

**Research Project Report**

**“A STUDY ON CONSUMER SATISFACTION  
TOWARDS E-COMMERCE SHOPPING”**

***FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT***

***FOR THE AWARD OF***

***BACHELOR OF COMMERCE***

**UNDER THE GUIDANCE**

**OF Prof. NITIN HURIA**

**Submitted By**

**TUSHAR**

**KALRA**

**1708101080**

**B.COM (H) 2017-2020**



**School of finance and  
commerce**

**Galgotias University**

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# ACKNOWLEDGEMENT

All praise to the almighty with whose auspicious blessings I have been able to accomplish my research project report successfully. Equal credit goes to my parents and teachers who made me what I am today by their hard labor, devotion, support & prayer.

My special thanks to my parents for generic cooperation coordination and valuable support. I pay my gratitude towards my other faculty members. I must not forget to render my deep feelings of gratitude and thanks to all the respondents whom I visited during the analysis for valuable information, co-operation, advice and suggestion to make this endeavor a great success.

I am grateful to my guide **PROFESSOR NITIN HURIA** for her efforts during my project work. My sincere thanks to all other who were associated with the project directly or indirectly for providing me the excellent guidance during the project.

# DECLARATION

I, TUSHAR KALRA Roll No.17GSFC101042 student of School of Finance and Commerce, Galgotias University, Greater Noida, hereby declare that the project report on “A STUDY ON CONSUMER SATISFACTION TOWARDS E-COMMERCE SHOPPING” 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.

Name and Signature of the Student:

TUSHAR KALRA

# **CERTIFICATE**

This is to certify that the project report “A study on Consumer Satisfaction Towards E-Commerce Shopping” has been prepared by TUSHAR KALRA under my supervision and guidance. The project report is submitted towards the partial fulfillment of 3 year, Full time BACHELOR OF COMMERCE.

Name & Signature of Faculty:

**PROF. NITIN HURIA**

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# ABSTRACT

E-commerce platforms are the fashionable era variety stores which depicts the changing patterns of 21st century shopping experiences and beginning of the new way of distribution channels still as digital buying impulse to extend the wants and needs of customer, because of the transformation and advances on the IT facade, the magnitude of e commerce business is augmenting and playing significant part in industry field by the way of trading the merchandise . Hence during this light, an effort has been made through this article, we evaluate how these parables support with one another and how influence costumer behavior with minor group of respondents. Primary data are collected through questionnaire to verify the respondent. correlational analysis are wont to determine the connection between the parables. We covered managerial and implication also provided to e commerce retailer about the varied apply that influences the customer motive

# INTRODUCTION

The present decade, and more particularly the recent few years has witnessed a dramatic shift within the Ecommerce business in terms of shopping for behaviors of consumers. Where earlier consumers need to physically visit the market, glance at quality packaging and quick delivery, they're now more focused about prioritizing comfort, experience, convenience, quality, variety while making e commerce shopping decisions. The increasingly changing outlook on the way how customers intermingle and buy from your brand are the rationale because of which a serious push on the way for Omni-channel policies for the companies. The Ecommerce is that the motivating dynamic at the rear of this shopping evolution. Customers now no more need to move out for purchasing. Ecommerce has transported the shopping experience on their fingertips via computers and mobile devices, entirely shifting the way consumers shop. The raise of mobile shopping has vague the contour amid the physical store and also the e commerce experience. instead of having two distinctive channels, both channels are often exploited in concurrence to optimize the shopping experience. Though a number of the legacy brick-and-mortar brands have had trouble maintaining with the expansion of Ecommerce, it isn't the kiss of death to physical stores. In fact, big companies like Amazon and Alibaba have spread out brick-and-mortar locations. Shanthi & Kannaiah (2015) discovered that though customers have started shifting to digital marketing, a awfully large chunk of shoppers still like better to make purchases from conventional bazaars having a visible corporal existence. An individual's desire for purchasing any particular merchandise, on the both platforms viz. digital and standard, is impacted by the persona aspect acquired by that individual. Hence, customer buying inclinations are delineated because the tangs of the consumers considered by the discernments and of the worth and benefits of the products offered (Guleria et al., 2015). Buying fondness is correlated to someone's likes or dislikes but shopping means aren't inclined by consumers' purchasing supremacy. This commonly shapes purchasing judgments. The spotlight in understanding consumers is that the important facet in maintain consumers (retain) and creating it trustworthy to the vendor. Lubis et al. (2017) postulated that customers' end up to be dedicated only they're contented. Contentment is resourced as soon as we draw attention to providing services to customers. the most focus to conduct this study was to appraise demographic factors that influence a personality's inclination in shopping products e commerce. The researches on studying demographic effects on e commerce purchasing judgments has taken place since 1995 (Fram & Grady, 1997; Kunz, 1997; Mehta & Sivadas, 1995; Sultan & Henrichs, 2000; This customer demographic study can help stores make pronouncements supported the pedestal of the characteristics of their customers whether or not they should run their businesses e commerce or traditional means. teens don't want to squander their time going from store to store to create contrasts. they're going to make purchases digitally whenever possible. additionally, this research involves the presence of e commerce store applications on smart phones from consumers in influencing their preference for e commerce shopping E commerce shopping is a form of electronic commerce which allows consumers to directly buy goods and services from a seller over the internet.

- The present decade particularly the recent few years has witnessed dramatic shift towards ecommerce business in terms of buying behavior of consumers.
- Where earlier consumers have to physically visit the market, but now people used prefer shopping via mobiles and computers

## Objectives of the study

- To Study the customers' satisfaction regarding Ecommerce Shopping Platforms.
- To Study the market size of major Ecommerce platforms.
- To Analyze the different marketing strategies adopted by Ecommerce platforms.

## DATA COLLECTION

Data collection methods: The data is collected from primary data and secondary data it's necessary that the information collected may be a reliable data so as to attain the research objectives. All data sources are often classified into two:

- **Primary data**- the project primary data were collected mainly from analysis method, using the tool questionnaire. (70 individuals) ·

### **Secondary data**

The use of secondary data is to saves time and money. To extend the accuracy secondary data is used secondary data was obtained from-Various text books, , magazines, journals, etc. Websites of the Amazon and Flipkart



# Research Methodology

## **Research Design**

Research design is that the blue print for factual research work that guides the researcher during a scientific way towards the achievement of the objectives. Analysis method has supported the researcher to search out the perception, usage, and awareness of food delivery apps among the purchasers.

## **Sample Design**

Sampling design is compulsory in every scientific study. Hence, decided to gather the information through multi stage Sampling

**Sample:** A Sample of 70 customers both male and feminine drawn from nearby district have refund the duly filled up questionnaire Respondents are taken because the sample size.

## **Tools for collecting data:**

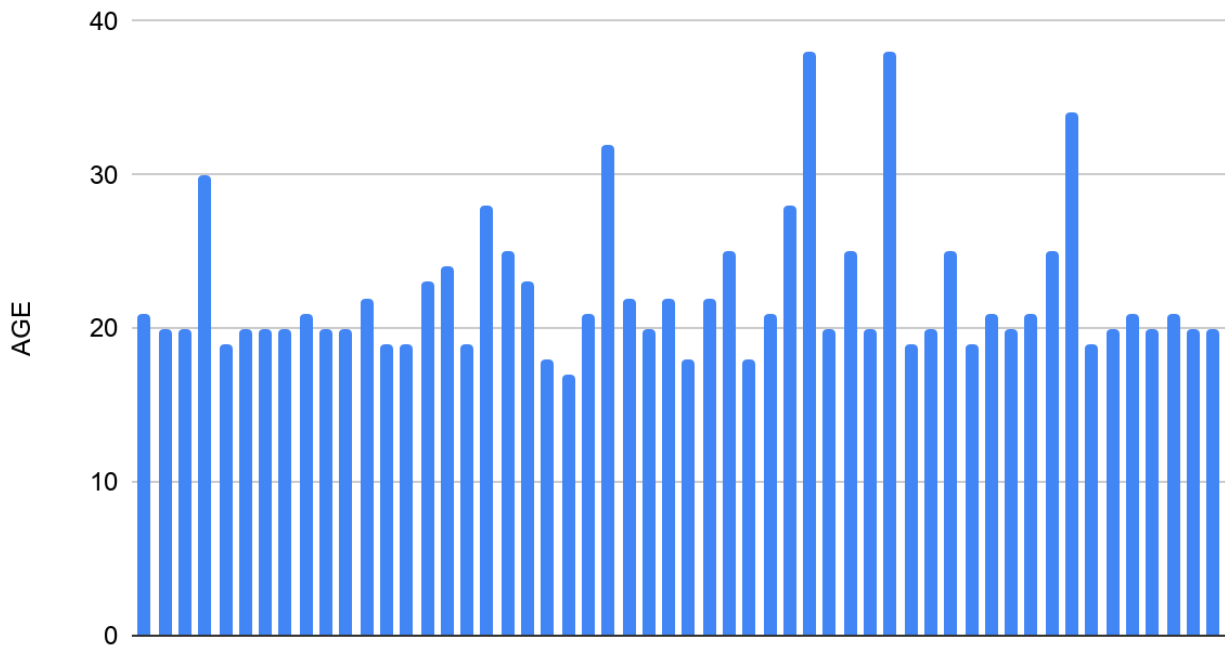
a search tool plays a serious role in any worthwhile research because it is that the sole think about determining the sound data and in arriving at perfect conclusions about the matter or study readily available, which ultimately, helps in providing suitable remedial measures to the issues concerned.

# RESULT ANALYSIS

The Result Analysis consists of a analysis conducted with the help of questionnaires. The questionnaire was filled by 70 individuals of different age groups who uses e-commerce shopping as a platform

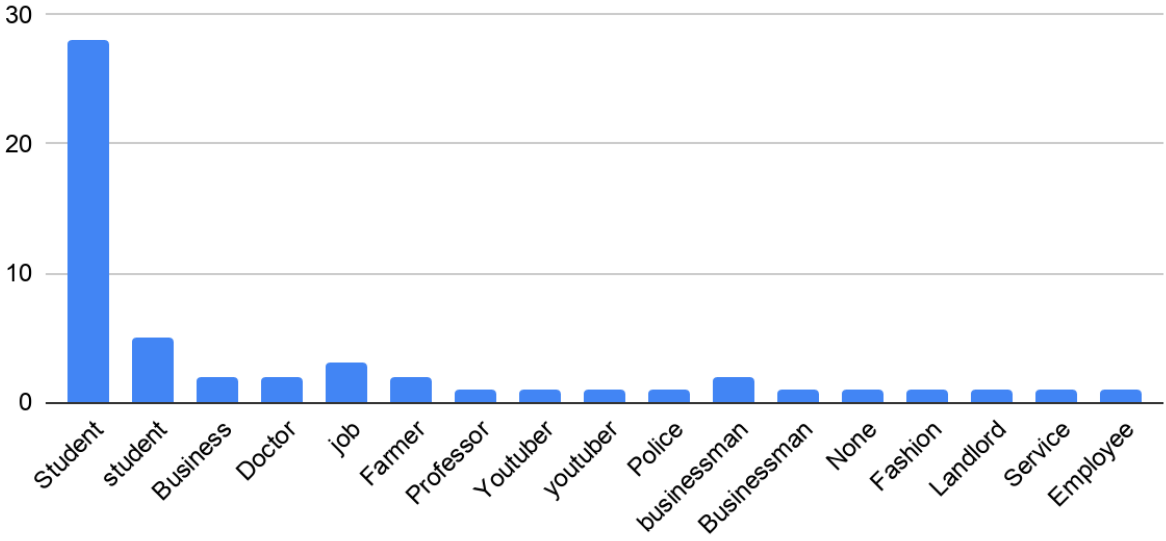
## 1. Age Group:

AGE



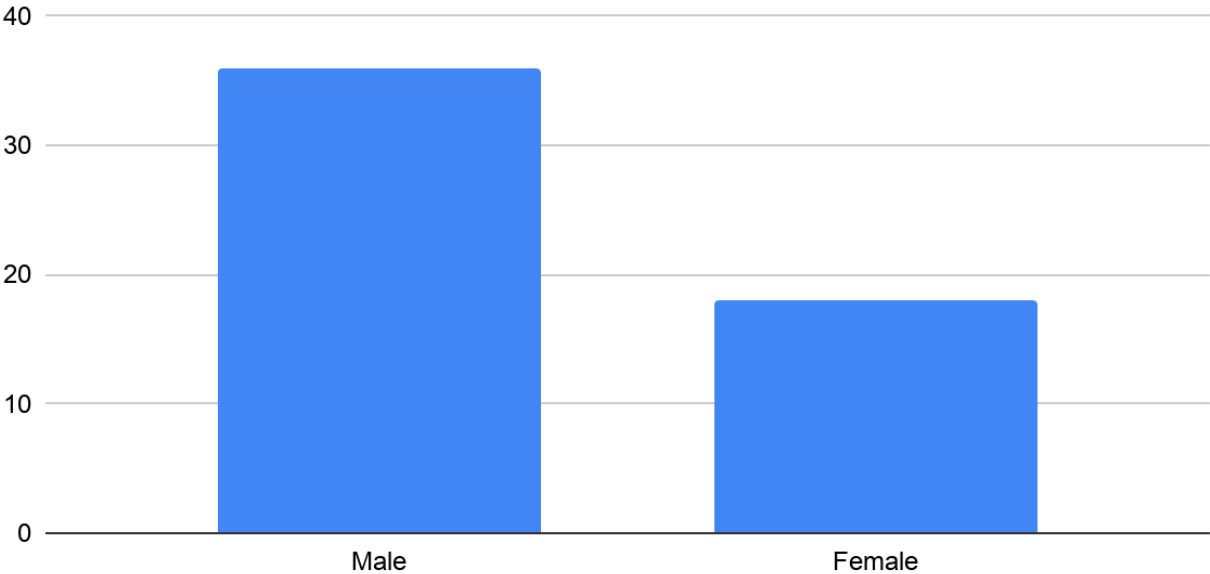
The questionnaire was filled by people with ages between (17-38). The maximum number of respondents are between the age(19-21).

### Count of OCCUPATION



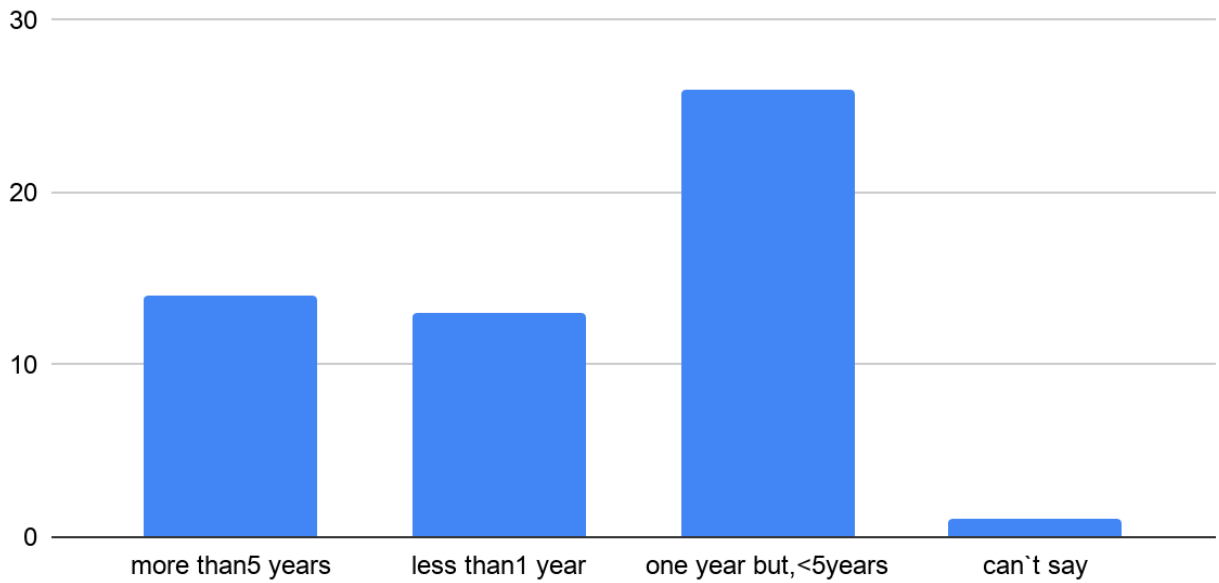
Count of OCCUPATION

### Count of GENDER



Count of GENDER

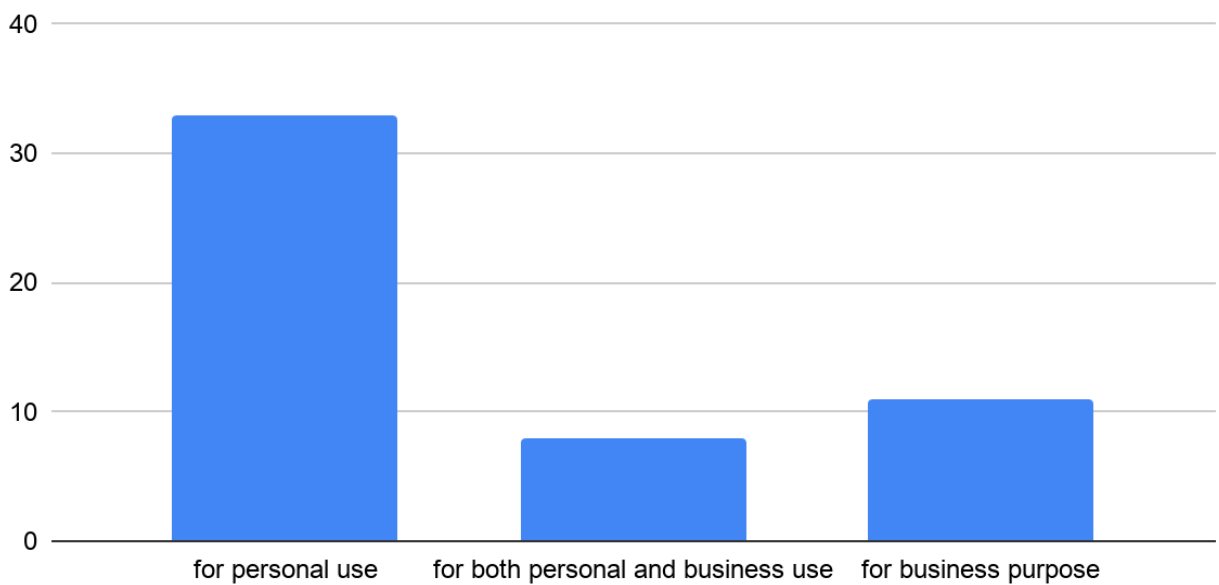
### Count of 1. For how many years you are using e-commerce?



Count of 1. For how many years you are using e-commerce?

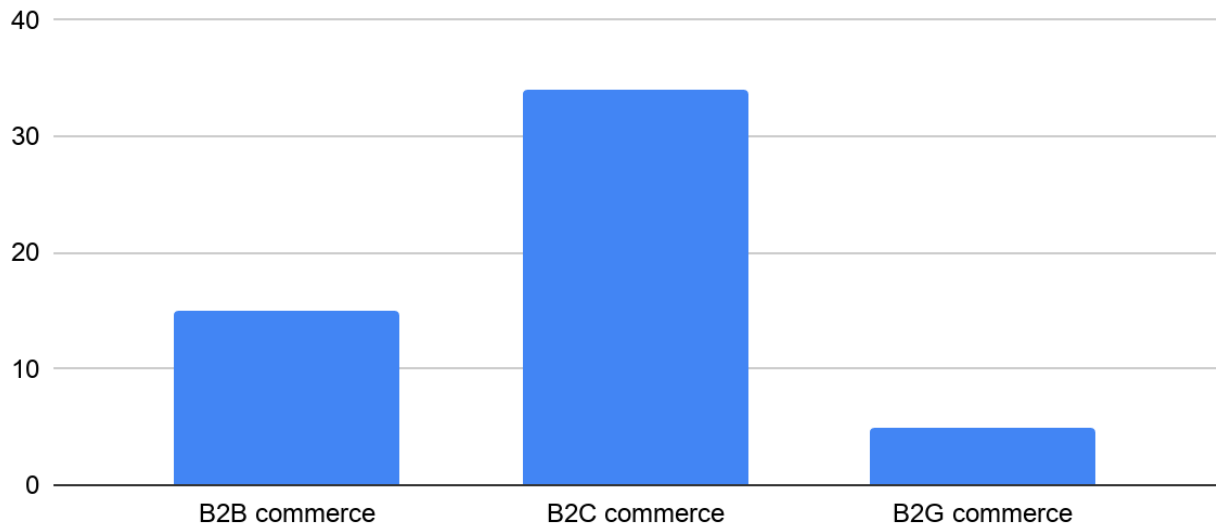
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### Count of 2. For what purpose do you use e-commerce?



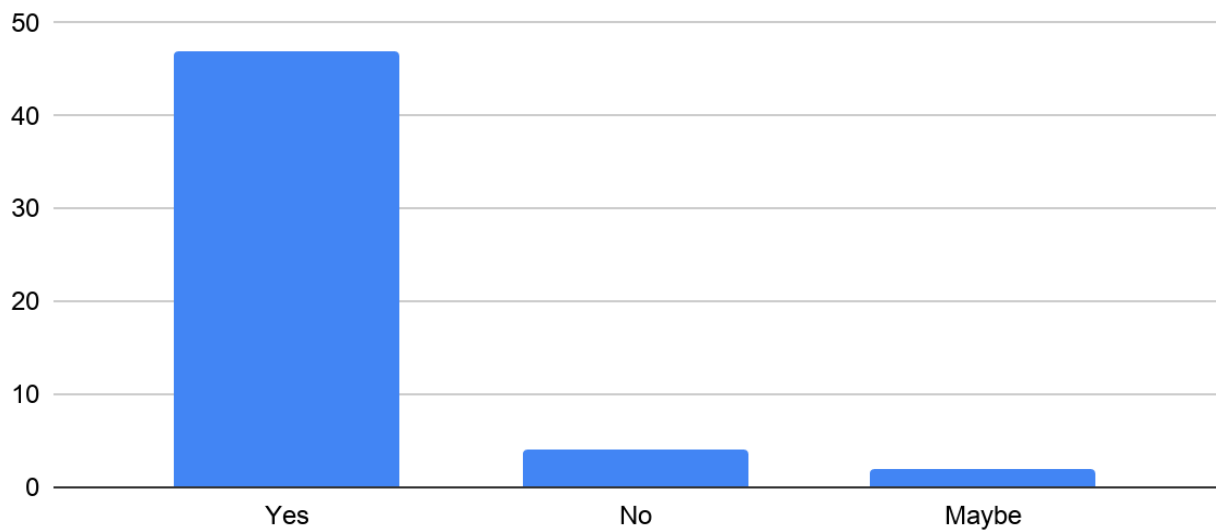
Count of 2. For what purpose do you use e-commerce?

Count of 3. From the various types of e-commerce, what according to you has the largest market share?



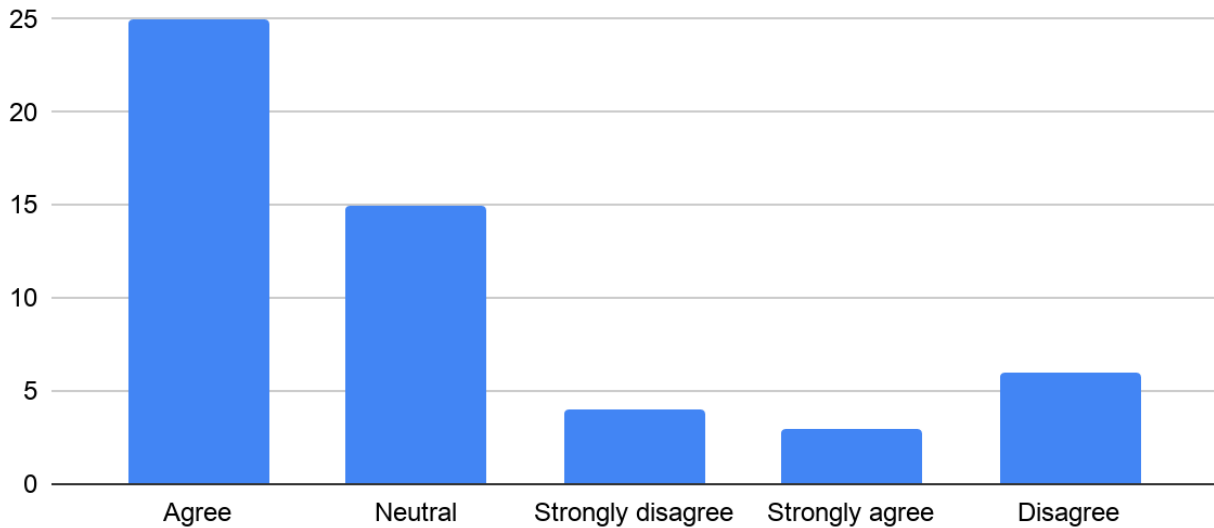
Count of 3. From the various types of e-commerce, what according to you has the largest market

Count of 4. Do you think that the application of e-commerce has increased over the years in india?



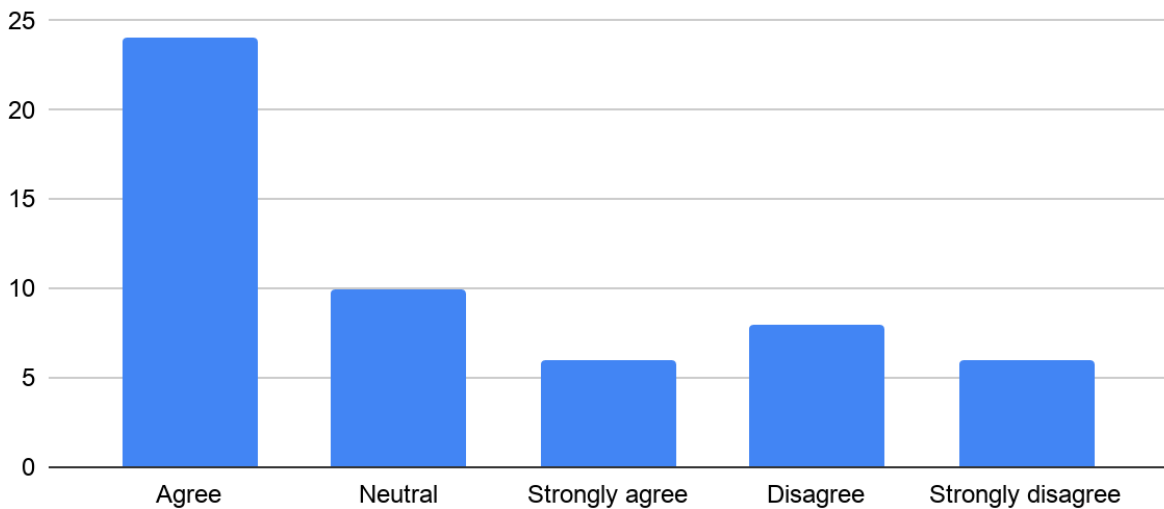
Count of 4. Do you think that the application of e-commerce has increased over the years in india?

Count of 5. Do you agree that e-commerce as commercial means has its advantage over the traditional commercial



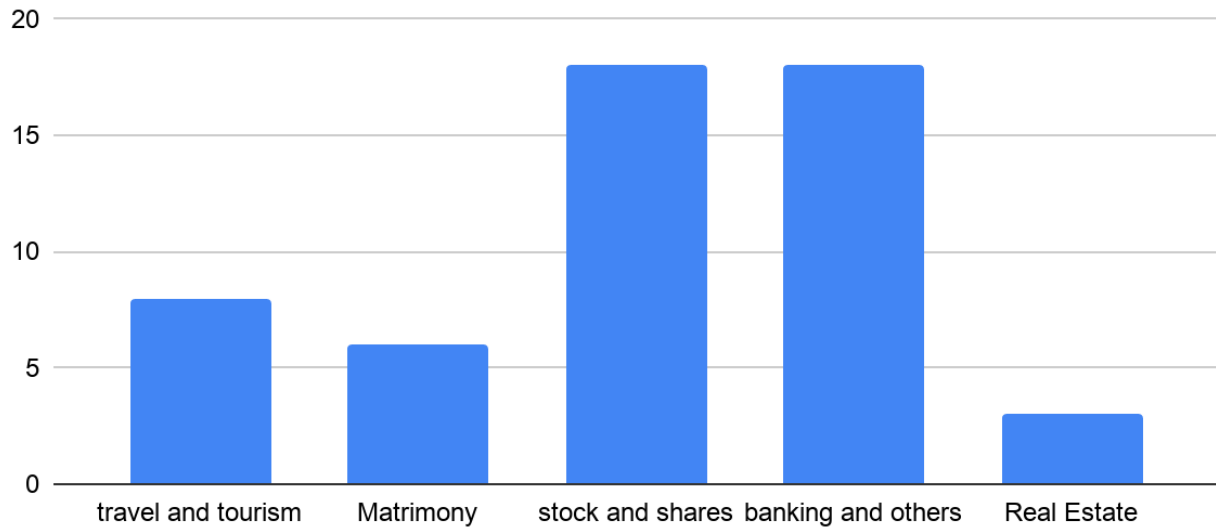
Count of 5. Do you agree that e-commerce as commercial means has its advantage over the

Count of 6. Do you agree that e-commerce can provide an alternative marketing channel by eliminating middle man/



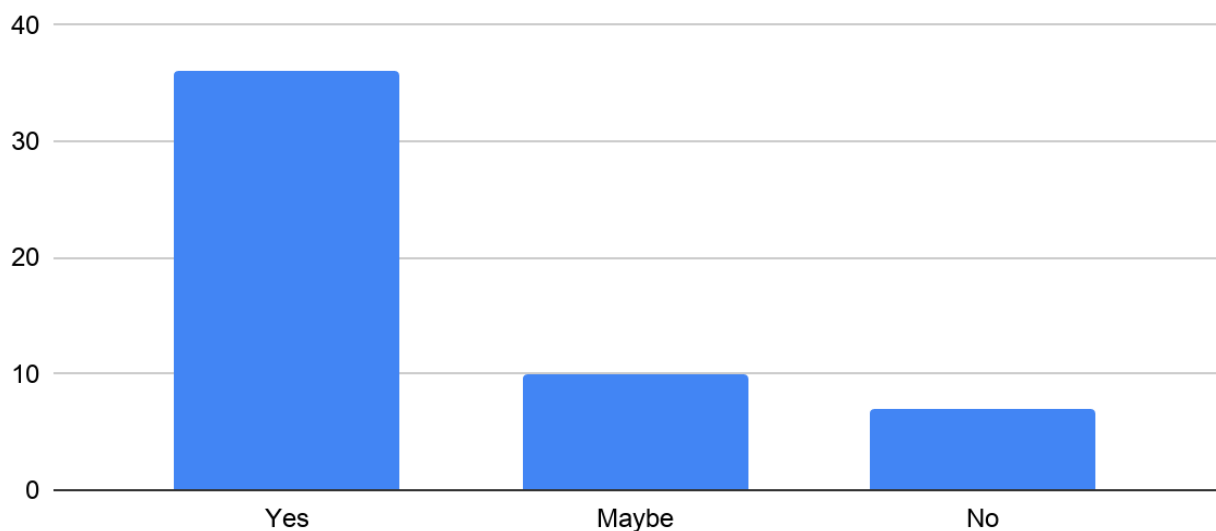
Count of 6. Do you agree that e-commerce can provide an alternative marketing channel by eliminating

Count of 7. Which is the most prominent domain in which e-commerce is used in india?



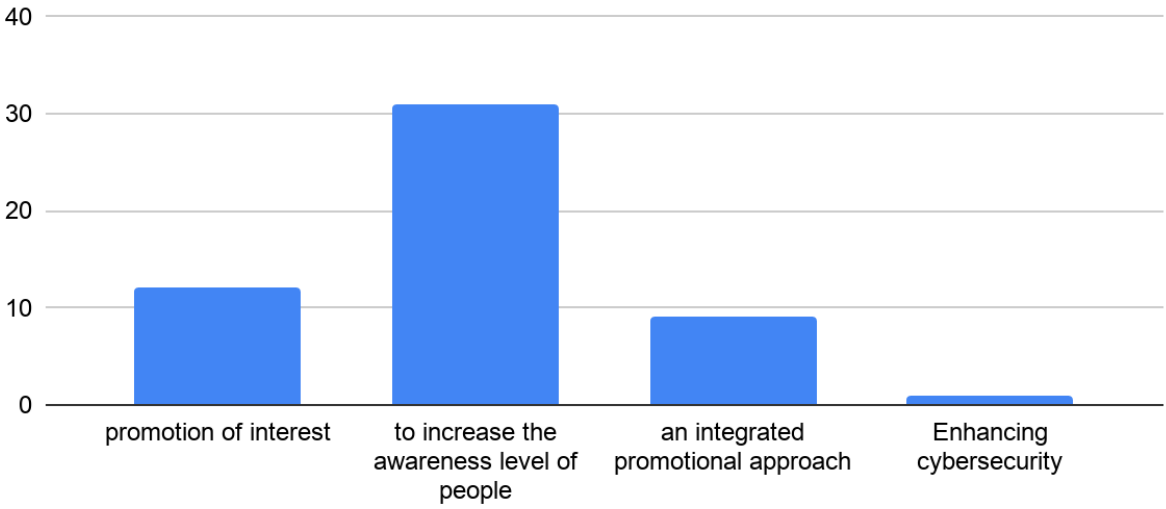
Count of 7. Which is the most prominent domain in which e-commerce is used in india?

Count of 8. Do you think that the govt. of india is doing i`ts enough to promote e-commerce in india?



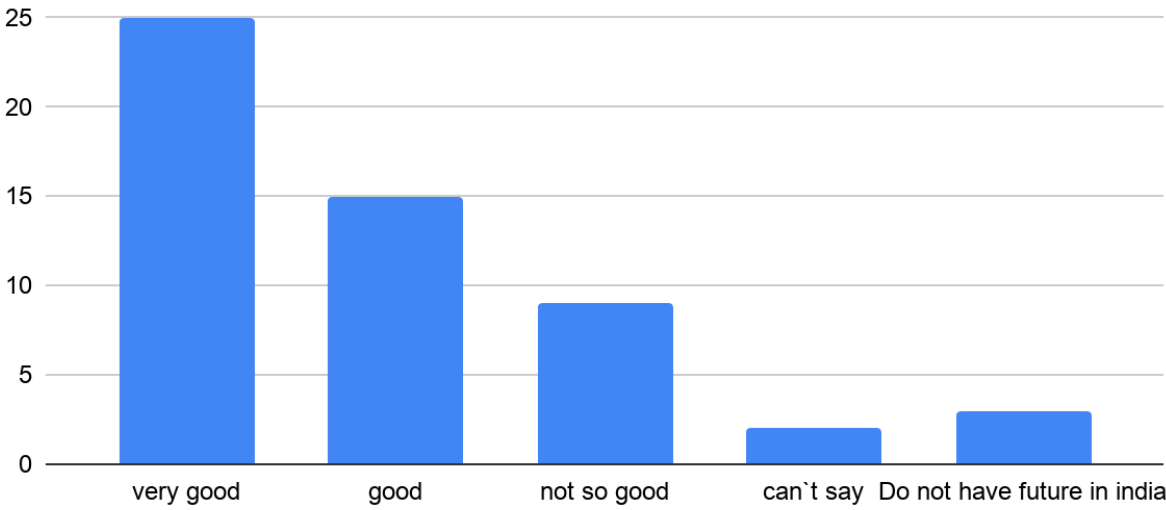
Count of 8. Do you think that the govt. of india is doing i`ts enough to promote e-commerce in india?

Count of 9.what measure would you recommend for promotion of e- commerce in india



Count of 9.what measure would you recommend for promotion of e- commerce in india

Count of 10.what according to you is the future of e-commerce in india?



Count of 10.what according to you is the future of e-commerce in india?



# FINDINGS

## Using the Primary and Secondary data, the following outcome has been derived:

1. People between the age group of 19-25 years were using the e-commerce shopping more than any other age group.
2. Most people use e-commerce shopping services because it provides offers and discount so as to avail such offers they use it.
3. Amazon is the most popular e-commerce app which is preferred by customers.
4. People mostly uses e-commerce shopping more than 1 year but less than 5 years.
5. Here we came to know that the largest market share is B2C commerce platform
6. The people mostly use such apps for personal use only
7. Most of the people response positive that the application of e-commerce is increase on recent years.
8. More than 50% are agreed that e-commerce has it's advantage over the traditional commercial methods.
9. Most of the people agree that e-commerce can provide an alternative marketing channel by eliminating middle man.
10. 70% of people think that the Government of India is doing enough to promote e-commerce in India.
11. 60% of people recommend to increase the awareness level of people for promotion of e-commerce in India.

This study found that most of the respondents were positive that these e-commerce shopping platform positive attitude and have the probable to stand out well in this competitive market and will become a prominent industry in near future

- Most people use e-commerce shopping services because it provides offers and discount so as to avail such offers they use it.
- People avail goods of their choice of brand .
- They can purchase goods on EMI .

A strong support to this scenario is the growth in the number of smart phones and e-commerce apps. E-commerce apps have become quite popular across India.

In a analysis, value, ease of use, social norms and pressures, resources available to the individual, decadent motivation, perceived price value, previous experience, and habit are the factors that majorly influence the behavioral motive to use mobile internet technology.

# SUGGESTION

Based on the findings of the study the subsequent suggestions are made here for e-commerce shopping platform.

- 1. Real-time collection:** Nearly three-quarters (74 percent) of e-commerce consumers get bothered with websites where the content (e.g. ads, offers, promotions) appears unrelated to their interests. The days of “spray-and-pray” marketing are gone. If you wish to achieve and keep customers, you wish to produce them with the custom made shopping experience they’re trying to find. The more related offers you promote, the upper the probabilities they’ll buy. In keeping with a report, 70% of shoppers prefer doing business with brands that make use of private information to form a more related experience. When personalizing your marketing messages, remember to not go too far. There’s a fine line between using shoppers’ personal information to customize messages, and breach their privacy.
- 2. Be vary of slow-selling items** Products that are slow to shift curtail the income and decelerate a business’s development. As a result, it’s necessary to possess sell out sales. Providing these discounts helps you shut out and attract new customers at the identical time. If possible, consider stock items that are:  
Perishable Seasonal Generate newer or updated versions
- 3. Make your e-commerce website mobile friendly** Nowadays, a responsive, mobile-upgraded website may be a necessity for any business. Most so during a analysis, 70% of consumers said they were likely to go away if a site wasn’t mobile friendly. In keeping with a report, mobile-only users now exceed the quantity of desktop users. In order to maximise conversions then, it’s necessary to produce the simplest possible mobile experience. Here are some things to consider: Make your site responsive Make sure your site loads quickly Upgrade your mobile site and improve site search Simplify the checkout process
- 4. Use opt-in pop-up offers to convert users** If you would like to boost your conversion rates, don’t overlook the probable of opt-in offers. Pop-ups encourage visitors to join up for your list, newsletter or loyalty program. This increases your contacts list, which is great for email marketing, and within the end helps boost sales. Make sure to check every element of an opt-in offer and upgrade accordingly. A/B testing shows which one works better for generating sign ups. Ensure visitors see pop-ups just before they’re getting ready to leave. Remember, the more those that enter their email addresses, the upper the probability of future sales.
- 5. Offer free shipping** Several studies have shown that there are many benefits to offering free shipping. If your business doesn’t offer a free shipping option for your customers, it’s time to feature one. In a analysis allotted by Ask your target market, 60 percent of respondents said that they need the next opinion of brands offering free delivery and shipping,

85 percent are more likely to buy on sites with this service, and 72 percent said they're more likely to buy if there's a free shipping promotion, instead of other kinds of promotions or discounts.

- 6. Reduce go-cart desertion** A large amount of probable customers add products to the cart, only to drop out before they complete the checkout process. Some of the smart ways to scale back go-cart desertion: Make a user-friendly conform to simplify navigation and checkout process Send go-cart desertion emails Increase trust within the process by showing valid SSL certificate and trust symbols Offer price match guarantee Provide guest checkout option E-commerce websites have to keep this in mind that the shoppers are their priority and these suggestions if flowed properly won't only increase their goodwill and market share but also can take this industry to a next level. Some the e-commerce websites don't seem to be that willing to stay up with these suggestions, so strict supervision is required

# CONCLUSION

## Indian E commerce E-Commerce Market

In general, today's businesses should always aim to form the following neatest thing that customers will want because consumers still desire their products, services etc. to continuously be better, faster, and cheaper. during this world of recent technology, businesses must accommodate to the new styles of consumer needs and trends because it'll convince be vital to their business' success and survival. E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance and are a few things that ought to be taken advantage of and achieve.

From the origin of the web and e-commerce, the chances became endless for both businesses and consumers. Creating more opportunities for profit and advancements for businesses, while creating more options for consumers. However, similar to the rest, e-commerce has its disadvantages including consumer ambiguity, but nothing that can't be resolved or avoided by good decision-making and business practices.

There are several factors and parables that require to be considered and decided upon when starting an e-commerce business. a number of these include: styles of e-commerce, marketing strategies, and countless more. If the right methods and practices are followed, a business will prosper in an e-commerce setting with much success and profitability.

### **Key growth factors:**

- Higher income, families with Double-Income-No-Kids (DINKS), a greater number of individuals with access to internet, and increased smart phone are a number of the foremost factors that are resulting in the expansion of the E-Commerce market in India.

### **Key players:**

- Amazon and Flipkart are currently among the top-rated e commerce shopping aggregators operating within the Indian market. Flipkart is that the largest e commerce retailer in India, with a 31.9% market share, followed by Amazon at 31.2%,. After adding the market share of its fashion specialty sites Myntra and Jabong, Flipkart controls a 38.3% market share.
- E-commerce is continuously progressing and is becoming more and more important to businesses as technology continues to advance .
  - A greater number of individuals with access to internet, and increased smart phone are a number of the foremost factors that are resulting in the expansion of the E-Commerce market in India

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# QUESTIONNAIRE

**NAME :**

**GENDER:**

**OCCUPATION :**

**EMAIL ID :**

## QUESTIONS

**1. For how many years you are using e-commerce?**

- i.) less than one year
- ii.) One year but less than 5 years
- iii.) More than five years
- iv.) Do not know/cannot say

**2. For what purpose do you use e-commerce?**

- i.) For personal use
- ii.) For business use
- iii.) For both personal and business use

**3. From the various types of e-commerce , what according to you has the largest market share?**

- i.) B2B Commerce
- ii.) B2C Commerce
- iii.) B2G Commerce
- iv.) Others

**4.) According to you how is e-commerce helpful to the consumer in the e-business domain?**

- i.) Broadens consumer choice
- ii.) Encourages price transparency
- iii.) Fastens business process
- iv.) Do not know/ cannot say

**5.) According to you how e-commerce is helpful for the business discourse ?**

- i.) Effectively caters to customers demands
- ii.) Smoothens business by creating customer and businessman network
- iii.) Ensures guarantee of payment
- iv.) Do not know/ cannot say

**6.) Do you think that the application of e-commerce has increased over the years in India?**

- i.) Yes**
- ii.) NO**
- iii.) Do not know/ cannot say**

**7.) Do you agree that e-commerce as commercial means has its advantages over the traditional commercial methods?**

- i.) Agree**
- ii.) Disagree**
- iii.) Do not know/ cannot say**

**8.) Do you agree that e-commerce can provide an alternative marketing channel by eliminating middleman?**

- i.) Agree**
- ii.) NO**
- iii.) Do not know / Cannot say**

**9.) What is the most prominent domain in which e-commerce is used in India?**

- i.) Matrimony**
- ii.) Real Estate**
- iii.) Stocks & Shares**
- iv.) Travel & Tourism**
- v.) Banking Others**

**10.) What are the challenges to the implementation of e-commerce in India ?**

- i.) Slow penetration of internet**
- ii.) Security concerns**
- iii.) Lack of trust**
- iv.) Other reasons**