

Research Project Report

“Consumer preference for online shopping Noida”

***FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE AWARD OF
BACHELOR OF COMMERCE***

***UNDER THE GUIDANCE OF Prof. Arvind nath sinha Submitted By Niharika pande
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Acknowledgment

This undertaking bears quiet declaration to the positive endeavors, persistence and information on every one of the individuals who guided me. I accept this open door to thank various individuals who helped me during my venture with their productive analysis, accommodating proposals and by and large help. Specifically I wish to say thanks to Mr. Arvind Nath Sinha who has furnished me with the direction in conceptualizing and executing this task. He has been with me from the allotting of the issue to the investigation stage and afterward to the introduction. She has advanced me with supportive proposals on all issues. This undertaking would never have emerged without his helpful analysis and steady checking. I might want to thank everyone who had a task to carry out really taking shape of my project.

DECLARATION

I, Niharika pande Admission number 17GSFC101032 student of School of finance and commerce, Galgotias University, Greater Noida, hereby declare that the project report on “Consumer preference for online shopping in noida” 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 : NIHARIKA PANDE

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CERTIFICATE

This is to certify that the project report “Consumer preference for online shopping in noida” has been prepared by Niharika pande 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.ARVIND NATH SINHA

ABSTRACT

Online shopping is the route toward buying products and enterprises from shippers who sell on the web. Since the development of the overall web, merchants have hoped to offer their things to people who surf the web

Nowadays, online shopping has gotten famous among people, they have become techno adroit and feel truly great in utilizing the web.

INTRODUCTION

The net is converting the way in which customers save and purchase merchandise and businesses, and has rapidly developed proper into a worldwide surprise. Several groups have started out using the internet with the problem of reducing advertising and advertising and advertising and advertising and marketing costs, in this way lessening the rate of their objects and administrations to be able to live in advance in as a substitute extreme markets. Organizations moreover the net to skip on passes on and dissipate information to offer the contraptions to take objection and moreover to coordinate satisfaction reviews with customers. Clients utilize the net not absolutely to purchase the item on-line, but likewise to research prices, product highlights and after deal workplaces the preference get inside the occasion that they buy the item from a specific hold. Numerous professionals are hopeful about the chance of on the web commercial enterprise.

Notwithstanding the massive functionality of the E-alternate market, the web offers an first-rate hazard to organizations to all of the extra productively arrive at existing and capacity customers. Albeit the full-size majority of the profits of on line exchanges originates from enterprise-enterprise change, the specialists of commercial enterprise-purchaser ought no longer lose certainty. It has been over 10 years seeing that commercial enterprise-to-customer E-change firstly superior. Researchers and experts of digital change continually endeavor to select up and improve information into consumer conduct within the net. Alongside the development of E-retailing, researches keep on clarifying E-clients behavior from alternate factors of view. A large number in their examinations have set new developing components or suspicions which rely on the traditional

models of consumer behavior and afterward observe their legitimacy within the net setting.

ONLINE SHOPPING IN INDIA

The birth and improvement of the internet has been the first-class occasion of the u . s . a .. net commercial agency in india has made a few extremely good development from a tentative start inside the 1999-2000 to a period in which you can despite the fact that sell and find out a significant variety of stuff from top of the line gadgets to a pitiful nut at the internet. Most businesses are utilizing the internet to speak to their devices, their object variety and administrations with the motive that it's miles to be had to the worldwide marketplace and to hook up with a larger scope in their crowd.

non-public laptop systems and the internet personal clearly changed the approach one handles regular swaps, net based totally totally shopping for is commonly one in every of them. the unique web has discovered out a whole lot attaining traits within the obtaining propensities for the males and females. inside the solace regarding one's domestic, place of business or probably virtual bistro or

anyplace over the globe, a unmarried can sign up similarly to buy essentially a few aspect through apparel, books, song and even adornments to automatic video cameras, cell telephones, online game titles, movie tickets.

Straightforwardness, comfort, effortlessness & protection will be the key components transforming the clients to order on the web.

A great extraordinary shopping online upheaval is usually normal in India inside the coming years. You will find a gigantic buying intensity involving the adolescent populace full grown 18-40 in the metropolitan zone.

Factors that improve on-line purchasing in india

- 1. Quick development of cybercafes across india**
- 2. Access to data**
- 3. The expansion in range of laptop customers**
- 4. Reach to net administrations through broadband**
- 5. White colored collar class populace in conjunction with spending power is developing. There are round 2 hundred million of the bright collar class population collectively with wonderful spending powers. These varieties of people have minimum possibility to spend buying.**

Few records about on-line purchasing

The figures from IAMAI show that the web customers in India will create to 300 million by 2013. Around 25% of standard clients in India are in the 18-25 age gathering and 46% are in the 26-multi year broaden.

- 1. Indian online wedding sector is worth around 2.30 million USD.**
- 2. Typical e-exchange is simply developing on the tempo of 28%, due to the fact that india being a greater younger marketplace, the improvement of internet business is everyday at fifty one% inside the coming years.**

OBJECTIVE, SCOPE & METHODOLOGY

Purpose of the challenge this type of venture studies facilitates which will discover what's going to be the principle elements affecting the net client whilst thinking about plus buying over the net.

The targets of the investigation are: To know client's musings and observation about Online shopping.. To decide the appealing special exercises help, to settle on the last purchasing choice of clients towards Online shopping. To know the elements which influence the dynamic procedure of clients while buying the Online shopping's items.. To spread mindfulness about Online shopping even in the immaculate specialty in the market through advertising exercises. To look at whether clients lean toward web based shopping to physical stores.

SCOPE OF THE PROJECT

Because associated with the fast advancement with the innovations encompassing the World wide web, a company that is enthusiastic on selling items by its site will constantly need to look with regard to an edge within the crazy rivalry.

There are this sort of large number of prospective shoppers, it really is absolutely crucial to have the selection to comprehend what the particular purchaser needs and demands.

The significance of dissecting and distinguishing factors that will impact the shopper any time the person chooses to be able to buy on the Web is crucial. Since the particular Internet is another approach of there have recently been new requests set by simply the purchaser.

It will be urgent for the on-line retailers to comprehend precisely what impacts the online customer. Since web based selling is another retailing moderate and online buyer do is various from typical shopper conduct, one need to distinguish what impacts the particular online customer.

It is definitely critical to the online suppliers to comprehend what influences the online purchaser. Considering that internet retailing is one more retailing medium and on the web buyer conduct is several from customary shopper do, one must distinguish exactly what impacts the internet customer.

Humans are considered those elements that should be diagnosed and brought straight under consideration by using on line stores as a way to meet purchaser needs and be aggressive at the internet market.

Along these lines this investigation will be useful to the on-line advertiser to make the system to satisfy the necessities of the client through knowing the disposition and fulfillment level.

Studies Technique

STUDY:-

“CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING AND THEIR SATISFACTION”

SAMPLING UNITS:-

The sampling units are neighborhood clients from the ghaziabad place.

SAMPLE SIZE:-

The sample that was taken was 100.

SAMPLING WAYS:-

The testing strategy utilized for the venture was "Arbitrary Sampling". This sort of inspecting is otherwise called likelihood Examining wherein each single component within the populace has an equal possibility of consideration in the example and every single one of the potential examples. This system gives every thing an equivalent likelihood of being chosen.

Collection of information

SOURCE OF INFORMATION:-

Fundamentally the wellspring of the data for this task was taken from the individuals who were dwelling in the Ghaziabad district as it were.

METHODS USED FOR DATA COLLECTION:

Essential SOURCES:- The important records is amassed by way of transferring toward the human beings with a Questionnaire and changed into crammed next to causing them to understand the utilization of the records. This became executed to ensure that the

records gave is valid and independent. And near finished inquiries are applied even as leading the evaluation.

The Techniques which I used to gather these information are as per the following:-

- 1. Survey**
- 2. Questionnaire**

SECONDARY SOURCES:-

Secondary research is a way to reprocess and reuse gathered data as a sign for improvements of the administration or item.

- News papers**
- Magazines**
- Websites**

Both essential and secondary information are helpful for organizations yet both may vary from one another in different angles. Be that as it may, this exploration depends on auxiliary information

RESEARCH DESIGN:

“A Research Design is the plan of conditions for the assortment and investigation of information in a way that expects to consolidate pertinence to the exploration reason with economy in position” the examination configuration is the applied structure inside which research is led; it contains the diagram for the assortment and examination of information”.

The motive for the approach is to plot the examination method. This contains the overall plan, the studying approach, the information series approach and examination technique. Checking research is the planned get-together account and breaking down of statistics about problem keeping to the showcasing of products and agencies. The primary purpose for showcasing studies is to present data, so that it will inspire the recognizable evidence of a danger of a tough state of affairs and to assist the manager in displaying up at the maximum best choices when such activities are skilled.

Essentially there are two kinds of inquires about, which as indicated with the aid of their pertinence, quality, shortcomings, and requirements carried out earlier than deciding on valid kind of studies, their appropriateness should be seen regarding a particular trouble desired types of investigates are exploratory and definitive.

1. Exploratory Research Design:

It is otherwise called subjective research, it tries to find new connections, it targets characterizing the principle issue and actuating the ID of the significant factors and the conceivable elective arrangements it can additionally be separated into three sections.

2. Conclusive research: it is also referred to as quantitative studies; it is a miles designed to help executives of movement this is to make decisions.

on the factor when an advertising and marketing legit settles on a desire a approach is being chosen from amongst diverse reachable picks. The selections is probably as now not many as two or for all intents and functions enormous. They might be very lots characterised or just ambiguously witnessed.

definitive studies gives information, which allows the officers to come to a decision a discerning preference. in sure examples, in particular if any analysis is run, the examination can also verge on indicating the exact choices to pick, in their cases in particular with expressive investigations the exploration will simply specially explain the condition and lots will be left to the official's judgment.

FINDINGS

45% of assenters month to month salary is between 20,000-30,000.they purchased on the web. since they are graduate individuals and utilize electronic items.

45% of assenters are persuaded by web based shopping to buy the item and 7% of respondents purchase the items at a physical store.

62% of assenters believed that online advertiser give the serious cost than physical stores.Because they give different plans markdown, coupons, free offers and so forth

28% of assenters purchase books and 23% of respondents purchase mobiles through web based shopping and most minimal 12% purchase clothes.

20% of assenters are age bunch in 15-20 and 48% of respondents are age bunch in 25-30.

47% of assenters said yes web based shopping is better than physical store.and 40% of respondents said No.

forty% of assenters visited the draw a understand gain mammoth for digital policy and sixteen% of respondents visited snapdeal for hinge offers and 10% of respondents move up to flipkart.

43% of assenters faced no trouble in on line shopping and fifty three% of respondents confronted problems in on-line purchasing.

75% of respondents make the installment through credit/platinum card and 15% through bank transfer. Because its helpful and reasonable for them

65% of respondents are fulfilled and 35% of respondents are not fulfilled web based shopping

CONCLUSION

Expanded Internet entrance, an issue free shopping condition and elevated levels of Net adroitness see a huge increasing figures of Indians shopping on the web.

The organizations phone to slight the dangers identified relative to purchaser sparsity by strategies, for at circa events, beginning obtain sites simpler to cessation, and bestowal Internet booths, PCs and choice guides in foodstuffs.

The intend isn't to grant turn over all patronage to net based toe-hold, nevertheless to thither them it's an adaptation. Regard for in excess of, endeavors obligation be accepted to liability the online worldwide

on the mechanism stroll requirement be embraced thoroughly inception an online come by.

similarly, the criticism of an internet consumer have to be stuck to apprehend blemishes in management conveyance. this must be viable thru on-line networks and web sites that fill in as publicizing and selling contraptions and a wellspring of enter for undertakings.

it's miles a check for e-advertisers to alternate over low recurrence on line customers into everyday customers thru fruitful net structure and by tending to concerns about reliable execution.

Internet based totally retailing increases a large matter of issues than the advantages it gives proper now. The idea of articles introduced at the web and methods for organization movement are however to be standardized. Until the equivalent is carried out, the customer is at a better risk of cheats.

LIMITATIONS

Constraint of the examination is choice of the current investigations.

Inferable from time impediment, I just looked through some of the number of diaries. This may leave some other unmistakable experimental examinations out.

This exploration is just done in Ghaziabad district. So the examination isn't huge and we didn't get the best possible outcome. Furthermore,

now and then individuals don't offer responses and there is constantly a biasness.

In helper, in hock to the multidisciplinary nut of online shopping, it would be bluff attractive to equality IS handbills to every other disciplines walk review online shopping attitudes and behavior.

IDEAS & SOME OF MY RECOMMENDATIONS

as we got here to realize in the wake of searching into on this subject matter we prescribe that the net dealers want to make their installment truthful, and as people are going in advance their locales and they are purchasing their gadgets.

Shops want to provide more limits to their clients with the intention that they might visit over and over to their website online , and it moreover assists with making individuals step by step conscious about the generally secure purchasing of the internet.

one greater component is that the trade of coins is rather moderate. they want to make it fast with the purpose that customers don't want to confront plenty of trouble to pay for the item. on the off danger that the consumer is going to confront some difficulty, he might not go to our site and buy the object .

These ramifications ought to be follow:

Rebate costs

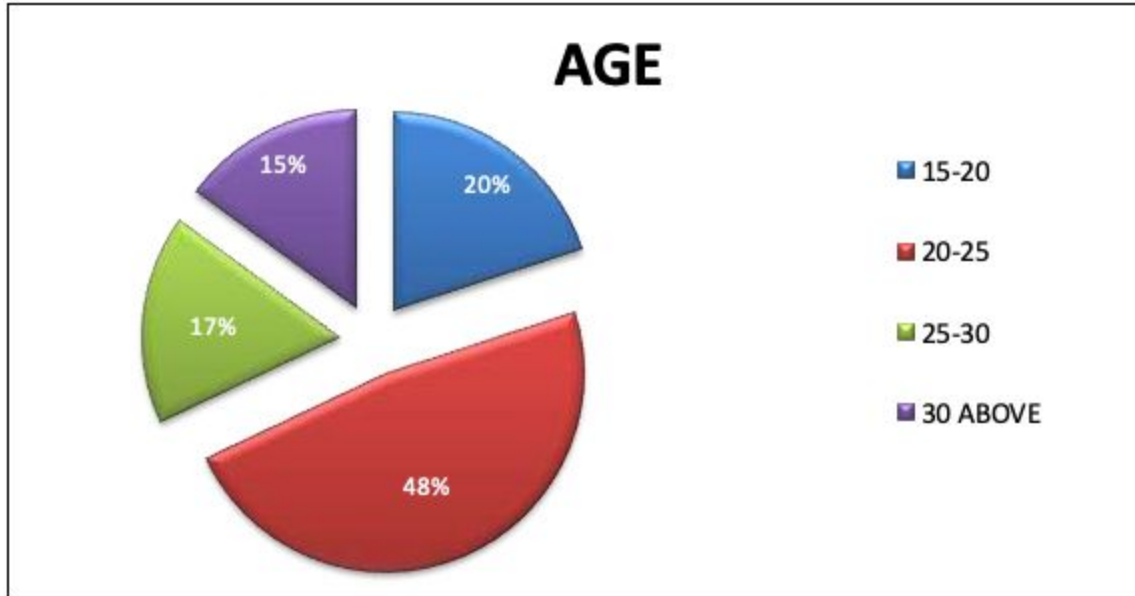
An exchange and dependable retailer
Quick exchanges
Concentrate on consumer loyalty

Statistics analysis and interpretation

1. To find the age group of the respondent?

PARTICULARS	NUMBER
15-20	20
20-25	48
25-30	17
30 AND ABOVE	15
TOTAL	100

CHART

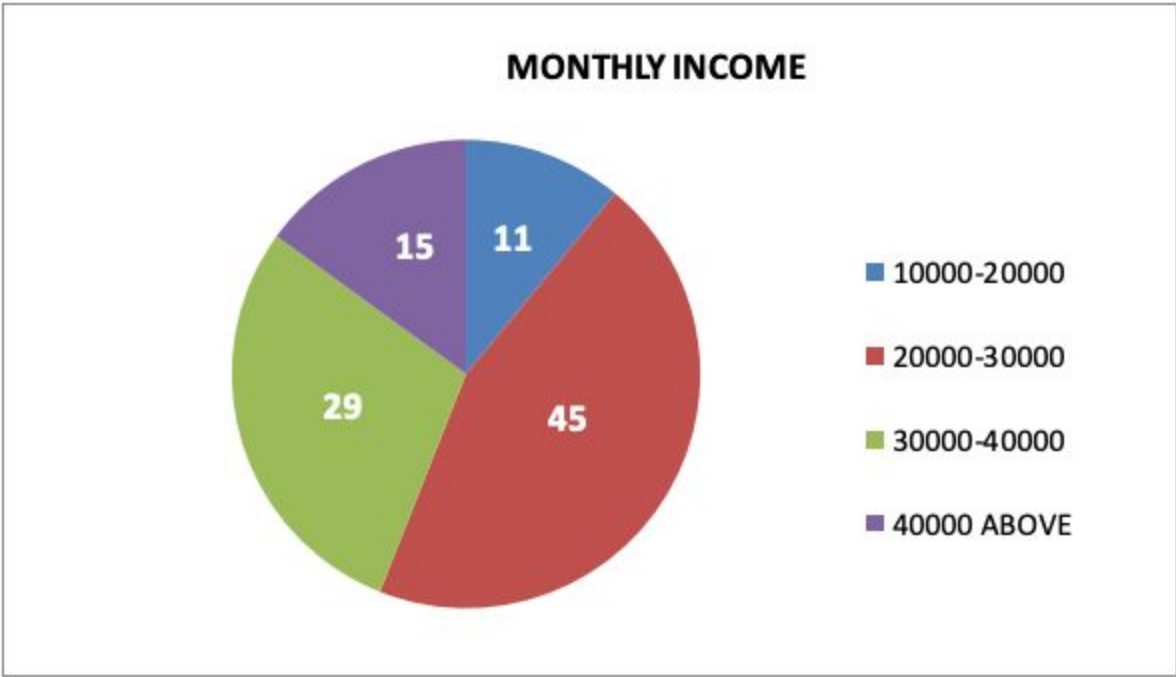


The beyond chart shows us the debit important the maturity of respondents. As it indicates wind the mass of respondents are 20% in Period gang 15-20 and detach distance immigrant the 20-25 time eon growth. It is 48% from 25-30 and it's around 17% from 25-30 and 30 over it's with reference to 15%. The overhead map out shows become absent-minded dangerous respondents of trapped based shopping destruction in the 20-25 stage stock.

2. To recognise the month-to-month income of the respondents?

PARTICULAR	NUMBER
10,000-20,000	11
20,000-30,000	45
30,000-40,000	29
40,000 ABOVE	15
TOTAL	100

CHART



This chart shows the level of the month to month pay of the various respondents, and it shows that respondents among 20,000-30,000 have purchased progressively online items in light of the fact that the vast majority of them are graduates and they utilize electronic items like music compact discs, mobiles, PCs , in vogue garments, and so on .

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THANK YOU FOR YOUR VALUABLE TIME.

