices and their effectiveness. This empirical study aims to fill in this gap. This article first analyses the Internet's capabilities and features as well as the new virtual market space that Internet advances have fostered. After reviewing models and strategies for Internet marketing, an Internet marketing mix is proposed based on the Internet strategies of hotels in Greece that were investigated.
- **Know and Lee (2003)** explored consumers' concerns about payment security and its relationship to online shopping attitude and actual purchases. They observed a negative relationship between attitude towards online shopping and concerns about online payment security. Consumers with a positive attitude seem to be less concerned about payment security.
- **Bechrer (2004)** stated that Internet marketing is a field that is continuing to grow, and the online auction concept may be defining a totally new and unique distribution alternative. Very few studies have examined auction sellers and their internet marketing strategies. This research examines the internet auction phenomenon as it relates to the marketing mix of online auction sellers. The data in this study indicate that, whilst there is great diversity among businesses that utilize online auctions, distinct cost leadership and differentiation marketing strategies are both evident. These two approaches are further distinguished in terms of the internet usage strategies employed by each group.
- **Ryan (2004)** conducted a research on the mosaic of institutional issues associated with gaining credibility for internet marketing standards. Strong claims for a predominantly self-regulatory approach are reviewed in conjunction with other factors that inhibit credibility, namely: competing internet worldviews, weak moral coherency and offline ambiguity about respective institutional roles, especially as regards moral dimensions of notions of regulation and self-regulation.
- **Wang (2006)** conducted a research to examine the current use and predict future Web-based marketing activities of U.S. convention and visitor bureaus. A survey was sent to 600 randomly selected American convention and visitor bureaus with a focus on assessing the applications included in the bureaus' Web sites, their Web site promotion techniques, and customer relationship management programs in relation to these Websites. The results indicate that most bureaus' Internet marketing activities are relatively limited, focusing on providing travel information to prospective visitors.

- **ACNielsen (2007)** explains the relationship between consumer behavior and marketing strategy. He states that strategy is about increasing the probability and frequency of buyer behavior. Requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants.
- **Guda et. al (2007)** in two experiments, the impact of shopping context on consumers' risk perceptions and regulatory focus was examined. They predicted that individuals perceive an online (vs. conventional) shopping environment's more risky and that an online shopping environment, by its risky nature, primes a prevention focus.
- **Bengtsson (2007)** stated that adopting the Internet for advanced marketing operations opens up challenging opportunities for firms of all sizes. However, such adoption might destroy investments in present market channels and thus has the characteristics of radical innovation. The results of analysis show that composition of factors on which firms base their decision to adopt advanced Internet-based marketing operations varies significantly with firm size.
- **Sharma and Mittal (2009)** said that India is showing tremendous growth in the Ecommerce, in their study Prospects of e-commerce in India. Online shopping shows unlimited potential in India with the population of millions of people. E-commerce has become an integral part of our daily life and it is a common word in Indian society with websites providing a number of goods and services. Some of these portals provide specific product along with its allied services. Solomon, 1998 in his study Consumer behaviour is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires.
- **Chinting (2010)** stated that few school or educational studies have simultaneously explored both internet marketing and organizational commitment, and of those that have, only direct effects were examined. This study clarifies the relationship between school organization's internet marketing and teachers' organizational commitment by examining the mediating role of teachers' job involvement and job satisfaction.
- **Vaitheeswaran (2013)** examined the convenience of online shopping "With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically detail but by online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model."

- **Bhatt Ashish (2014)** found that that information; perceived usefulness, perceived enjoyment and security/privacy are the five dominant factors which influence consumer perceptions on Online purchasing.
- **Thakur Sonal and Aurora Rajinder (2015)** found that Internet is one of the ways which is changing the consumers shopping and buying behaviour. Mostly consumers are using the internet to buy the product and to compare prices and features of product therefore; e-companies should understand the internet users' perception towards the online purchasing. The prospect of online marketing is increasing in India with the increasing internet literacy.
- **Pritam Kothari & et.al. (2016)** this study states that the rising number of internet user in India provides a bright prospect for e-commerce. This paper highlights on factors which influences consumer to shop online. Indian consumers using e-commerce portal not only to purchase the product but also to avail online services. This study finds that majority of customers perceived that online shopping is the best way to buy goods and services and they were willing to continue this platform of purchasing.
- **Rajarajan and Vetriveeran (2016)** this paper analyse the customer satisfaction level in online marketing the study was conducted among two hundred and fifty respondents and it finds that majority of the respondents preferred to use online shopping portal for buying goods and services and this study suggest that due to increasing importance of online shopping, e-merchants should protect the consumers by supplying quality goods and services at affordable price.
- **Muthumani & et.al. (2017)** this study shows that the online shopping is one of the most popular way for the consumers to make purchases of goods and availing services, but this study identifies that it is not a comfortable and safest one for consumers to make purchases and availing services online. The study also finds that online shopping is gaining popularity among young people to make purchases their requirements.
- **Madhu & Sampath (2017)** in their study online shopping is now become a primary part of any business. This study also stressed that the e-commerce portals have to educate and promote the consumers towards online shopping by determine the factors influencing the consumers towards online shopping. This study concludes that the era of information providing new dimension to the marketer and consumer as well by virtual shops in India.
- **Guo Jun & et.al. (2017)** in their study, Online shopping is a innovative platform to do business in this competitive world and it is a classic example of the business revolution. This study focused on online shopping in china

and the study states that consumer perceived positively with relate to factors such as usability, safety, privacy, after sales service and quality of products. It also states that most of the young population preferred to use online shopping to make purchase of their necessities.

2.3 Need for the study

The purpose of the study is to understand the consumer perception towards online purchasing so that we can learn about the acceptability of online purchasing in India.

2.4 Research Problem

Security and unreliability were main problems in online shopping. indicates that fashion, price consciousness, brand, confusion and perfect were most important factors which affects consumers online shopping behaviour. Study also perceived that respondents take it as positive way.

2.5 Research Question

Q: what is the perception of consumer towards online purchasing either on e-commerce or any other online platform .

2.6 Significance of the study

The success or failure of any business is influenced by consumer perception. Perception is a route of interpreting sensations and the consumer perception explains about their behaviour during buying or not buying of a particular product or service. In simple term Consumer perception explains us what a consumer think about a product or services during the purchase decision process. It acts as a very significant job in a organizations ability to attract new customers and to keep hold of existing customers. The consumer perception directly impacts the draw attention of new customers and competence to preserve admirable relationships with existing customers. The consumer perception might be positively or negatively perceived about a product or service based on their own experience from the usage but it is also influenced by the varieties of other factors like price, quality, brand, reputation of the seller and so on. Therefore, it is essential for business to consider the consumer perception before taking policy decisions relate to product or service.

2.7 Objectives of the study

The study has been conducted to identify the customer's perception towards online purchasing in Delhi NCR. The specific objectives of the study are:

- To identify the demographic profile of adopters and non-adopters of online shopping in Delhi NCR.
- To identify the various reasons for adoption and non-adoption of online shopping by the consumers of Delhi NCR.
- To determine consumer behaviour in online environment.
- To identify the main influencers in online buying process.
- To identify people's attitude towards benefits and risks of online purchase.
- To find out the preferences of the consumer regarding the attributes of online shopping website.
- To determine the factors influencing consumers to shop online.
- To study the consumers perception towards the satisfaction level on shopping online.
- To study the consumers' perception towards problems faced on shopping online.

3. RESEARCH METHODOLOGY

Research methodology process includes a number of activities to be performed. These are arranged in proper sequence of timing for conducting research. One activity after another is performed to complete the research work.

TITLE OF THE STUDY:

“A Comparative Study on customer perception towards online shopping.”

Objectives

- To understand the respondent perception towards online shopping.
- To understand the factors affecting customer’s behavior for choosing e-commerce sites.
- To understand tactics used for gaining the customers.
- To know how consumers are evaluating e-commerce sites for their purchases.

3.1 RESEARCH DESIGN

The Research design of this study is descriptive. The study is concerned about the factors that lead to stress among working women come under descriptive Research category.

3.2 DATA COLLECTION

The goal for all data collection is to capture quality evidence that then translates to rich data analysis and allows the building of a convincing and credible answer to questions that have been posed.

Primary Data

Primary data was collected from various people and their opinion and information for the specific purposes of study helped to run the analysis. In essence, the questions asked were tailored to elicit the data that will help for study. The data was collected through questionnaire to understand their experience and preference towards their loyal company.

Secondary Data

To make primary data collection more specific, secondary data will help to make it more useful. It helps to improve the understanding of the problem. Secondary data was collected from various sources such as different business websites and published papers.

3.3 SAMPLING DECISIONS:

Convenient sampling technique has been used to collect the data.

3.4 SAMPLE SIZE:

50 samples were taken for the study.

3.5 SAMPLING PLACE:

Delhi NCR

3.6 TARGET POPULATION:

Students

3.7 SAMPLE UNIT:

The students in Delhi NCR who have exposure to customer's perception towards online purchasing in Delhi NCR.

3.8 TESTING TOOL:

Here the data analysis instrument used for conducting the research is Bar chart and Pie chart.

3.9 RESEARCH INSTRUMENT:

A structured questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of variety of questions presented to the respondents for their responses. The researcher has been used structured questionnaire, support and cooperation of the selected respondents of various fields.

4. DATA ANALYSIS AND INTERPRETATION OF RESULTS

The study was conducted to know the consumers satisfaction and thought towards e-commerce websites. The study was made by collecting the data from the source of filling questionnaire by 50 samples taken out of the entire population.

The analysis of the data is as follows:-

1) SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS –

a. Gender

b. Age

1 (a) RESPONDENTS ON THE BASIS OF GENDER-

GENDER	PERCENTAGE
Male	34
Female	16
TOTAL	50

Gender
50 responses

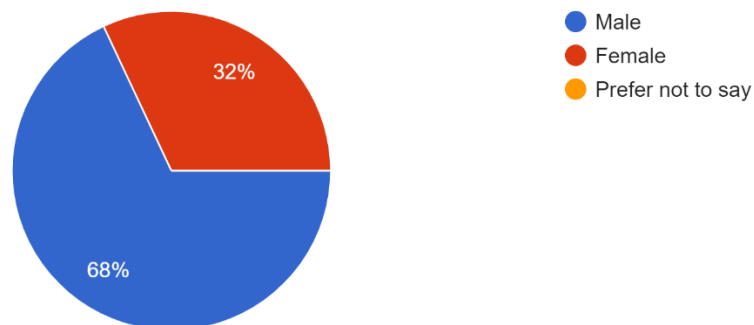


Figure 1(a)

INTREPRETATION:

Figure 1(a) show percentage wise analysis of the data in respect of the gender in which 32% of the respondents were female who prefer online shopping and 68% of respondents were male. This defines that e-commerce is more popular among the male for the trend fashion available online.

1(b) RESPONDENTS ON THE BASIS OF AGE—

AGE	PERCENTAGE
18-20	12
20-22	58
22-24	26
24-26	2
16	2
TOTAL	100

Age group
50 responses

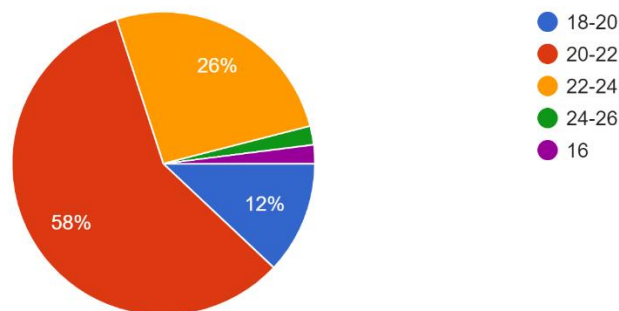


Figure 1(b)

INTREPRETATION:-

Figure 1(b) shows percentage wise analysis of the respondent’s age in which 58% of the respondents were between the age group of 20-22 and in age group of 22-24 26% of the respondents lie which defines that the youth is more active on using the e-commerce website whereas, in the age group of 18-20 and 18 below 16% of the students lies which depicts that respondents of this age group are adopting the new way of technology & its usage and online shopping is one of them which is they are using with good experience.

2. How often did you use online platforms for purchasing during lockdown?

USE DURING LOCKDOWN	PERCENTAGE
VERY OFTEN	52
FEW TIMES	44
NOT AT ALL	04
TOTAL	100

How often did you use online platforms for purchasing during lockdown?

50 responses

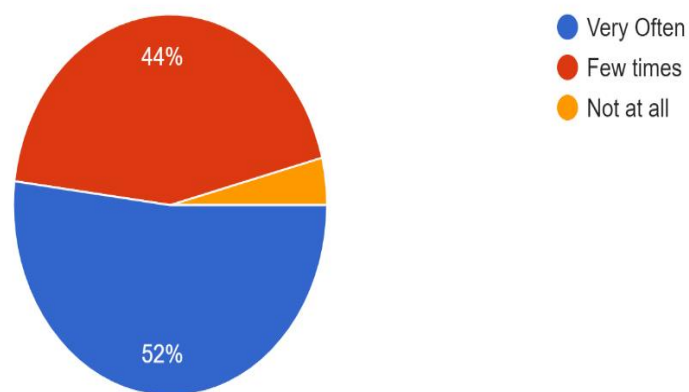


Figure 2

INTREPRETATION:- Figure 2 shows percentage wise analysis of use of online platform for purchasing during lockdown in which 52% of respondents were use use very often while 44% of respondents were use few times that defines almost every people were used online platform during lockdown.

3. Did lockdown affect your online purchasing habit?

EFFECT OF LOCKDOWN ON ONLINE PURCHASING	PERCENTAGE
YES	56
NO	32
MAY BE	12
TOTAL	100

Did lockdown affect your online purchasing habit?

50 responses

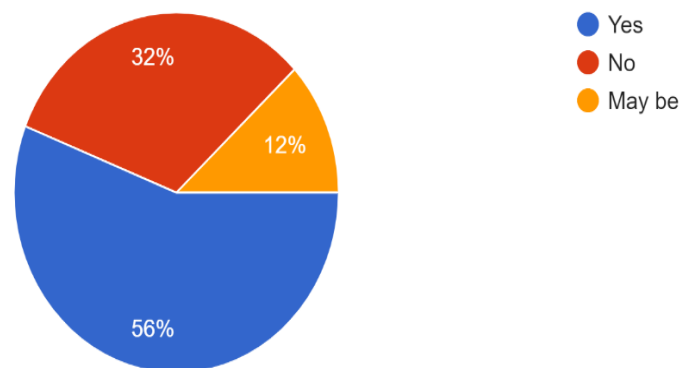


Figure 3

INTREPRETATION:- Figure 2 shows percentage wise analysis of lockdown effect on consumer's online purchasing habit in which 56% of respondents were said that their online purchasing habit is affected due to lockdown but 32% of respondents were said that there is no effect of lockdown on their online purchasing habit and other 12% of respondents were said that may be lockdown had affected their online purchasing habit.

4. For what purpose did you use online platform the most?

PURPOSE OF USING ONLINE PLATFORM	PERCENTAGE
FOR ORDERING FOOD	16
FOR SHOPPING	58
FOR GROCERIES	18
FOR PHARMACY	08
TOTAL	100

For what purpose did you use online platform the most?

50 responses

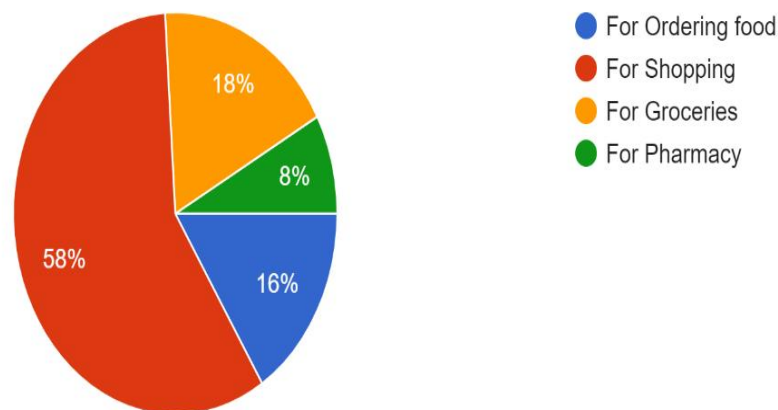


Figure 4

INTREPRETATION:- Figure 4 shows percentage wise analysis of respondent's purpose of using online platform in which 58% of respondents were using online platform for shopping, 18% of respondents were using online platform for groceries, 16% of respondents were using online platform for ordering food and 8% of respondents were using online platform for pharmacy.

5. How often did you use online platform for purchasing before lockdown?

USE BEFORE LOCKDOWN	PERCENTAGE
VERY OFTEN	50
NOT MUCH	50
DON'T USE ONLINE PLATFORM	00
TOTAL	100

How often did you use online platform for purchasing before lockdown?

50 responses

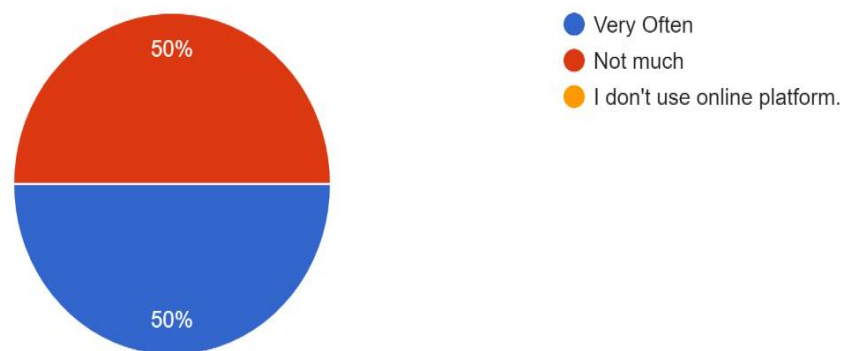


Figure 5

INTREPRETATION:- Figure 5 shows percentage wise analysis of use of online platform by respondents for purchasing before lockdown in which 50% of respondents were using very often while 50% of respondents were not using much.

6. How often did you use online platform for purchasing after lockdown?

USE AFTER LOCKDOWN	PERCENTAGE
VERY OFTEN	76
NOT MUCH	22
DON'T USE ONLINE PLATFORM	02
TOTAL	100

How often did you use online platform for purchasing after lockdown?

50 responses

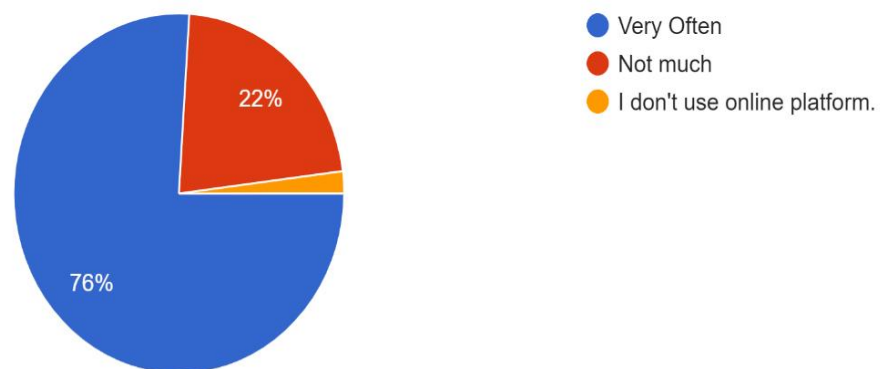


Figure 6

INTREPRETATION:- Figure 6 shows percentage wise analysis of use of online platform by respondents for purchasing before lockdown in which 76% of respondents were using very often while 22% of respondents were not using much.

7. Will you use online platform in future?

USE OF ONLINE PLATFORM IN FUTURE	PERCENTAGE
YES	92
NO	02
MAY BE	06
TOTAL	100

Will you use online platform in future?

50 responses

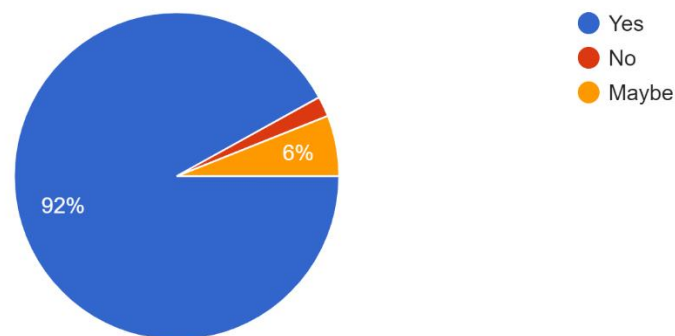


Figure 7

INTREPRETATION:- Figure 7 shows percentage wise analysis of respondent's use of online platform in future in which 92% of respondents were said that they will use online platform in future while on the other hand 6% of respondents were said that they may be use in future.

8. Will you suggest others to use online platform over traditional method?

ONLINE OVER TRADITIONAL	PERCENTAGE
YES	80
NO	04
MAY BE	16
TOTAL	100

Will you suggest others to use online platform over traditional method?

50 responses

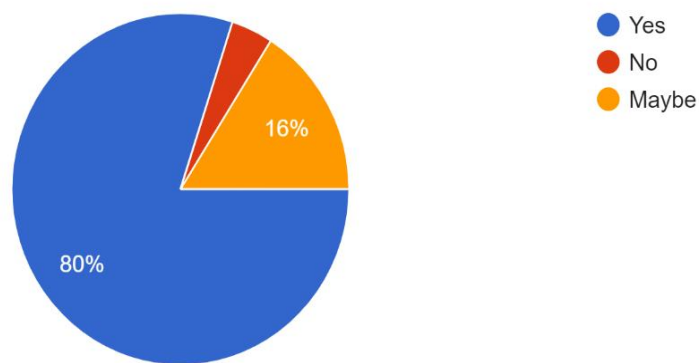


Figure 8

INTREPRETATION:- Figure 8 shows percentage wise analysis of respondent's suggestions in future to others to use online platform over traditional method in which 80% of respondents were said that they will suggest others to use online platform over traditional method while 16% of respondents were said that they may be suggest others to use online platform over traditional method.

9. Do you think lockdown has affected your purchasing behaviour?

ONLINE OVER TRADITIONAL	PERCENTAGE
YES	60
NO	30
MAY BE	10
TOTAL	100

Do you think lockdown has affected your purchasing behaviour?

50 responses

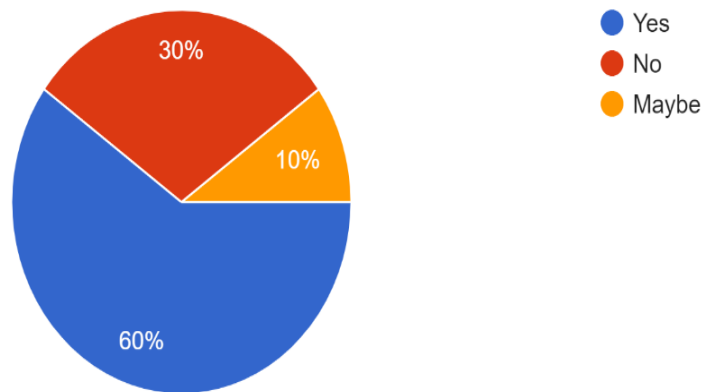


Figure 9

INTREPRETATION:- Figure 9 shows percentage wise analysis of effect of lockdown on consumer's purchasing behaviour in which 60% of respondents were thinking that lockdown has affected their purchasing behaviour while 30% of respondents were not thinking that lockdown has affected their purchasing behaviour, on the other hand 10% of respondents were not much sure about that.

10. Factors affecting online purchasing behaviour.

(a) Availability of products.

AVAILABILITY OF PRODUCTS	PERCENTAGE
SATISFIED	74
NEUTRAL	24
NOT SATISFIED	02
TOTAL	100

Availability of products.

50 responses

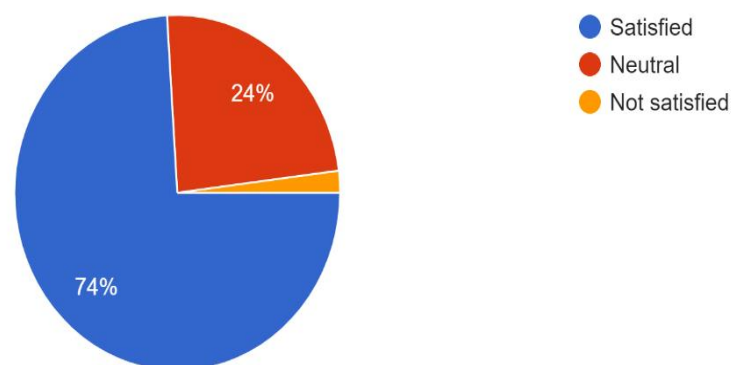


Figure 10(a)

INTREPRETATION:- Figure 10(a) shows percentage wise analysis of availability of products on online platform in which 74 % of respondents were satisfied by the availability of products while 24% of respondents were neutral by the availability of products.

(b) Price

PRICE	PERCENTAGE
SATISFIED	70
NEUTRAL	28
NOT SATISFIED	02
TOTAL	100

Price

50 responses

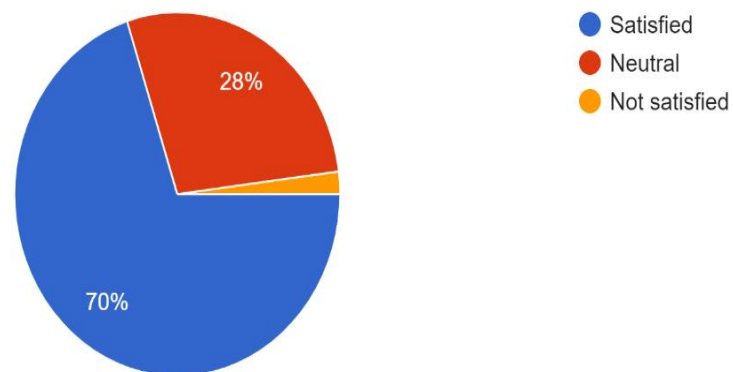


Figure 10(b)

INTREPRETATION:- Figure 10(b) shows percentage wise analysis of price on online platform in which 70 % of respondents were satisfied by price while 28% of respondents were neutral by price.

(c) Discounting offers

DISCOUNTING OFFERS	PERCENTAGE
SATISFIED	64
NEUTRAL	34
NOT SATISFIED	02
TOTAL	100

Discounting Offers

50 responses

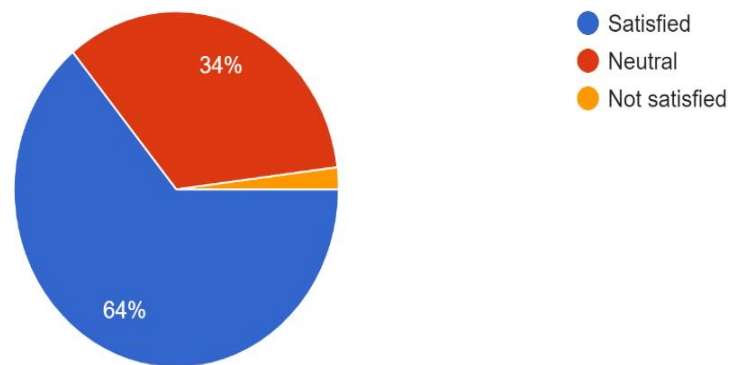


Figure 10(c)

INTREPRETATION:- Figure 10(c) shows percentage wise analysis of discounting offers on online platform in which 64 % of respondents were satisfied by discounting offers while 34% of respondents were neutral by discounting offers.

(d) Payment options

PAYMENT OPTIONS	PERCENTAGE
SATISFIED	86
NEUTRAL	08
NOT SATISFIED	06
TOTAL	100

Payment Options

50 responses

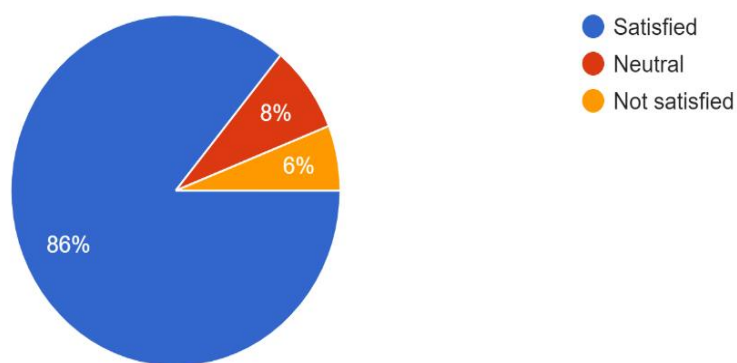


Figure 10(d)

INTREPRETATION:- Figure 10(d) shows percentage wise analysis of payment options on online platform in which 86 % of respondents were satisfied by payment options, 08% of respondents were neutral by payment options while 06% of respondents were not satisfied by payment options.

(e) Quality of products

QUALITY OF PRODUCTS	PERCENTAGE
HIGH	36
LOW	02
MODERATE	36
SATISFIED	26
TOTAL	100

Quality of products
50 responses

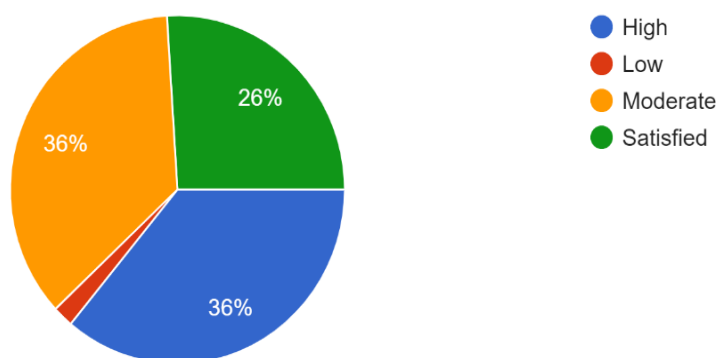


Figure 10(e)

INTREPRETATION:- Figure 10(e) shows percentage wise analysis of quality of products on online platform in which 36% of respondents were highly satisfied by quality of products, 28% of respondents were satisfied by quality of products while 36% were in neutral about quality of products.

(f) Definite Choice

DEFINITE CHOICE	PERCENTAGE
YES	82
NO	18
TOTAL	100

Definite Choice
50 responses

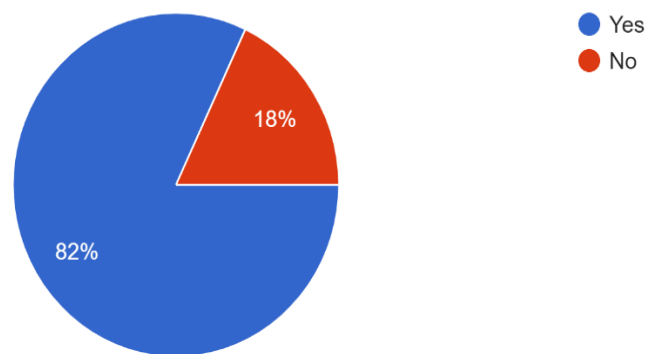


Figure 10(f)

INTREPRETATION:- Figure 10(f) shows percentage wise analysis of definite choice of consumers on online platform in which 82% of respondents were satisfied by definite choice while 18% of respondents were not satisfied not satisfied by definite choice.

(g) Wide range of products

WIDE RANGE OF PRODUCTS	PERCENTAGE
YES	92
NO	08
TOTAL	100

Wide range of products
50 responses

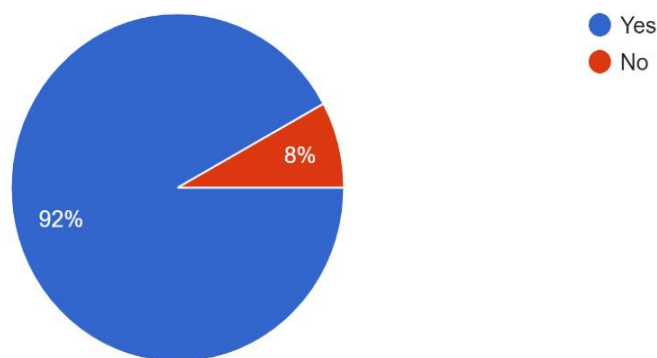


Figure 10(g)

INTREPRETATION:- Figure 10(g) shows percentage wise analysis of wide range of products on online platform in which 92% of respondents were think that there is a wide range of products on online platform while 28% of respondents were not think so.

(h) EMIs options

EMIs OPTIONS	PERCENTAGE
YES	76
NO	24
TOTAL	100

EMIs options

50 responses

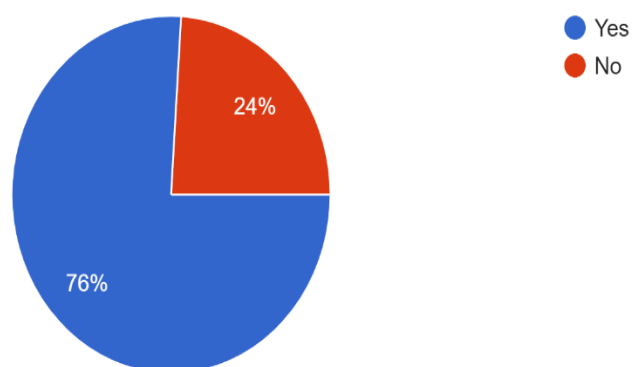


Figure 10(h)

INTREPRETATION:- Figure 10(h) shows percentage wise analysis of EMIs options on online platform in which 76 % of respondents were satisfied by EMIs options while 28% of respondents were not satisfied by EMIs options.

(i) Local products (Made in India)

LOCAL PRODUCTS	PERCENTAGE
YES	88
NO	12
TOTAL	100

Local products (Made in India)

50 responses

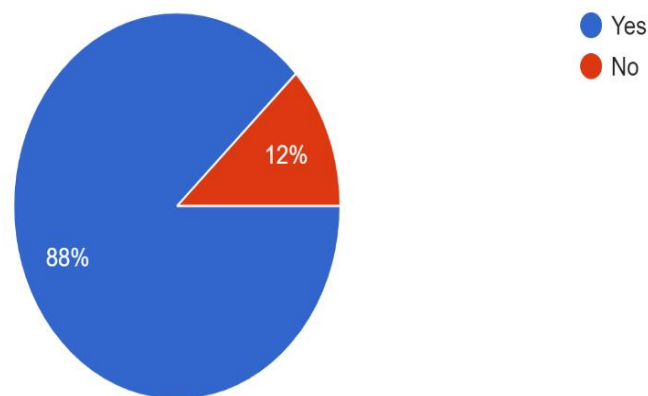


Figure 10(i)

INTREPRETATION:- Figure 10(i) shows percentage wise analysis of local products on online platform in which 88 % of respondents said that there is local products on online platform while 12% of respondents said that there is not local products on online plat form.

5. LIMITATIONS

- The study is confined to the area of Delhi NCR.
- The study is based upon the consumer satisfaction, perception and experience of online purchasing.
- The data collected for the research is fully primary data given by the respondents by filling the google form.
- The questionnaire was made available to consumers through google drive – forms.
- No personal biasness happens while taking filling the questionnaire because of the online google form.
- Limited time frame.
- Responses were restricted to only 50 sample out of the large population size.

6. CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web. Understanding customers need for online selling has become challenge for marketers. Special understanding the customer's satisfaction level with their experience towards online purchasing, making improvement in the factors that influence consumers to shop online and working on the factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Online purchasing to consumer is the help in finding the wide range of product without going to shop and get home delivery of the product. With this online purchasing has truly revolutionized and influenced our society as a whole. This use of technology has open doors opportunities that enable for more convenient lifestyle today. However, this concept of online purchasing led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminal to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately private database. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so , society will continue to depend upon online purchasing, which will allow it to remain a tremendous success in the future.

7. RECOMMENDATION

- As still India in large segment of population is untapped regarding the online purchasing the available online purchasing store can widen their market by getting into expansion strategies.
- Remove the fear of product quality, durability and payments etc from the mind of customers in regards of online purchasing.
- Wide expansion of internet services facilities in rural area can bring the more customers for the online purchasing sites.
- Through prompt service, wide variety in rural area can bring the more customers from the remote area can be tapped.
- Transaction security and consumers data safety are principal concerns of online customers purchasing products or services online. Therefore, online vendors can assure their consumers by providing them guarantee, delivery on time , special offers , by improving their technological system.

8. APPENDIX

8.1 DATA COLLECTION FORM

The purpose of this questionnaire is to find out their opinion about online shopping and identify what main factors Indian online consumers take into consideration when purchasing products online. Please read the questions carefully and respond by marking the option that represents your opinion. Remember there are no wrong or right answers. We are only interested in your opinion. Your responses will remain anonymous and confidential. Thank you very much for your valuable time. Your help is appreciated.

1. Name:
2. Gender : Male [] Female []
3. Age :
 - a. 20-25 [] c. 30-35 []
 - b. 25-30 [] d. 35- above []
4. Qualification :
 - a. Employed [] c. Student []
 - b. Self employed [] d. Housewife []
5. How frequently you shop through e-commerce websites?
 - a. More than once a month [] c. Once in 3-6 months []
 - b. Once in 1-2 months [] d. Once in 7- 12 months []
6. How do you get to know about the products that you purchase online?
 - a. Through friends c. Through advertisements
 - b. Social media d. Others(specify).....
7. Which of the following site you visit for shopping?
 - a. Amazon [] d. Myntra []
 - b. Flipkart [] e. Others(specify).....
 - c. Snapdeal []

8. What motivates to buy products online?

- a. Easy payment []
- b. No hidden cost []
- c. No travel to shop []
- d. Wide range of products []
- e. Others(specify).....

9. To what extent do these following factors influence your service judgment when buying shopping goods online?

STATEMENT	VERY IMPORTANT	IMPORTANT	NEUTRAL	NOT IMPORTANT
Large selection of products				
Easy to navigate from websites				
Variety of products				
Special offers / discounts				
Detailed product of information				
Free shipping				
Maintain high level secrecy of customer information				
Guarantees & warrantees of products				

10. How do you make your payments on internet?

- a. Debit card / credit card []
- b. Paytm []
- c. Bank transfer []
- d. Other (specify).....

11. Do you think there is scope of improvement in the following issue you faced while shopping online?

STATEMENT	AGREE	NEUTRA	DISAGREE
More secured website			
Delivery on time			
Customer service			
Return/ exchange policy			
Clearly display the hidden context next to the			
Website interface			
Product tracking process			

12. What is your experience towards online shopping?

- a. Excellent [] c. Average []
 b. Good [] d. Bad []

8.2 REFERENCE

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