

1. MARKET BEHAVIOUR IN ONLINE SHOPPING

Enrollment No. - 18021011983
Name - Prateek Agarwal
Supervisor - PROF. Priyanka Goel



GALGOTIAS
UNIVERSITY

Session 2017-2020

Submitted In Partial Fulfilment Of The Degree Of

3 Year Of Bachelor Of Commerce

In

School Of Finance And Commerce

Galgotias University, Greater Noida

DECLARATION

I hereby declare that this submission is my own work and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgement has been made in the text.

Name: Prateek Agarwal

Enrollment No: 18021011983

CERTIFICATE

This is to verify that under my oversight and direction **SHIVAM** has completed the project report "**MARKET BEHAVIOUR IN ONLINE SHOPPING**". The project report is submitted for partial completion of 3 years, full-time Bachelor of Commerce.

Signature of Supervisor

Name of Supervisor **PROF. Priyanka Goel**

Date:

ACKNOWLEDGEMENT

I would like to extend a heartfelt thanks to our college Jaypee Institute of Information Technology for giving us an opportunity to work on the project "**MARKET BEHAVIOUR IN ONLINE SHOPPING**"

The successful completion of this project would not have been able without the support of our Supervisor. In every phase of this project, her support and guidance was very valuable for us.

I also want to thank our friends for supporting us and giving their suggestions during the development of this project.

Signature of the Student

Name of Student - Prateek Agarwal

Enrollment Number 18021011983

CHAPTER-1

INTRODUCTION

Online shopping is a type of e-commerce that enables consumers to purchase products or services directly from a seller through the Internet. Many titles are: e-commerce, e-business, internet commerce, web-site, computer retail, and online retailer. The competitive value of being accessible on the worldwide web to customers, with products and resources being especially important to businesses. Whether it's the conventional marketplace or the online marketplace, the marketer has to consider the customer and how he makes his decisions and buys. The marketer has the option of determining and regulating the output to be transmitted to customers, but when the advertising hits the customer it will control.

If e-consumers know the factors underlying online behaviour and the relationships between these factors, they will further develop their current marketing strategy to turn possible consumers into lively customers, the e-commerce phenomenon has rapidly increased due to the simple usability of internet use. Online shopping is after email usage and web surfing the third most common operation on the internet. The world's biggest online shoppers are Germans and British. Books, airline, tickets/reservation clothing/shoes videos/games and other computer goods are the most common online shopping objects.

Online shopping is used as a tool for connectivity and electronic commerce, that is to enhance or boost the importance, efficiency and appeal of providing consumer services and increased loyalty, which is why online shopping is more convenient and its success grows day by day.

Online shopping is not only correlated with advantages but also harm. Generally speaking, internet users avoid online shopping due to credit-card fraud, lack of privacy, risk of non-delivery, lack of quality guarantee of goods and services.

On the other hand, e-commerce has risen very quickly due to lower purchase and search costs relative to other forms of shopping due to other benefits associated with purchasing on the internet.

The study's key theme is to learn the variables that affect the attitudes and behaviours of the customers towards online shopping.

Problem Definition

According to statistics, it indicates that the field of virtual shopping is growing rapidly. So to capture consumer demands, it is important to analyze and identify the factors that influence consumers to shop online. Aside from reasons that drive customers to buy online, it is equally necessary to identify their strategies accordingly.

Online Shopping

According to a survey released on www.acnielsen.com, internet shopping remained one-tenth of the world's population until October 2005. In addition, a report published on www.acnielsen.com confirms that the products most purchased online are top books followed by DVD / Video / Games and plane reservations, the most frequently used method of payment being credit card.

Types of internet users: Shoppers vs browsers

Internet users can be divided into two internet shoppers and internet browsers, Internet shoppers are the people who shop online and internet browsers are the people who merely access the internet rather than for shopping.

Factors influencing consumers to shop online Although there are several factors influencing consumers to shop online, after reading literature on consumer attitudes towards online shopping we selected four factors in the field and these factors are discussed in the light of previous literature below.

Convenience

Convenience has also been a key reason for shoppers to buy online. That ensures shoppers have more choices in online retail because it's easy to search because in conventional retail it's hard to access physically and often time-consuming as the customer searches for the same thing.

Time-saving

Time-saving is the prime online shopping component. By shopping online, people may reduce initiative, and it also reduces the driving time needed to go to the conventional store. On the other hand, some customers believe it's still time-consuming to offer products or services over internet ordering, but time-saving considerations can be found in multiple dimensions.

Website design/features

The appealing features that draw the user to shop online are website architecture, website customer support and website protection. If website design features are enticing then it will direct customers to product purchases and also encourage the customer to revisit the website again.

Security

Another dominant factor that affects customers to shop online is protection. However other internet users ignore online shopping due to credit card theft, safety considerations, the chance of non-delivery, post-purchase operation, etc. Yet transaction security has gained publicity on online shopping. Safe and secured money and credit card information transactions increase confidence and decrease the risk of transactions.

Online Shoppers in terms of demography

Variations within the age demographic such as internet shopping draw older people or younger people in terms of age, class, income and employment because there are some variations when customers buy internet. Studies have found that online shoppers consist predominantly of people with higher education and wages, who operate in mid-to-senior technical management. Online survey found that, demographically speaking, a typical Net shopper is predominantly white, between the ages of 18 and 40 had attended at least high school, and belonged to an average income family.

CHAPTER-2

RESEARCH OBJECTIVE

- 1) To recognize and get knowledge into what fundamental factors that online

shoppers mull over when buying on the web.

- 2) I will explore if any fragments can be set up by distinguishing the shoppers and how these sections identify with the recognized components.
- 3) The perspectives of the purchaser about an item.
- 4) The level of individuals utilizing a specific item or office.
- 5) The kind of buyer and their segment attributes for a specific item.
- 6) To consider the fulfilment level of the buyers while they shop on the web.
- 7) To contemplate the inclinations of the buyers toward web-based shopping.

One of our exploration objectives is to chip away at factors that impact purchasers to shop on the web, scientists have chosen to consider four factors, for example, Convenience, Time Saving, Website Design/Features and Security. While it is essential to explore the inspiration driving buyer buying however it is similarly critical to discover with regards to how the customers structure mentalities and practices towards web-based purchasing since shopper demeanour towards buying on the web is an obvious factor influencing real purchasing conduct. At the point when advertisers become more acquainted with the elements influencing on the web Bulandshahr district purchaser's conduct then it makes a tremendous open door for the advertisers to build up the showcasing systems likewise and transform the potential clients into genuine one and hold the current purchasers. Be that as it may, customers' ability to buy online could be influenced by one's individual needs and these requirements can be "Need for Cognition" and "Need to Evaluate ." All the necessities are firmly influenced by various Situational factors, for example, can be psychological contribution (shows one's importance with the Internet as a vehicle of shopping. All the more subjectively included people, as a rule, accept that the Internet can likewise raise their shopping proficiency) and full of feeling inclusion (emotional association incorporate full of feeling factors, for example, indulgent and emblematic desires, can likewise impact the individual significance of a shopping medium._(Zaichkowsky,1994).

CHAPTER-3

RESEARCH METHODOLOGY

I must attempt to recognize the key factors impacting online purchasers when making an online order. In order to enlarge my own understanding of the subject, I guided my underlying review of Purchaser behaviour and web-based business in writing. I studied contemplates that had comparison points and found their results directly.

For my own examination, I concluded that a survey would be the most appropriate methodology and would be rounded out by understudies and representatives.

This examination began as an exploratory investigation that was formed into a logical examination since I started with the first collection of customer behaviour information to have the option to collect online buyer behaviour information. With this knowledge, I continue to identify specific components that matter when the online buyer buys on the site. These data are then used to identify similarities and interactions between these variables.

RESEARCH STRATEGY

There are two methods from which the knowledge can be gathered when collecting evidence to push towards the inspiration for a test. The auxiliary information is essentially used to gather general knowledge about the subject, which is one of the ways in which knowledge can be obtained. Such Conways are the necessary set of information to collect knowledge. Typically, when an evaluation is performed, supplementary material is not adequately appropriate and the critical information gathered by the expert should be done.

PRIMARY DATA

Using surveys, we collected important knowledge for our research. You can decide to do interviews, perceptions, analyzes and polls when collecting essential information. Essential information should be used to evaluate the components, and how the respondent identifies them. The critical knowledge is aimed to provide the possibility of going towards our analysis and settling our investigation and describing our inquiry questions.

SECONDARY DATA

I would often use optional narration material combined with various details from the source. Narrative Secondary information was the knowledge gathered from different kinds of research directed at the subject, papers, and composed of customer behaviour and web-based industry. The optional information I used for our analysis is information that has, in turn, contributed to the completion of the variables to be examined.

I had the paper divided into five parts. First component integrates the test presentation and provides the analysis of shopper attitudes towards web-based shopping. This part contains the investigation's rationale and outline.

Configuration of the study allows the peruser to consider the methods used to capture the details.

The second element that explores setup illustrates the analysis program and material selection approach that journalists are using. It requires the assessment, checking of structure, poll strategy, and wrapping up credibility and unwavering consistency of this study. Hypothetical framework gives a fair description of what speculations and models researchers use to support their analysis.

Conceptual scheme is the third phase of the discovery since this segment includes a simple conceptual framework used by journalists to explore and examine the whole premium region. This section integrates previous writing about shopper's attitude about web-based shopping, and hypotheses and models used to scientifically speak about the problem and this section also clarifies the reason for choosing speculations. It is a daunting task for researchers to analyze the experimental knowledge and move for commitment.

The forward part which is an investigation of information and conversation scholars have basically examined the information by using devices, diagrams and outlines. In the area of buyer behaviour, this section fills in as the materiality of this research.

Theoretical Framework

This segment surveys the past investigations done in the region of web-based shopping following customer demeanour towards web-based shopping and featuring the two principle look into question as

- 1) factors influencing and affecting buyer to shop on the web
- 2) who are online customers regarding demography.

Reason behind the choice of theories:

Choosing hypotheses to help the examination question is one of the imperative and paltry parts in postulation composing. Subsequent to perusing past distribution and research paper in the field of purchaser conduct and web-

based shopping drove specialists some significant hypotheses which will be examined in a later passage.

One of them is the purchasing conduct process which helps in understanding what impact shopper to buy on the web. In the wake of contemplating internet shopping, the specialist has perceived that purchasers begin with a need or a difficulty that stimulates a few of the other ways which should be fielded and afterwards you move towards data search lastly. This purchasing procedure helps in clarifying the means one follows to reach to real buy.

Hypothesis of arranged conduct is an expansion to the hypothesis of the contemplated activity. This is additionally a significant idea as it gives a connection between perspectives and conduct. It causes one to see how one can change the conduct of individuals. This hypothesis will be useful in seeing how purchasers change their conduct to shop online than physical store buys.

Innovation acknowledgement model is a data framework hypothesis that embarks to contemplate the clients acknowledgement towards specific framework. As internet shopping is a cutting edge innovation in our exploration. We are going to consider various variables that impact buyers mentality towards internet shopping, for example, web architecture/highlights, accommodation and security. Furthermore, TAM will assist us with seeing how shopper structure disposes towards specific frameworks and for our situation, it is web-based shopping. To wrap things up it is an augmentation to the hypothesis of the contemplated activity.

Theories and Model

1.Consumer buying behaviour process

In the field of shopper, conduct exploring the old-style model of purchaser conduct is of most extreme significance. We as individuals make a move in buying and utilizing items and administrations and activity are inferred by mental and social procedure. Social science encourages us to more readily comprehend why we go for a specific item and why not, why we set past while settling on the choice.



Purchaser choice procedure conveys five phases, beginning with issue acknowledgement and following data search, assessment of choices buy choice lastly post buy behaviour. Problem acknowledgement begins with the impression of need and moves towards data search where the customer utilizes inner and outer sources to break down, give data and utilize that data in the subsequent stage of assessment of options. While assessment choices one evaluating the estimation of the item by giving weight. When you have effectively assessed options you will move towards buy choice where you may experience three prospects, from home to purchase, when you purchase and don't accept. When you have really made the buy now it comes to post buy conduct, where you are fulfilled or disappointed with your buy, Solomon, bamossy, safeguard and Hagg(2006).

2. Hypotheses of arranged conduct

Hypothesis of arranged conduct proposed by Icek Ajzen (1988, 1991) really gives a connection between disposition and conduct. Customer activity is guided by three contemplations.

- Conduct Beliefs
- Standardizing Beliefs
- Control Beliefs

Hypothesis of planned behaviour is fundamentally an expansion of the hypothesis of reason activity (TRA) proposed by (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975). As should be obvious in the beneath figure and as recommended by Icek Ajzen (1988, 1991) intention fill in as a focal job to play out a conduct. Icek Ajzen (1988, 1991) additionally suggested that a given conduct is affected by the specific elements and these components are thought to be caught by the intention. In Icek Ajzen (1988, 1991) words these intentions show as to how one is happy to invest the energy so as to play out a given conduct. As should be obvious in the beneath figure disposition towards conduct an abstract standard is fundamentally the variables that impact intension and as talked about above intention fill in as a focal job to perform

conduct. On the opposite side, apparent conduct control really moves towards real social control really moves towards genuine socialism by affecting the aim.

Social convictions: It's about one's convictions about the ultimate result of specific conduct, Icek Ajzen (1988, 1991).

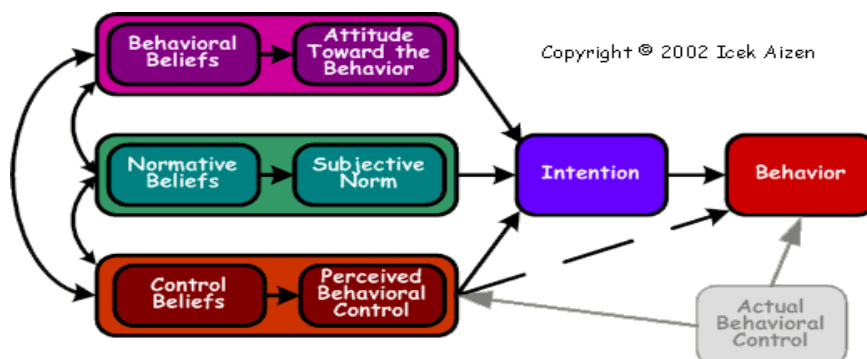
Mentality toward conduct: It is about close to home execution of a person's certain or antagonistic assessment Icek Ajzen (1988, 1991). It is considered as a close to home or passionate factor that can influence in a positive or negative way, Icek Ajzen (1988, 1991).

Regularizing conviction: It is about a person's specific conduct that can be impacted by other significant on-screen characters, Icek Ajzen (1988, 1991). These entertainers can be your companions, relatives, associates and so forth.

Emotional standard: Its concerns with social regularizing pressure or other conviction that can influence one's conduct whether an individual ought to play out the conduct or not, Icek Ajzen (1988, 1991). Abstract impact is essentially the social impact factor.

Seen conduct control: A person's apparent straightforwardness or trouble of playing out the specific conduct, Ajzen, (1988). An individual's method of playing out a specific conduct with some troublesome or performing it without any problem, Ajzen, (1988).

Control convictions: Person's convictions about the nearness of conditions that may help or forestall execution of the conduct, Ajzen (2001).



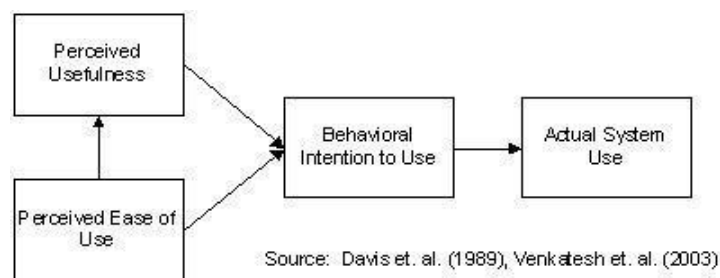
3. Technology acceptance model (TAM)

Innovation acknowledgement model (TAM) is an expansion to Theory of reasoned activity proposed by (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975), TAM is created by (Fred Davis and Richard Bagozzi (Davis 1989, Bagozzi and Warshaw 1992). That is essentially a data system theory that encompasses how a customer identifies and uses a product, TAM diagrams a variety of variables that influence a customer's decision and controls whether and when consumers access it at the same time. The Model Arrangements with Information Innovation Recognition. The outside components that impact clients to settle on a choice are

- 1) Perceived Usefulness (PU)
- 2) Perceived Ease of Use (PEOU)

In Davis (1989) words Perceived Usefulness (PU) is the "how much an individual accepts that the use of a specific framework would improve the execution of their activity" and Perceived Ease of Use (PEOU) is the "how much an individual accepts that the use of a specific framework would be exerted." The main explanation for the TAM is to explain whether a consumer understands a specific product.

Figure: Technology Adoption Model (TAM) developed by (Davis 1989, Bagozzi and Warshaw 1992).



As should be obvious in the above chart, PU and PEOU are the external variables that influence the assumption of behaviour to be used and eventually shift into actual usage of the system, as should be apparent from the above chart, the consumer would initially think that if the person in question uses the particular system they will be released from it.

4. Discussion

Discussing the results is one crucial step. Researchers will discuss the analytical results from this analysis in this essay. The data analysis is mainly concerned with primary

data obtained as a questionnaire circulated to Bulandshahr University students and the general public visiting the university cafeteria and the Bulandshahr area Library. Below table 2, display the frequency findings for the approval of the respondent to the comments. Every statement is viewed as one single element.

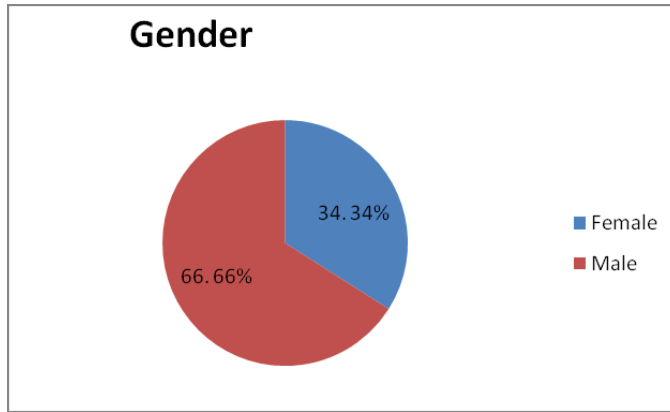
Table:

Modules	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
Convenience	Frequency				
1. I get on-time delivery by shopping on-line	15	66	17	1	1
2. Detail information is available while shopping online	19	55	19	6	1
3. I can buy the products anytime 24 hours a day while shopping online	56	31	6	5	2
4. It is easy to choose and make a comparison with other products while shopping online.	25	42	16	15	2
Website Design/Features					
5. The website design helps me in searching the products easily	25	41	25	8	1
6. While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	52	30	13	3	2
7. The website layout helps me in searching for and selecting the right product while shopping online	29	48	12	9	2
8. I believe that familiarity with the website before making actual purchase reduce the risk of shopping online	33	45	15	6	1

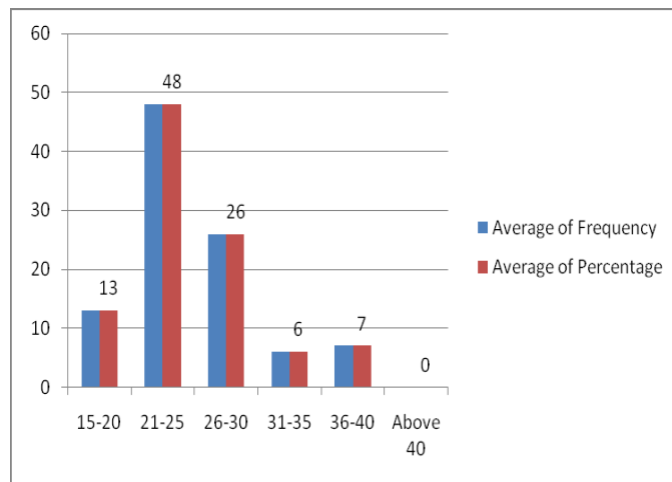
9. I prefer to buy from a website that provides me with the quality of information	43	45	10	1	1
Time-Saving					
10. Online shopping takes less time to purchase.	17	39	24	18	2
11. Online shopping doesn't waste time	15	29	34	19	3
12. I feel that it takes less time in evaluating and selecting a product while shopping online	6	31	24	34	5
Security					
13. I feel safe and secure while shopping online	4	36	25	26	9
14. Online Shopping protects my security.	1	17	46	24	12
15. I like to shop online from a trustworthy website.	46	47	4	1	2

Demography

Gender: As the demographic profile indicates, 66.66 per cent of respondents are male, and 34.34 per cent are female. As we mentioned before the inquiry is conducted in Bulandshahr District University understudies, college cafeteria, college library, and Bulandshahr Central Higher Adjunct School. Among such meetings, there are 100 total respondents. Similarly, a higher number of women said they had no shopping experience though on the internet at the hour of summary. Thus male respondents are clearly more interested to shop online than female according to the summary test.



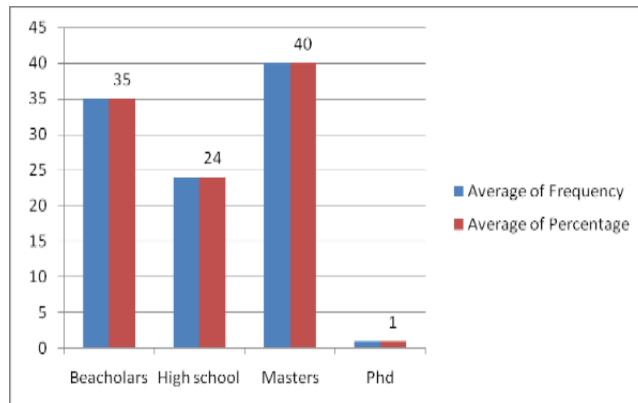
Age: The figure below indicates that 13 percent of respondents are between the ages of 15-20, 48 per cent are between the ages of 21-25, 26 per cent are between the ages of 26-30, 6 percent are between the ages of 31-35, and 7 per cent are between the ages of 36-40. As we referenced in the Bulandshahr District University understudies, college cafeteria, and college library in the Bulandshahr area before the investigation is led. The largest respondents are high school, single guy and ace understudy, as shown by the aggregation of respondents.



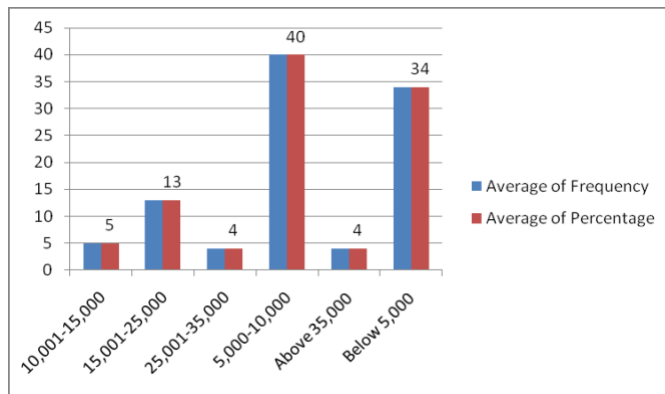
Between the 48 percent of respondents want to shop online which is the highest rate with an age limit of 21 and 25 years. Overall outcome indicates that among each of the individuals who have an age limit between 21 and 30 years (48 per cent + 26 per cent = 74 per cent) are rapidly identifiable as shoppers on the internet.

Education: The analysis is done with 100 respondents, with single guy understudy among the 35 per cent respondents, 24 per cent respondents are high school understudies, 40 per cent respondents are ace understudy and just 1 per cent PhD understudy. The most drastic percentage of respondents (40 per cent) were ace understudy from the rest of the respondents. Overview findings indicate that 75% of respondents are bachelor and ace understudies as the majority of our respondents

are clustered at Bulandshahr local university.



Income: Is one of the important and delicate variables in the chapter. This figure shows that 5 per cent month-to-month respondents pay 10001-15000 SEK, 13 per cent month-to-month respondents pay 15001-25000 SEK. 40 percent of respondents pay 5000-10000 SEK month by month, while 4 percent of respondents pay more than 35000 SEK month by month and 34 per cent of respondents pay less than 5000 SEK month by month. University understudies, college understudies, a college cafeteria, college library, and optional higher school in Bulandshahr district as we referenced before the investigation is conducted in the Bulandshahr region. A large portion of the respondents are understudies in this way. Between them, worldwide understudies additionally included, who do not open up for work like Swedish citizens due to language hindrances and inaccessibility of occupation, a few understudies have low maintenance jobs, a few understudies get some cash from the government because of their uniform savings system, and some external understudies they don't pay they get cash through their own structure That's why just 26 per cent of respondents receive a monthly salary above 10000SEK, and 74 per cent of respondents receive a monthly salary of 10000SEK or less, 34 per cent of whom earn less than 5000SEK.



Correlation analysis of demographic factors

Journalists should do the association test for segment components in this section to see if what is the relationship between each section element and web-based shopping perspectives.

Age: Starting with the age, we calculated the scores for each age group that gave an average of 3,79 for the age group (15-20), 3,75 for the age group (21-25) and so on for the other age groups 3,73/3,456/3,571 respectively, as can be seen in the table in the appendix, and each average score is calculated from the agreement of the respondents and disagreement with consumer attitudes towards online questions. And then we took the average of each age group and got the following age averages for group 1,2,3,4, and 5: e.g. age group 15-20= $(15 + 20)/2=17,5$ and so on respectively 22,5/27,5/35/50.

The correlation study between these age classes gives -0,7381 which shows that there is a relatively clear negative association between age and attitude to online shopping, and it reflects that as age raises people's interest in online shopping declines, so it may be argued that the elderly are not so keen to buy online.

Education: We calculated the usual test period for secondary school, unhitched males and experts for example Average 10 years of study for secondary school overall, $10 + 4=14$ for unhitched males and $14 + 2=16$ for ace. For each meeting, the midpoints are 3,84/3,75/3,62 separately as should be evident in the addendum table. Connection results give -0,956, which is high and shows a solid negative connection between age and web-based shopping perspectives and would show that advanced education makes online shopping less attractive.

Income: We calculated the scores for the compensation for each wage bunches that

brought 3.84,/3.67,/3.65,/3.74,/3.1,/3.85 midpoints. As is obvious from the table in the insightful supplement, we took the usual pay rates individually at that point, for example (salary bunch from 5000 SEK-10000 SEK, $(5000 + 10000)/2=7500$). The outcome of the partnership appears-0,1226 and it shows that there is a weak negative link between pay and web-based shopping opportunities and we can't close up with this outcome.

CHAPTER-4

DATA ANALYSIS AND INTERPRETATION

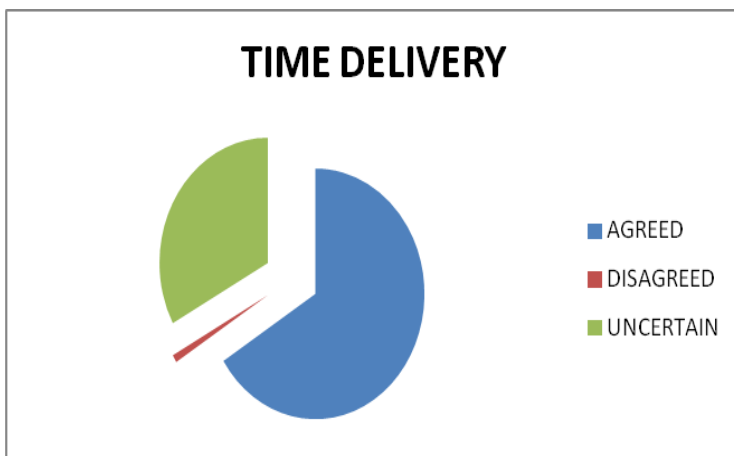
In this section, we will answer several questions on the basis of four variables, as discussed above, each question represents one module and each module will be addressed under its related factor.

Convenience: The convenience factor carries the first four modules.

1. I get on-time delivery by shopping online:

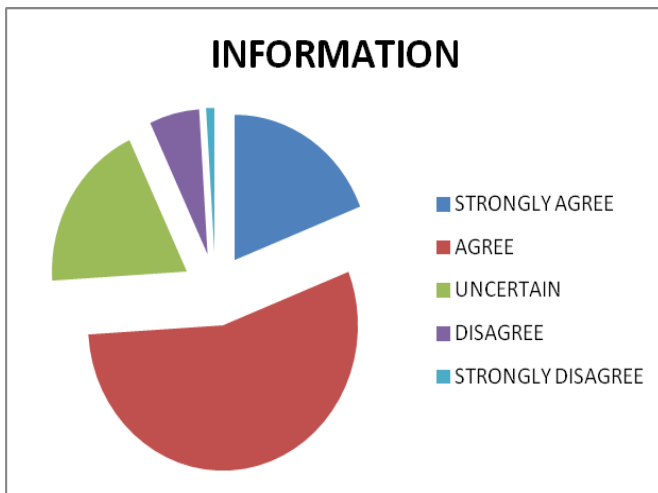
INTERPRETATION; As we will see in the first section, which is "I will receive delivery on time" as we see the findings in the table, 66 per cent of respondents are satisfied with the assertion that they receive delivery on time and only 1 per cent of respondents disagreed.

The higher the average score would be the approval of the respondent to the app. The average score in the table is 3.93 which shows online shoppers get delivery on time in the Bulandshahr area.



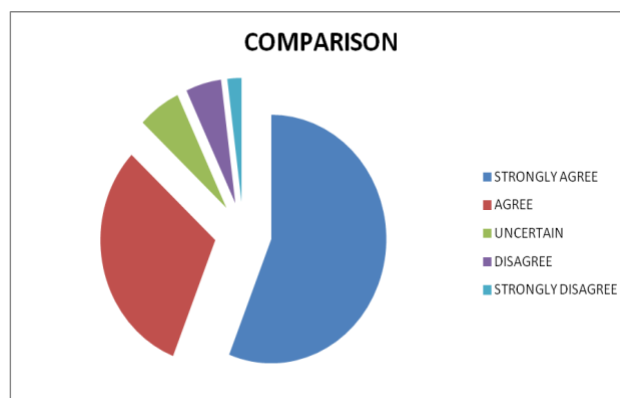
2. Detail information is available is while shopping online:

INTERPRETATION;-The table reveals that 19% of respondents firmly agree with the argument that "detailed knowledge is accessible when shopping online" 55% agree, 19% disagree, 6% disagree and only 1% disagree with the assertion. According to the table, we see that online shoppers get detailed information while shopping online in the Bulandshahar region.



3. I can buy the products anytime 24 hours a day while shopping online:

INTERPRETATION;-The table reveals that 56 per cent of respondents strongly agree with the argument that "they can purchase the goods 24 hours a day while shopping online at any time," while 31 per cent agree, 6 per cent disagree, 5 per cent disagree and 2 per cent disagree strongly. But most respondents disagree with the argument and are firmly in agreement with it. The average score is 4.34, which indicates that when buying on the internet, online shoppers will purchase the items 24 hours a day at any time.

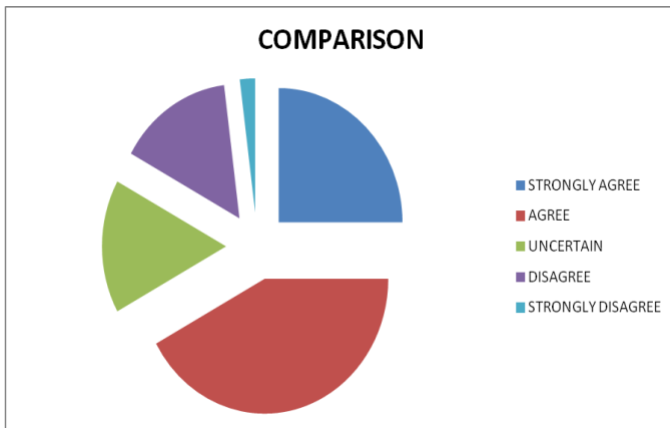


4. It is easy to choose and make a comparison with other products while shopping online:

INTERPRETATION;-Table indicates that 25 per cent of respondents strongly agree with statements that "when shopping online, it is easy to pick and compete with other items," 42 per cent agreed, 16 per cent undecided, 15 per cent disagreed and 2 per cent strongly disagreed with the above argument.

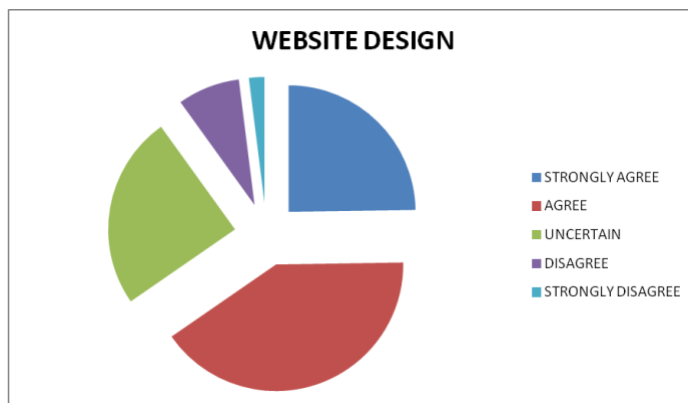
The majority of respondents are squarely in support and consensus.

The average score is 3.73 which shows that in the Bulandshahr region online shoppers believe that it is easy to choose and make comparison with other products while shopping online.



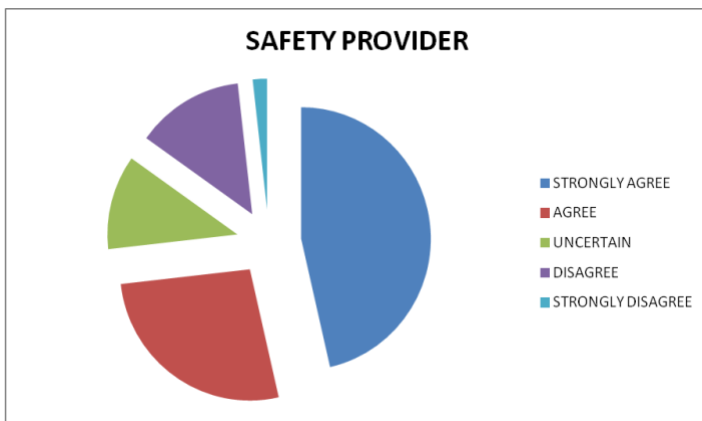
5. The website design helps me in searching the products easily:

INTERPRETATION;- Table reveals that 25 per cent of the respondents strongly agree with the argument that "website architecture allows me to quickly find the items," 41 per cent agree, 25 per cent undecided, 8 per cent disagree with the statement and just 1 per cent disagree strongly. The average score is 3.81 according to the table which shows strong positive agreement with the statement that website design helps consumers easily search the products.



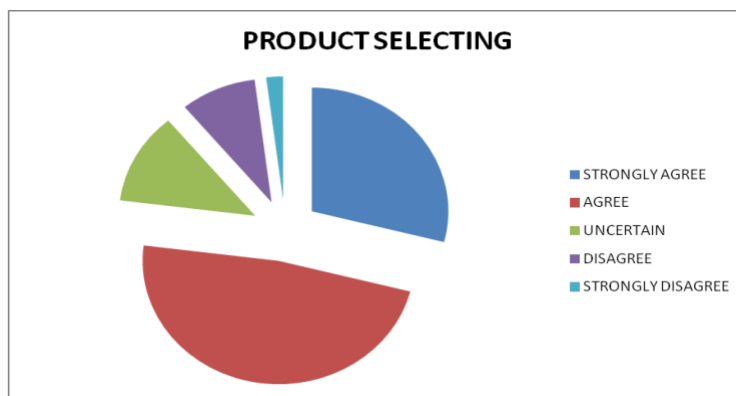
6. While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order:

INTERPRETATION;- Table indicates that 52 per cent strongly agree with the argument that "they choose to buy from a website that offers convenience and ease of search and order when shopping online," 30 per cent agree, 13 per cent disagree, 3 per cent disagree and only 2 per cent disagree strongly. Many comply with this statement. The average score is 4.27, which indicates good compliance with one of the website design modules for these respondents.



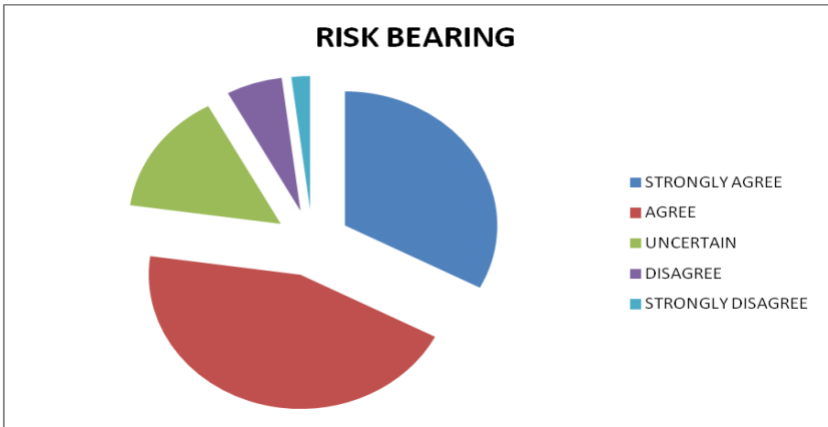
7. The website layout helps me in searching for and selecting the right product while shopping online:

INTERPRETATION;-Website interface is a web page's GUI, which contains such as search bars, filters and buttons that allow users to quickly navigate and buy. 29% of respondents firmly concur with the argument that "website architecture allows them to find and choose the correct product when shopping online," 48% agreed, 12% disagreed, 9% disagreed and 2% disagreed. The average score is 3.93 which shows that the statement is strongly agreed.



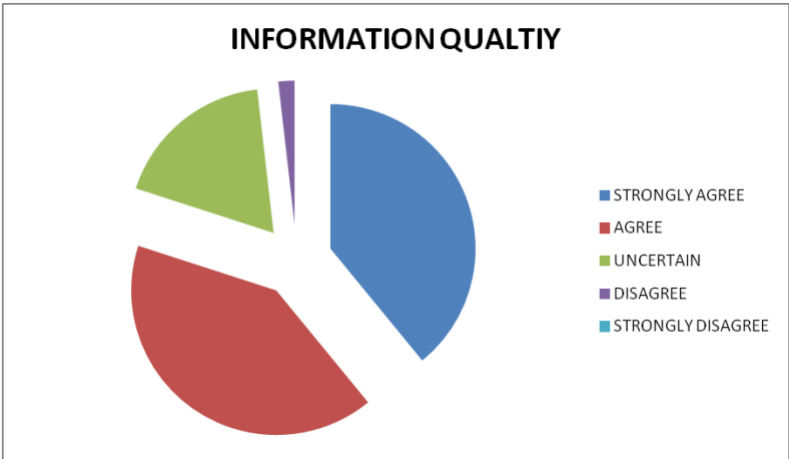
8. I believe that familiarity with the website before making actual purchase reduce the risk of shopping online:

INTERPRETATION;-Table indicates that 33 per cent of respondents strongly agree with the statement "we think experience with the website before making real orders decreases the likelihood of shopping online," 45 per cent agree with the statement, 15 per cent unsure, 6 per cent disagree and just 1 per cent disagree with the statement. The average score is 4.03, showing a strong belief that shopping online is less risky.



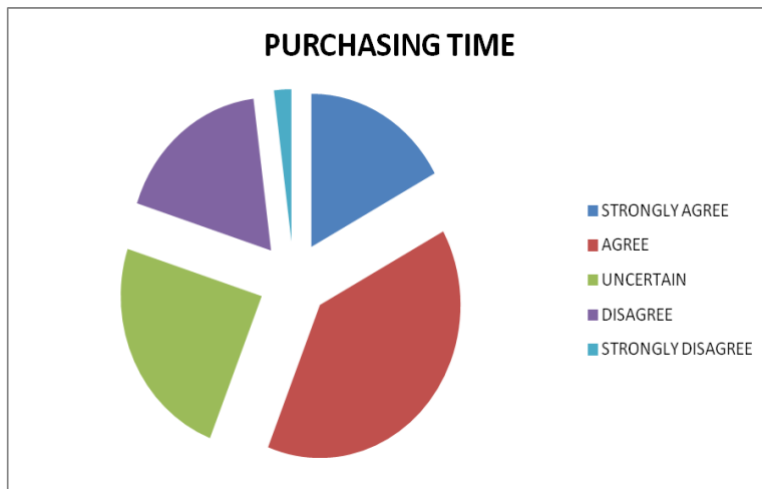
9. I prefer to buy from a website that provides me with the quality of information:

INTERPRETATION;-Table shows that 43 per cent of respondents strongly agree with this factor, 45 per cent expressed agreement, 10 per cent showed uncertainty and only 2 per cent disagreed. The average score is 4.28 which also confirms that a website provides information on quality which influences consumers more than a website with less information about quality. It also saves our time and our resources.



10. Online shopping takes less time to purchase:

INTERPRETATION;-Table indicates that 17% of respondents strongly agree that "internet shopping takes less time to purchase, 39% of respondents agree with the assertion, 24% unsure, 18% disagree and 2% disagree strongly with the argument. The average score is 3.51 which indicates that buying online takes less time to buy compared to buying in the shops.



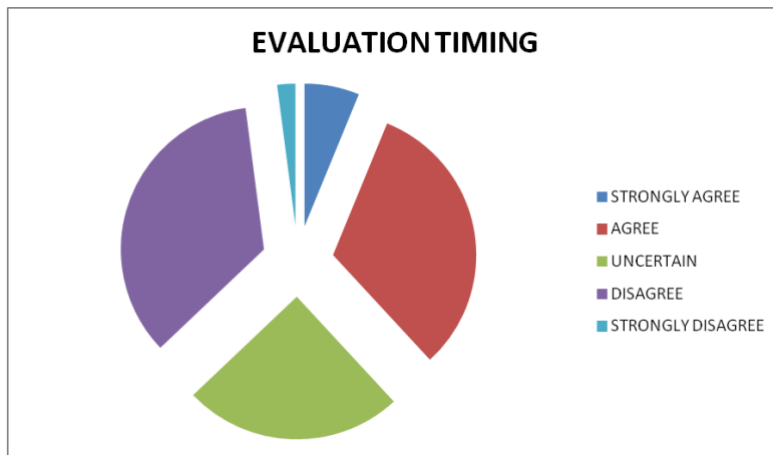
11. Online shopping doesn't waste time:

INTERPRETATION;-Table results indicate that 15 per cent of respondents disagreed with the assertion, although most respondents disagreed with the argument. The average score is 3.34 which indicates strong approval with the assertion and online shoppers find online shopping doesn't waste time.



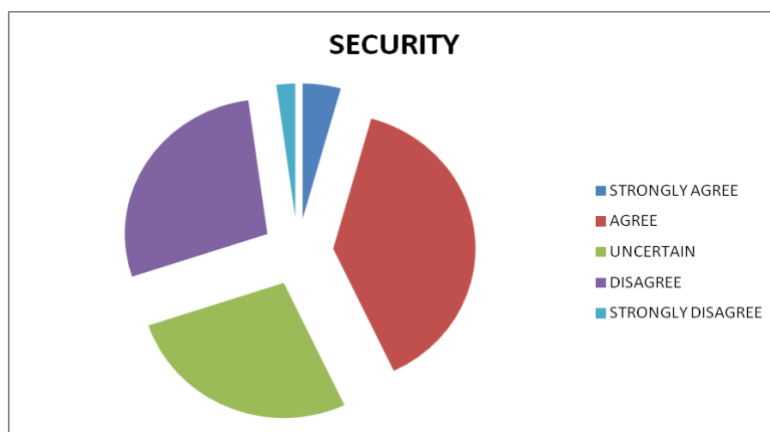
12. I feel that it takes less time in evaluating and selecting a product while shopping online:

INTERPRETATION;-Test indicates that 6% of respondents agreed that "it takes less time to analyze and pick a product when shopping online," 31% agreed. 24% Uncertain, 34% disagree and 5% disagree strongly with the Argument. The average score is 2.99 but the proportion that conflicts with the assertion is still strong and 245 ambiguous which means it needs less time to test the drug, but does not take too much less time.



13. I feel safe and secure while shopping online:

INTERPRETATION;- Table indicates that 4% of respondents strongly agree, 36% agree, 25% disagree, 26% disagree and 9% disagree with the assertion that "they believe that online shopping preserves their protection" The average score is 3.0, which indicates that on average respondents are uncertain whether they feel protected and secure when shopping online. As 50 per cent of respondents fell between conflict and confusion which also indicates that Sweden's online shoppers have security problems when shopping online.

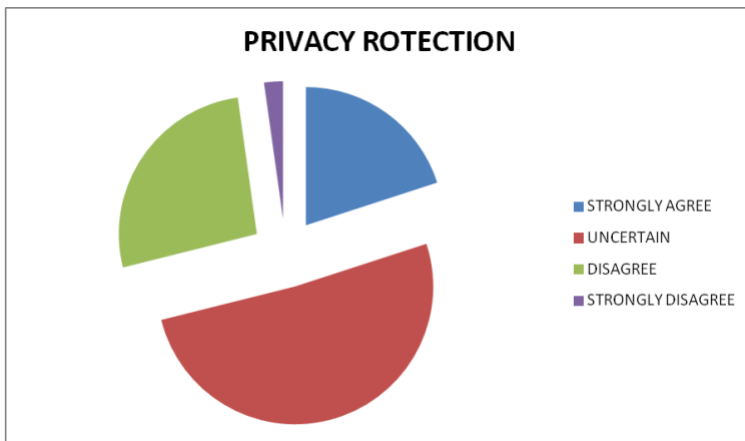


14. Online protects my

Shopping security:

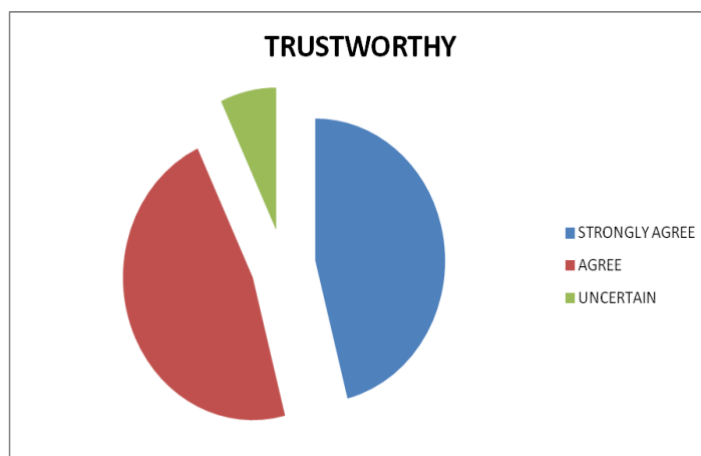
INTERPRETATION;-Result shows that only 18% of respondents support and approve, 46% disagree, 24% disagree and 12% disagree strongly with the argument that "online shopping protects their protection."

By reading the argument and findings one gets to learn that online shopping protection is a significant factor that adversely affects customers to buy online, the average score is less than 3.0 i.e. 2.71 which indicates a downward trend.



15. I like to shop online from a trustworthy website:

INTERPRETATION;-Result indicates that 46% of respondents strongly agree that "they enjoy buying online from a trustworthy website," 47% agree with this assertion i.e. 93% of respondents feel that trustworthiness is a significant trait when shopping online. The average score is 4.34 showing that most respondents felt shopping from a website was trustworthy.



Comparative analysis of factors

Site's related normal score is one of the principal factors in this area. Contrasted and different parameters, we take a normal of four modules under straightforwardness to see which perspective is increasingly alluring.

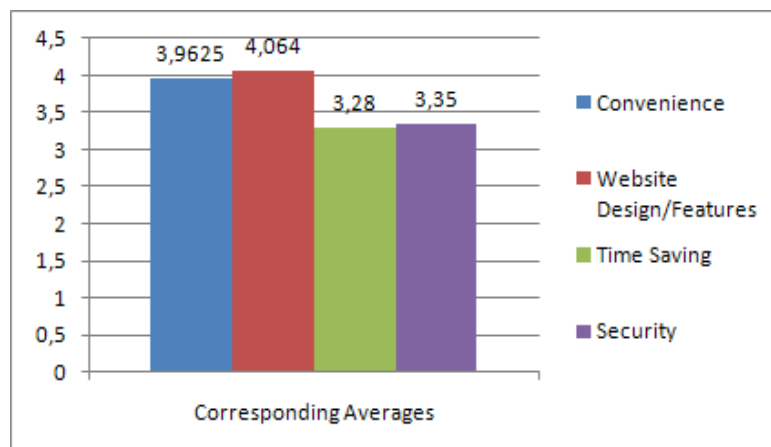
We can find in the figure Simplicity incorporates 4 modules, Website structure/Functionality incorporates 5 modules, Time sparing incorporates 3 modules and Defense incorporates 3 modules.

The normal score for comfort is 3,9625 which is the most noteworthy score and along these lines shows accommodation is the key thought for web-based shopping in the Bulandshahr locale and not any more different decisions for individuals in the Bulandshahr region, so shopping on the web is simpler to do.

Structure/Features is the high score of 4,064, which shows that web-based shopping is high in the Bulandshahr locale.

Albeit sparing time has the most reduced score of 3,28 yet our score is as yet positive which implies that sparing time is likewise an appealing variable for internet shopping in the Bulandshahr territory.

The normal security score of 3,35 is likewise acceptable, and it is over 2, proposing that security is a huge thought when shopping on the web.



Analysis of additional comments by respondents

Some essential elements are impacting web-based shopping, yet in addition, some different variables that make internet shopping simpler for clients like remarks, value, item outline, which material is utilized in this item, brand, item or administration cost and rebate, the primary concern is that web-based advertising costs are lower than shops. What's more, web-based shopping has an assortment of things so we can undoubtedly pick. Of the 100 respondents, 31 respondents have selected to compose extra comments. As they see things at lower costs when shopping on the web and improve limits when shopping on the web. As one of the respondents stated, "The

greatest bit of leeway for me is that costs in online stores are lower," another stated, "I surmise web-based shopping relies upon the quality size, else I'll go to the store myself. If the shop is far away and the item is less expensive to purchase online then I'll shop online else I'd preferably go to the shop, assess the item myself appropriately and settle on the choice to purchase or not.' Thus, by taking a gander at these announcements and some other comparable articulations appeared in the reference section, one can imply that cost is another significant factor as our investigation likewise showed and one of the respondents stated, "Living in the Bulandshahr area here and there makes it hard to track down specific things anyplace, yet shopping on the web is most likely my most grounded explanation behind shopping on the web."

Contribution from past clients regularly influences online customers, as one of the respondents said "the contribution from past clients I discovered extremely supportive in alleviating the damage." Digital customers are as yet stressed with security issues and substance precision and ease of use since one respondent says "The fundamental test I have with internet shopping is item consistency and conveyance, especially in light of the fact that you rely totally upon recycled data, for example, someone gives and conveys, especially when you depend totally actually data, for example, someone gives you. People are as yet stressed over the presence of the site and we have additionally seen from our exploration that it is the most engaging viewpoint in our example and one respondent cases "The greatest effect is the item see. Lean toward merchandise with a lot of pictures from better places. In this way, in the wake of assessing the announcements journalists locate that other than four factors

- 1) Price and rebate & contribution from past buyers.
- 2) Consistency and security information on the medication

CHAPTER-5

CONCLUSION

With the proliferation of World Wide Web use known as twitter, internet shopping is becoming increasingly well-known step by step. Understanding client's internet sales criteria has been a problem for advertisers. Understanding the behaviour of the buyer towards web-based shopping, improving components that impact buyers to shop on the web and shooting factors that influence buyers to shop online will help advertisers gain a serious edge over others. In this way, our examination focused mostly on two research questions, what factors influence buyers to shop on the web and what they

perceive?

We expect that our findings can give online retailers a fair and comprehensive image and help them understand the basic factors influencing customers to buy on the site, so that they can improve their methodologies for cooking online customers in the Bulandshahr region.

We have additionally taken a shot at segment elements of online customers in Bulandshahr city, to see a link within demography factors, for example, Age, Income and Education; this will likewise provide an understanding to online retailers to see the web-based shopping perspectives within these segment factors.

The findings we picked up in this research are as follows; beginning with demographics, the after-effects of association results old enough reveals-0,7381 it revealed that there is a very clear negative link between age and attitude to online shopping, for example, old people are not all that easy to buy on the internet. It will help online retailers render methodologies as shown by various age pieces. Additionally, correlation is made with Education to see the trend of online customers of different rates of teaching, the findings appeared-0,95688 which is an incredibly strong negative association between preparation and mentalities. Shopping on the web will show that advanced schooling makes shopping on the web less desirable. For example, the resulting relationship between salaries and mentalities towards internet shopping is incredibly weak-0,1226, it shows poor relationships and we can't close something out of it. The second piece of the inquiry relates to conditions that affect customers to shop on the site. From the results, we assumed that the most impressive and attractive variable among four components is site composition/highlights with a normal score of 4,064, after comfort, which is the second most impressive factor with a normal score of 3,96, effective with a normal score of 3,28 and safety with a normal score.

3,35 is additionally critical, particularly when shopping on the web the security issues are major. We have discovered that low value, rebate, input from valuable customers, and the nature of items and data are also seen as significant elements to wrap things up in the wake of dissecting the extra remarks made by 31 respondents out of all out of 100 example sizes.

BIBLIOGRAPHY

- Amit, B. Sanjoy, Ghose. (2004). A latent class segmentation analysis of e-shoppers, Journal of Business Research. Vol.57, PP.758-767.
- Andrew, J. R and Vanitha, S. (2004). A typology of online shoppers based on shopping motivations, Journal of Business Research. Vol. 57 (2004) PP.748– 757
- Andrew, J. R & Vanitha, S. (2004). A typology of online shoppers based on shopping motivations. Journal of Business Research. Vol. 57 (2004) PP.748– 757
- Bell, E & Bryman, A. 2007, Business research methods, New York: Oxford university press.
- Boudraeu, M.C and Watson R.T (2006). "Internet Advertising Strategy Alignment" Internet Research. Vol.16 (1), PP.23-37
- Cho and Jinsook. (2004). Likelihood to abort an online transaction: Influences from cognitive evaluations, attitudes, and behavioral variables. Information & Management, Vol.41, PP. 827- 838.
- Michael, R.S. Gary, B. Soren, A and Margaret,K.H.(2006).Consumer behavior: a European perspective, Financial Times/ Prentice Hall
- Creswell, J.(1994) Research design: Qualitative and quantitative approaches, London Press: Sage.
- Cuneyt, K. Gautam, B.(2004). The impacts of quickness, price, payment risk, and delivery issues on on-line shopping, Journal of Socio-Economics, Vol.33, PP.241–251.

Davis, F. D., Bagozzi, R. P. and Warshaw, P. R. (1989). User Acceptance of Computer Technology, *Journal of Management Science*, Vol35 (8), PP.982-1003

Darian, J.C.(1987).In-Home Shopping: Are There Consumer Segments? *Journal of Retailing*, Vol.63,PP. 163-186.

DIBS Report (2010). "Full year report", online: http://www.ir.dibspayment.com/files/IR/uploadedFiles/eng/110307_dibsfull-yearreport2010.pdf, (Retrieved 2011-14-05).

36

Eccromania (2010), " Consumers: Online shopping increasingly popular in the EU, but development "held back" by barriers to cross border trade ", online:

[eu-but-development-held-back-by-barriers-to-cross-border-trade](http://www.en.eccromania.ro/news/consumers-online-shopping-increasingly-popular-in-the-eu-but-development-held-back-by-barriers-to-cross-border-trade), (Retrieved 2011-05-05).

[http://www.en.eccromania.ro/news/consumers-online-shopping-increasingly-popular-in-the-](http://www.en.eccromania.ro/news/consumers-online-shopping-increasingly-popular-in-the-eu-but-development-held-back-by-barriers-to-cross-border-trade)

Forsythe, S. M. and Shi, B. (2003). Consumer patronage and risk perceptions in internet

France, B., Janine S. H. and Wanda J. S. (2002). Trustworthiness in electronic commerce: the role of privacy, security, and site attributes. *Journal of Strategic Information Systems*, Vol. 11, PP. 245–270.

behavior. *Quarterly Journal of Electronic Commerce*, 1, 245-253

shopping. *Journal of Business Research*, 56, PP. 867-875

Gurvinder, S. S and Zhaobin, C. (2005). Web-Based Shopping: Consumers' Attitudes towards Online Shopping In New Zealand, *Journal of Electronic Commerce Research*. Vol.6, No.2.

Goldsmith, R. E. & Bridges, E. (2000). Using attitudes to predict online buying enjoyment, and shopping involvement on consumer patronage behavior towards an online retailer, *Journal of Retailing and Consumer Services* Vol. 14 PP. 95–107

Icek, A.(1991). The Theory of Planned Behavior :Organizational behavior and human resource processes. Vol50, PP.179-211.

Kim, J., Fiore, A. and Lee, H. (2007). Influences of online store perception, shopping

Kehoe, C., Pitkow, J., Rogers, J.D. (1998). Ninth GVU's WWW user survey.

Joshua,G.(2001)The handbook of online marketing research: knowing your customer using the net,New York press: McGraw-Hill

Kent, R. (2007) Marketing research approaches, methods and applications in Europe, Italy: rotolito printing

Loo,L.S. Sze,M.K. (2002). Singapore's Internet shoppers and their impact on traditional

Hoffman, D.L., Kalsbeek, W.D., Novak, T.P., (1996). Internet and web Use in the United States.

37

Kumar, R. (1996), *Research Methodology- A Step by Step Guide for Beginners*, Sage, London.

Liang, T. and Lai, H.(2000). ".Electronic store design and consumer choice: an empirical study". *Proceedings of the 33rd Hawaii International Conference on System Sciences*,

Li,N. and Zhang P. (2002). "Consumer Online Shopping Attitudes And Behavior: An Assesment Of Research". *Eighth Americas Conference on Information Systems*.

shopping patterns, *Journal of Retailing and Consumer Services*. Vol.9, PP. 115-124.

Michelle, A.M. and Brenda J. C.(2002). Consumer demand for online food retailing : is it really a supply side, *International journal of retail and distribution management*, Vol. 30, PP.451-458.

Michael, B. Mirta, G. and Tracy, T. (2007). Personality Determinants of online shopping:

Explaining Online Purchase Intentions using a Hierarchical Approach, *Journal of Business*

Sami, A. (2002). Consumer Attitudes towards Online Shopping In Jordan: opportunities and challenges.

Research. PP 597-605.

Ming, H.H. (2009). Shopping mode choice: Physical store shopping versus e-shopping. PP.86-99

Neuman, W. L. (2000) Social research methods: Qualitative and quantitative approaches, Saunders, M., Lewis, P. & Thornhill, A. (2009) Research Methods for Business Students, Harlow: FT/Prentice Hall
Toronto: Allyn and Bacon.

Narges, D., Laily, H. P. and Ali, K. (2009). Developing an Instrument for Measurement of Attitude toward Online Shopping. European Journal of Social Sciences, Vol. 7(3).

AcNielsen Report (2005). "Global consumer attitudes towards online shopping", online: <http://www.kr.en.nielsen.com/reports/GlobalConsumerReports.shtml>, (Retrieved 2011-25-04).
38

Robson, C. (1993). Real-world research: a resource for social scientists and practitioner-researchers. Cambridge, USA: Blakewell

Robinson, H., Riley, F.D., Rettie, R., & Rolls, W. G. (2007). The role of situational variables in online grocery shopping in the UK. The Marketing Review, Vol 7(1), PP.89-106.

Students, Prentice-Hall, London
of Retail, Distribution and Consumer Research Vol. 16, No. 1, PP. 93 – 114

Saunders, M.N.K., Lewis, P. and Thornhill, A. (2000), Research Methods for Business

Syuhaily, O. B., Chan, Y.F. and Bei, H. C. (2010). Undergraduates and Online Purchasing Behavior. Asian Social Science, Vol. 6.

Nik, K. Nik, M. and Siti, S. M. A. (2005). "Determinants Of Online Shopping". Proceeding Of International Conference On E-Commerce.

Shahriar, A. and Masoud, J. (2010). Measuring e-shopping intention: An Iranian perspective. African Journal of Business Management, Vol. 4(13), PP. 2668-2675.

shopping in Singapore, Behaviour & Information Technology, Vol. 25, No. 6, PP. 497 – 509
<http://live.online.se/wip/publishedarchive/ucla-internet-2001.pdf>, (Retrieved 2011-21-02).

UCLA internet report (2001). "Surveying the digital future", online:

Thomson, S. H. T (2006). To buy or not to buy online: adopters and non-adopters of online

Mummalaneni, V. (2005). An empirical investigation of Web site characteristics, consumer

Yasmin Hassan and Nik Fadrizam Akimin Abdullah(2010) "INFLUENCING FACTORS ON CONSUMER CHOICE TOWARDS ONLINE SHOPPING", online:
http://www.internationalconference.com.my/proceeding/2ndice2010_proceeding/PAPER_086_ConsumerChoice.pdf, (Retrieved 2011-04-22).

emotional states and on-line shopping behaviors, Journal of Business Research Vol. 58 PP. 526–532
<http://www.webcheck.co.za>, (Retrieved 2011-25-03).

T. Hansen (2006) Determinants of Consumers' Repeat Online Buying of Groceries, Int. Rev.

Xinyu, C. and Patricia L. M. (2005). The Intended and Actual Adoption of Online Purchasing.
39

Webcheck (1999). "Marketing and selling to the South African web user", online:

Ziqi, M and Tow, C. (2000). Internet-based e-shopping and consumer attitudes: an empirical study, Journal of Information & Management. Vol.38, PP. 299-306

Zhang P, Von Dran G.M, Small R.V and Barcellos S, (1999) "Websites that Satisfy Users: A Theoretical Framework for Web User Interface Design and Evaluation". Proceedings of the 32nd Hawaii International Conference on System Sciences