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A STUDY ON CONSUMER BEHAVIOUR DURING BUYING AN ONLINE PRODUCT ON SNAPDEAL

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Master Thesis submitted in partial fulfilment of the requirements for the award of the
Degree of

MASTER OF BUSINESS ADMINISTRATION

OF

BENGALURU CITY UNIVERSITY



By

Chandan Kumar

Reg. No: MB198216

DECLARATION BY THE STUDENT

I hereby declare that “**A STUDY ON CONSUMER BEHAVIOUR DURING BUYING AN
ONLINE PRODUCT ON SNAPDEAL**” ⁶ is the result of the project work carried out by me
under the guidance of **MR. RAJASHEKHARA R** in partial fulfillment for the award of
master’s degree in business administration by Bengaluru city university.

I also declare that this project is the outcome of my own efforts and that it has not been
submitted to any other university or institute for the award of any other degree or diploma or
certificate.

Place: Bengaluru

Name: Chandan Kumar

Date:

Register number: MB198216

GUIDE CERTIFICATE

This is to certify that **MR. CHANDAN KUMAR** of **GIBS B SCHOOL** college, has
undertaken master thesis entitled under my guidance and **it has not been submitted to any other**
university or institute for the award of any other degree or diploma or certificate. His conduct
and work is original, excellent.

Signature:

3
CERTIFICATE BY CO-GUIDE

[Under the Seal and Signature]

This is certify that **MR. CHANDAN KUMAR** of **GIBS B SCHOOL** college, has undertaken dissertation in our organization on the topic "**A STUDY ON CONSUMER BEHAVIOUR DURING BUYING AN ONLINE PRODUCT ON SNAPDEAL**" between Andhis conduct and work is **excellent**.

Signature & Seal

CERTIFICATE OF ORIGINALITY

This is Certify that the dissertation titled "**A STUDY ON CONSUMER BEHAVIOUR DURING BUYING AN ONLINE PRODUCT ON SNAPDEAL**" is an original work of **MR. CHANDAN KUMAR** Bearing university register number **MB198216**and is being submitted in partial fulfillment for the award of the Master's Degree in Business Administration of Bengaluru City University. The report has not been submitted earlier either to his University/Institution for the fulfillment of the requirement of a course of study **CHANDAN KUMAR** is guided by Mr./Dr **MR. RAJASHEKHARA R.**

Who is the faculty guide as per the regulations of Bengaluru City University.

Signature of Director/ principal/ HOD

Date:

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CHAPTER 01

INTRODUCTION

Introduction

online e-shopping is known as the selling the product by the e-retailer to the consumer visit the Snapdeal. It has been grown in popularity in recent as the number of internet users and smart phone users has increased, day by day it is increasing the use of internet and we could not think about the E-commerce without internet. Customer of the portal will purchase many goods such as clothing, shoes, electronic, gadget, and services through Snapdeal shopping based on their interests and taste. This is a zero-channel distribution model, which means that consumer will purchase items directly from the manufacture. With out the use of mediator. It helps you save a lot of time.

Many businesses began their product and service sales and marketing initiatives over the internet during the period of globalization and the rise of e-commerce. In basic terms, online shopping is described as the act of acquiring items or services through the internet rather than from a shop or store. It is a type of electronic commerce that lets customer to buy products and service directly from a vendor through the internet. Consumer goes to portal and see their vendor and that they another portal and check the same price and price different as well. One of the fastest increasing trends is online buying. It is used as a channel for sellers and buyers to exchange information. Online shopping also covers supply chain management, internet marketing, 24 hours availability of a wide range of items and services, and so on. Previously, food, clothing and shelter were considered fundamental needs, but nowadays a new necessity has emerged the internet has revolutions the way customers satisfaction poll. Consumer utilize the internet to communicate and disseminate information, as well as to sell their products. Goods to solicit comments, and to conduct customer satisfaction poll. Consumer utilize the internet to not only purchase product online, but also to compare costs, quality, product features and after sales service option. The internet offers business a unique opportunity to reach out to current and potential clients more effectively. Online transaction processing, electronic data interchange, inventory management systems, and electronic cash transfers are all example of electronic commerce technology. E-commerce may incorporate, direct retail sales and marketing to customers, and use in the launch of new product and service, among others. The fundamental reason for the growth of e-shopping is the change in consumer lifestyles and the expansion of online activities. Almost shoppers take advantage of internet because various goods provide different chances receive greater discount. Above all it saves time and provides complete reprieve from crowds Myntra, Snapdeal and e-Bay are some of the most well-known online retailing enterprises in India. Information, easy of use contentment, security and correct

use of available information to compare different items and services are all essential aspects that influence consumer opinion of online purchasing. The goal of this project was to investigate people attitudes towards online buying. According to the results of the surveys, the majority of consumers prefer to shop online, despite some challenges. The vast majority of individuals believe that in the near future, online shopping will outnumber offline buying. As a popular than online banking. The majority of respondent advise others to engage in shopping. the majority of individuals avoid shopping online due to concern about product quality, apprehension about disclosing their credit of individuals are becoming interest in online buying sets a foundation for tremendous opportunities for today and tomorrow marketers.

Traditional shopping and online shopping are the two main types of shopping. both have their own set of advantage and disadvantage. Due to the widespread use of computers, an increasing number of individuals are opting to purchase online. Thousands of products based on your selection will appear on the screen when you type only one word. To purchase a pair of beautiful shoes, there is no need to wade over a long road and elbow through throngs of people. Simply press a button on the keyboard, make your selection and things will be delivered on the spot. In the twenty first century online buying has become a more frequent way of life.

Importance of the topic

We used to shop in a different way before the internet. There's no need to drive to the local shopping centre. You won't have to worry about finding a parking spot or wasting a day looking for a room. Simply take out your internet-enabled smartphone and go online to look for what you want to buy.

You can get same-day delivery on Snapdeal. Food, for example, is delivered in a matter of minutes. When it comes to buying, nothing rivals such quickness.

Convenience

Snapdeal's biggest shopping gift to customers is convenience. Imagine placing an order for something as crucial as a refrigerator and having it delivered to your homestead by someone else. Such a thing would have been unthinkable 50 years ago.

There are numerous reasons why more people visit the Snapdeal portal. First and foremost, Snapdeal is simple to use. You can browse hundreds of products or use filters to find the exact item you're looking for. The graphics are appealing, and the product photographs are crisp.

On this portal, you can see whatever you want to buy. Product information is well-written, and payment alternatives make it simple to finish a transaction quickly.

Time-saving

Fast delivery allows you to save time by not having to cook the meal or drive to fetch it. Regardless of how you look at it, online purchasing saves time over traditional shopping.

Sure, not all of the products in this portal are delivered the same day. However, because placing an order takes as little as five minutes, purchasing products online allows you to save a significant amount of time. What would normally take days to locate throughout the city may now be accomplished in a matter of hours.

If you're looking to buy a laptop on Snapdeal but aren't sure where to start, all you have to do is shop around. Hundreds of laptops are available on this portal. They're divided into categories based on their specifications and intended use.

Cost saving

Although some people go to great lengths to purchase expensive products, the majority of people are always seeking for methods to save money. Whether you're purchasing a new smartphone or a cocktail dress, you undoubtedly want to keep your costs as low as possible.

The Snapdeal gateway assists you in keeping your budget as cheap as possible. Whatever you want to buy, no matter how uncommon it is, there is a platform prepared to help you obtain a better deal. It is not uncommon to encounter the same product being sold at different prices on multiple purchasing websites. Check the pricing of whatever you wish to buy online if you want to save money. Accepting the first price you come across is not a good idea. Compare prices from a variety of online retailers. Ensure that the product specifications are consistent across all portals. Then compare their shipping costs and choose the one that saves you the most money.

Exhaustive variety

Online portals not only make shopping quick and easy, but they also expose you to as many things as you can manage. If you're not sure what you want to buy, the sheer number of options available online might be overwhelming.

Trying to find a phone, for example, yields thousands of results. Only after you explain what you want do you receive a more manageable list of phones to choose from. Almost all products fall into this category. Products, ranging from kitchen equipment to office furniture, are available online in a wide range of options. While the large range of things can be a headache for shopping, there are numerous tools available to assist you. Filters are available on practically every buying site these days, allowing you to effortlessly explore through products.

The internet is the most popular dump location for low-quality goods.

However, there are many genuine products among it. You don't have to only listen to what the salesperson says because of the power of online reviews.

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Theoretical background of the study

Online shopping is increasingly becoming a viable option for making all of your purchases, whether you are at home, at work, or in another country. This is particularly true in industrialised countries, where every retailer has a website where you may shop. You can quickly inform customers about special offers such as cash on delivery and a special discount on purchases. This practise of shopping online from the comfort of your own sofa has recently caught on in Asia, particularly in comparison. They have a number of fashion furniture, and food-related websites, as well as well-known corporations like Amazon. Adoption of such tendencies, on the other hand, has been more difficult. The majority of the time, people do not trust the products that are displayed in front of them. As a result, we are unable to provide them with satisfactory online purchases. The youth, on the other hand, are more open-minded and have gradually accepted internet shopping, even if it is just buying food. People have been scammed both online and through mobile apps, so it's logical that they would be cautious of such activities. According to recent statistics, age is not the only factor driving youth to turn to online purchasing; other variables are also at play in making online shopping one of the fastest expanding businesses.

Purchasing things from internet retailers rather than a shop or store is referred to as online shopping. An example of internet shopping is purchasing books from Snapdeal.com rather than a local book-store.

²⁶
Online shopping, often known as e-shopping, is a type of electronic commerce that allows customers to buy goods or services directly from a vendor via the internet using a computer browser. Alternative names are available. The method is known as business to consumer online buying, and it conjures the physical parallel of buying things or services at a brick and mortar retailer or shopping. The procedure of a company buying from another company is known as business to business ²⁴ internet buying. Online stores are typically open 24 hours a day, and many consumers have access to the internet at both work and home. Other establishments, such as internet cafes and schools, have demonstrated the internet's utility.

Industry profile

¹³
E-commerce (electronic commerce) is the activity of purchasing and selling things over the internet or through online services. Mobile, electronic transfer, supply chain management (EDI), inventory management systems, and automated data collecting systems are all used in e-commerce. E-commerce, which is the largest sector of the electronic industry, is driven by semiconductor ²⁹ technical developments. Although it may also use other technologies such as e-mail, e-commerce normally employs the web for at least a portion of the transaction's life cycle. The purchase of products or services in the form of digital distribution, such as software, is a common e-commerce transaction. ³⁹ E-commerce is divided into three categories: online retailing, electronic markets, and online auctions. Electronic commerce is aided by electronic commerce.

¹⁵
Some or all of the following may be used by e-commerce businesses:

- Online retail sales to customers via websites and mobile apps, as well as conversational commerce such as live chat and voice Support.
- Providing or engaging in third-party (B2C) or (C2C) sales through online marketplaces.
- Buying and selling between businesses.
- Using ²⁸ web contacts and social media to collect and use demographic data.

- Electronic data transfer between business.
- Using e-mail or fax to market to potential and existing customers.
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- Getting involved in the launch of new products and services;
- Online financial exchanges for currency trading or currency exchange.

Logistics

In e-commerce, fulfilment is the most important aspect of logistics. Online marketplaces and retailers must figure out the most efficient approach to fill orders and deliver goods. Because they cannot afford to hire an outside provider, small businesses frequently manage their own logistics operations. Most large organisations engage a fulfilment service to handle their logistical needs.

FedEx logistics

FedEx logistics is one of the best leading company. It was founded in 1998. The crucial part of logistics is how reach the customer. Sometime some logistics Company do delay to handover the product to the customer and in the rural there are so many logistics boy who is doing their job very effectively, and always listen to their customer advise, suggestion and so many things. Logistics is founded only for one reason in the begging of time there are so many e-commerce Company who were surfer reach to the customer. But when logistics comes in the markets, it very easy for all e-commerce portals.

CHAPTER 02

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REVIEW OF LITERATURE AND RESEARCH DESIGN

Review of literature

Dr. V Vijayalakshmi & Dr. R. Lakshmi (2018) in this era, youngsters are very excited to many more things to know specially the age of 20-30 and are very fascinated in purchase online product because they know about technology.

Lewis-journal of electronic commerce Research (2015) if the internet came 20 years before then the e-commerce may be do more grown and consumer buying behavior may be more skillful.

Ahmed (2019) there are many things to concern in e-commerce like the quality of product and durability, price of the product. Because some portal is selling some fake product. This will impact the whole e-commerce sector.

Upasana 2004 however, the rate of expansion of electronic commerce in India has lagged well behind expectations as a result of its constraints, its share overall retail remains tiny.

Seema Kanchan 2004; previous studied showed that males are more likely than women to buy items and or services through the internet.

Na Li & Ping Zhang (2002) men are more likely to engage in online buying, whenever female customers prefer to purchase at home. It has been discovered that once a women express an interest in online buying, she will shop online more frequently then her male colleagues.

Zhang, Small, (1998). Websites design element are essential and influential variables that contributes to consumer happiness and discontent with a certain websites.

14

Prof. Sanjeev Kumar 2014 “A STUDY ON CONSUMER BEHAVIOR DURING ONLINE SHOPPING ON SNAPDEAL”.

The increased use of the internet by India's younger demographic provides an emerging opportunity for online businesses. If online retailers understand the elements that influence Indian consumer purchasing behavior, as well as the relationship between these factors and the types of online purchasers, they may improve their marketing techniques to convert potential customers into active clients. This study seeks to go deeper into the subject of internet shopper behavior. Various socio-economic variables were used to investigate consumer shopping behavior in relation to internet shopping. The information was gathered using a questionnaire.

The findings of the study found that several demographic parameters such as age, gender, education, and income had a substantial impact on internet purchasing in India. It also assists retailers in comprehending the drivers of consumer mindset and goal to shop on the internet, as well as consumer judgments of ease of use and utility. The conclusions drawn from the study can be utilised as a guide for market positioning. The study's findings show that assessing consumer purchasing behaviour can help researchers better understand consumer shopping behaviour when it comes to online Shopping.

Shiva shakti (2015) pointed out that the usage of technology has provided clients with new opportunities and a more suitable lifestyle. Customers find online shopping to be a convenient way to shop. He also claims that individuals can save time and money by receiving complete product information in less than a minute.

Vanitha (2016)2 A survey of 100 people was done. It was stated that sufficient awareness of online purchasing can be built, as well as trust among online purchasers. The risk of security theft will be decreased, and online transactions will be more secure.

Muthu Mani (2017) advised that internet online shopping organisations should pay more attention to ensuring that clients receive the correct product. The information supplied to clients by online websites is of high quality and accurate. He also mentioned that the majority of customers are positive about internet purchasing.

Sivan san (2017) noted that online buying provides people with a diverse selection of products and services. Customers can compare pricing quotes from many vendors and select the best one. It is gaining appeal among the general public, particularly among the younger generation.

(Butler & Peppard, 1998). ¹⁶ One of the advantages of online shopping is that provides customers with accurate information and a wide range of options, allowing them to compare products and prices. The more options and convenience there are ¹⁶ the easier it is to find the goods or services you want on the internet. Consumer seeking convenience and quickness have discovered that shopping inline provides them with more enjoyment.

(Kuester, 2012; p. 110) “The study of people, groups or organisations and the process they use to choose, receive, and dispose of product, as well as the consequences these process have on consumer and society.”

(Benedict et al 2001) study show that the mindset of online purchasing and shopping are influenced by the consumer factors, product durability.

A commerce Net/Nielson Media Research survey It was discovered that 73 percent of users utilised the internet to window shop. Only 15% bought online, despite the fact that 53% used the internet to make their purchasing decision.

An OFT market study (2008) The scale and expansion of online purchasing is astonishing, according to the survey. Household sales peaked in 2004, the most recent year for which accurate data is available.

Haver (2008) Today's younger, more environmentally conscious buyers will not waste time and money going from store hunting for the perfect item. They purchase online whenever possible, restricting their selection to one or two products, then going to the store to touch, feel, and inspect the actual product to see if it looks as it does online.⁸

Shushi Singhal Shashi (2015) ONLINE AND OFFLINE CONSUMER BUYING BEHAVIOUR: The totality of a buyer's viewpoint, likings, purpose, and decisions at the moment of acquiring any goods or service is referred to as consumer buying behaviour. Many researchers have conducted numerous types of studies on consumer buying behaviour both online and offline. The objective of this research is to provide a complete evaluation of prior studies' considerable literature from 1999 to the present.

Research design

Research method

Our study of consumer behavior while purchasing an online product on Snapdeal is descriptive in nature because we simply want to paint a picture of the factors that influence consumers to shop online. In general, there are two types of research methods: quantitative and qualitative. In our research, we would like to use the quantitative method because it is more precise. According to Creswell (1994), time is an important consideration when choosing a research method. According to Saunders and Lewis (2000), quantitative research is faster than qualitative research because the time schedule can be predicted, whereas qualitative research can take a long time. Because our research is for academic purposes and is time constrained, we will use a quantitative approach.³⁴

Review of literature and gaps

Bhatt, A. (2014) has investigated customer attitudes about consumer behavior while purchasing online products, beliefs, preferences, and opinions, as well as the pattern of online shopping. According to the findings, online shopping is becoming increasingly popular among consumers, particularly among the younger age.

³³
S. S. et al. (2008) investigate the various aspects of online shopping in today's environment and identify those that influence the development of attitudes toward online shopping, as well as consumer needs for online shopping websites.

This research is logical, descriptive, and diagnostic, and it comes to the logical conclusion of what consumers expect from online buying.

Z. M. and G. H. Ling (2012) have looked at how consumer attitudes toward online shopping are influenced by purchase perceptions and how socio-demographic factors influence consumer attitudes toward online shopping.

Raman, Prashant (2014) researches investigated what factors influence female buying behavior and what are the distinct aspects that influence female shopper attitude towards online shopping. according to the findings, convenience is the most important factor that drives female consumer purchasing behavior, while the risk of conducting transactions, as well as preferences for traditional shopping and reliability difficult, are the biggest road blocks to the expansion of online shopping.

⁴⁷
Al-De et al. (2015) With the use of a well-structured and self-administered online survey targeting online buyers of renowned online retailers in Jordan, we investigated consumer attitudes toward online shopping in Jordan. According to their findings, the internet consumer's attitude is influenced by trust and perceived benefit.

K. M. Makhi (2014) has looked at the elements that influence the views of Generation Y students toward internet buying. For this study, a survey method was chosen to investigate the attitudes of Generation Y students at one university concerning internet buying. According to this notion, the majority of Y generations use the internet on a regular basis but do not shop online. Although this study is restricted to a single university, there is still room to investigate the elements that influence Generation Y students' perceptions toward internet buying.

R. Shanthi and K. (2015) has conducted research to determine the types of products purchased by consumers through online shopping and to determine the elements that influence product purchases made online. The study used a direct survey approach to gather data and found that consumers' perceptions of online shopping differ from person to person and are influenced to some extent by the availability of proper connectivity and exposure to online shopping. The consumer's perspective contains similarities and differences based on its attributes. According to the report, most young people are addicted to internet shopping, and so older individuals do not utilise it as much as younger people. The study found that people between the ages of 20 and 25 are the most likely to use online shopping. The majority of individuals who shop online buy books because they are less expensive than the market price with various discounts and offers. The price of the products has the greatest impact on online purchases, according to the survey.

Research gap

Numerous studies have been conducted on various aspects of consumer behaviour during online shopping and its impact in India or other countries, such as consumer attitudes towards retail shopping in the Indian context, factors influencing Generation Y students' attitudes towards online shopping, factors influencing consumers' attitudes towards e-shopping, and women's consumer buying behaviour towards online shopping. The current study's evaluation of the literature reveals that there is still room for greater research into topics linked to customer attitudes regarding internet purchasing. As a result, it was determined to investigate consumer attitudes about internet purchasing and its implications. Customer their product with the different portal.

Statement of the problem

There are millions of people online, each of whom could be a prospective customer for an internet sales company. Because of the rapid advancement of internet-related technologies, any ⁵¹ company interested in selling products through its websites will have to constantly look for a competitive advantage. Because there are so many prospective customers, it is critical to understand what they want and need.

The importance of analyses and identifying elements that influence a consumer's decision to buy something on the internet cannot be overstated. Because the internet is a new medium, consumers have set new expectations. As a result, understanding what impacts the online consumer is critical for online business.

Consumer analysis is not a new phenomenon. Philip Kotler, a well-known marketing expert, has written several books on consumer theories. For many years, these have been employed not simply to comprehend the consumer.

In today's marketing environment, online buying has become increasingly important. At the same time, the number of scumbags, fraudulent tactics, and consumer deception has skyrocketed. Such deception had instilled fear in the minds of customers, as well as a negative impact on their attitudes toward online shopping. The survey's problem area is consumer perceptions of ²⁷ online shopping, which will determine the factors that influence customers to shop online, and those factors will help companies formulate their online marketing strategies.

There are many so many portals in the internet where social goods or product are selling to the customer like, shoes, badminton, ball, and more. Additional the online also provides some services. We are looking at the problem addressed in this study, which is the consumer perspective on internet buying. However, there are various barriers to consumer participating in online purchasing. For example, some Consumer are hesitant to participate in online purchase for a genuine reason. they are concerned that the quality of the products sold online will not last and they lack confidence.

There are some Consumer buying behaviour factors, as well as based on their mindset.

- Delay in shipping
- Problems with warranties
- Providing incorrect products
- Delivering items that are damaged
- A lack of safety
- A lack of sensation and touch
- Costs that are not readily apparent
- Failures in digital payments
- Fees for additional services
- Problems with quality
- Inadequate after-sales service
- The merchandise was not delivered.

The advancement of technological growth has altered people's lifestyles. Changing

Customers' shopping patterns have been redefined as a result of changes in family structure and lifestyle. They now prefer to buy things online. Even though it has reached the vast majority of people, some customers still prefer traditional shopping due to security concerns, a lack of feel and touch, incorrect product delivery, and so on

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Need and scope of the study

The goal of this study is to look into how people shop online and how satisfied they are with their purchases.

- To determine which influence a customer's decision to shop online.

- To determine which element of a website entices a customer to buy a product from an online shopping portal.
- Determine whether internet shopping is advantageous to the user.
- To determine what influence a user's decision to buy something online.

Objectives of the study

- To learn about the different types of products that people buy online.
- To determine the factors that influence a consumer's decision to shop online.
- To learn about consumer attitudes concerning online buying.
- Identifying the kind of things purchased by consumers via internet.
- Recognize the stimuli that influence customer purchasing behavior.
- To determine if there are any issues that consumers have when shopping online.
- To comprehend the level of consumer involvement with a product as well as the many sorts of consumer problem-solving processes.
- Recognize the stages of a consumer's purchasing decision. the study given below.

Sampling

As a sampling size for this study, we used customers such as students and people of various occupations. We've reached our goal of 100 responses for the Study.

11 Sample size: quantitative data collected through survey varied based on different in age

Different in age

Different in gender

Different in income

Different in preference

7

Data collection

When it comes to data collection, researchers typically use one of two methods: primary or secondary data collection. When we talk about primary data, we're talking about methods like observation, interview/questionnaires, case studies, and projective techniques. 4 Secondary data, on the other hand, is information gathered by another researcher but not for the purpose of a specific study or research. We'd like to use a primary data collection

strategy that includes a consumer survey to determine what factors drive customers to make online purchases.

Limitations of the study

- It is impossible to go outside and collect data in this pandemic situation.
- I have to complete my project report from home in this Situation.
- In order to complete this project report, I will need to communicate with friends via skype and video calling.
- I was in my hometown during Covid-19, and there was a technical issue that prevented me from connecting with others.
- Due to the regular online class, it was quite difficult to complete this project report.

CHAPTER 03

PROFILE OF THE SELECTED ORGANIZATION AND RESPONDENTS

In the field of e-commerce there are so many Competitor. Snapdeal is one of them in his field.
After the founded on 4 February 2010, Snapdeal will grow up very fast in the year of 2012.

Snapdeal captured all the market with the help of television add, newspaper, celebrity add. Snapdeal have a best seller. They give quality product to customer. As I analysis that 85 percent of the customer are prefer to use cash on delivery. Because they afraid of the other payment options like, debit card method, credit card method, though the UPI methods. In the year of march actor Amir khan comes for the promotion and the Diwali campaign is "DIL KI DEAL." Then after Snapdeal taken a very good curve in the market. Snapdeal blasted the US trade department in the month of January 2012¹ for wrongly labelling it as a platform for counterfeit goods. Snapdeal responded by saying the USR report reflected a blinkered and flawed view of the world that not only fails to make a distinction between the respective roles of brands, including in India. A world organization with over 6900 members from 183 countries dedicated to promoting intellectual property protection. Who are taking advantage by the Snapdeal deep penetration into India to sell their product the product are sold directly by the brands on Snapdeal through dealers who have been authorized by them as part of the agreement, Snapdeal has also partnered with a number of new brands, including the man company to expand into no-metros of the country total 3500 towns and city, day by day the e-commerce websites create a very huge amount of traffic and the reason behind is only and only technology upgrade. Every Indian are using smartphone and form this smartphone every single person buy a product through the Snapdeal and save their time. Customer are very smart, if the particular portals sell their product with huge amount of money then customer went to another portals and see the exact product with different price. And that they shift from portals to this portal. Now a days the new campaign is going to trend is "brand vali quality bazar vali deal" which is made by Rites Deshmukh and his wife.

Funding and acquisitions

Snapdeal have earn a number of business. Snapdeal holding company, Jasper Infotech Private Limited, paid an undisclosed sum for Bengaluru based group buying website Grabbon.Com in the month of July 2010. The purchase of Shopo.in is a ecommerce platform followed in 2013. Snapdeal bought Doozton.com a fashion product discovery technology platform in 2014, and Wishpicker.com a tech platform that utilizes machine learning to gift buy suggestions in 2015. Both transactions were for undisclosed sums.

Merger rumor

Media outlets claimed in the second half of 2016 that SoftBank, one of Snapdeal main investors, intended to merge Snapdeal and Flipkart, India's two largest indigenous ecommerce firms. The Snapdeal board was unable to come to an agreement on a merger with Flipkart after month of debate. Nexus Venture partners and capital were also said to be at over Snapdeal values. Snapdeal board of directors decided no to proceed ¹ with the proposed merger in July 2017. ¹ Snapdeal chose to go its own way.

Snapdeal ¹ 2.0

Jasper infotech sold off its noncore business, Vulcan express as part of its 2.0 initiative ¹ and chose to focus all of its attention and resources on its core business. The Snapdeal marketplace. ¹ Snapdeal has developed an asset light model as well as operational capabilities tailored to the values segment, such as decentralized logistics and zero inventory. It has been able to keep cost of operations low and serve the segment with positive unit economics thanks to a focused approach and disciplined execution. ¹

The number of transacting users and traffic to the site has ¹ also increased, suggesting a unique positioning. The number of users and traffic to Snapdeal marketplace ¹ have continued to rise as a result of a stronger product market fit. Snapdeal platform has increased from 7.98 million unique consumers in FY to 25 million in FY 19

Snapdeal strategy has been a huge success. The corporation ¹ its operations from 2017 to 2021 by focusing on the values sector and aligning its costs properly. Snapdeal income has increased to 71 percent of its peak over this time, while its logo has decreased by roughly 91 percent. As a result it is one of India most efficient large scale ecommerce business. Non metro users account for more than 89 percent of Snapdeal orders, indicating a strong appeal among budget conscious shoppers.

Snapdeal based on replication the hustle and bustle of India bustling bazaars online. ¹ One of Snapdeal learning curves in selling values for money product to no metros buyers has been the need to add engagement and entertainment just like in the physical world, rather than focusing solely on providing the quickest way to find products and check out. Three key themes of video, voice and vernacular underpin Snapdeal engagement with this new and large portion of our

existing user base. All of these initiatives are based on the same central concept rather than a traditional approach of how we can sell better. We are thinking about how we can help our users discover and transact better.

Snapdeal is one of the most sought business platform in India recently. Currently the penetration of ecommerce users base is increasing day by day. this is mostly due to fast rate of new entrants in the industry. There is a need to understand these organizations in detail as they may shape the future of retail industry in India in near future. We have selected 4 big ecommerce players Snapdeal, Amazon, and e-bay to analysis organizational design and how they are responding to increasingly complex and changing environment.

Other rumor

Other rumor about Snapdeal is given below.

- Many customer says that there is very less durability quality in the Snapdeal product.
- Durability issue.
- Fake product.
- Worst customer service.
- Very less BPO center, which is directly ping on the Snapdeal.
- Returning issue
- Not delivered the mention date
- Very less special offer.

Respondents

While preparing the questionnaire we were not decided that to whom we will give the questionnaire, but when it was started we decide to give our questionnaire to our relatives, colleagues, to our senior, to our junior and those who retired from this company. And I got a surprised answer by them.

Respected sir/madam

I, Chandan Kumar a student of Gibbs B School, Bengaluru city university, Karnataka is conducting a research on how customer select their product from Snapdeal and how they are giving their feedback.

I request you to all my senior, junior, retired sir help me in this questionnaire by filling and submitting the form as truly as possible. It will 30 to 40 Minute to fill out the questionnaire.

Thank you for your support during this time.

Chandan Kumar

Lets have a look on the questionnaire and their feedback:

- Name:

- What is ⁴⁶ your age?
 - a) Below 30 years
 - b) 30 years- 40 years
 - c) Above 40 years

- What is your occupation?
 - a) Post-graduate student
 - b) Employee
 - c) Business man

- Your designation.

- Which medium do you buy your product on Snapdeal?
 - a) Website
 - b) Application

- How long have been purchasing your product on Snapdeal?

- 43
- a) Less than 2 years
 - b) 2 years – 3 years
 - c) More than 5 years

- Why are you Shopping on Snapdeal?

- a) Less risk, better product
- b) Trustworthy
- c) Best price

- Give the rate of this portal?

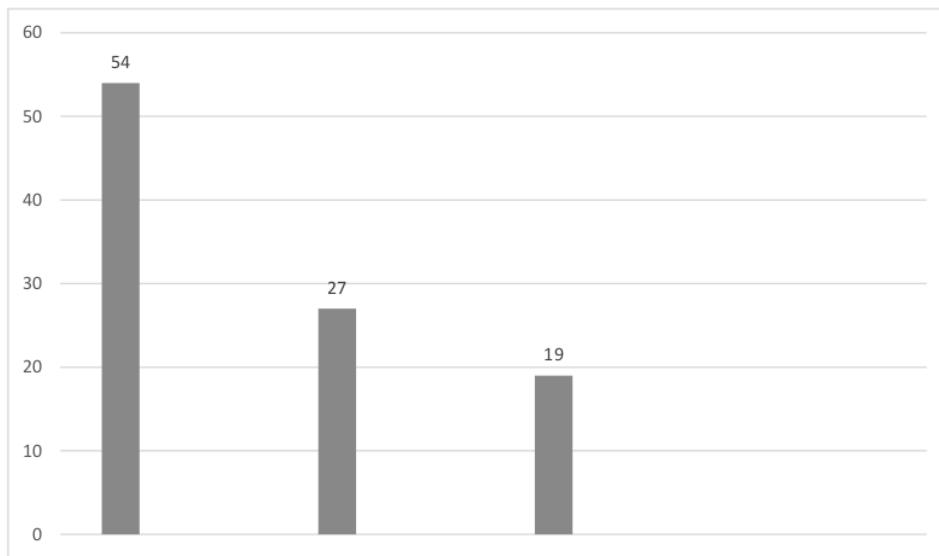
- a) 6 out of 10
- b) 7 out of 10
- c) 8.5 out of 10

- Which product is more selling on Snapdeal?

- a) Phone
- b) Cosmetic
- c) Electric appliance

1. what is the age group of Person fill up the survey?

| What is the age group of Person fill up the survey? | % |
|---|-----|
| Below 30 years | 54 |
| 30 years – 40 years | 27 |
| Above 40 years | 19 |
| total | 100 |

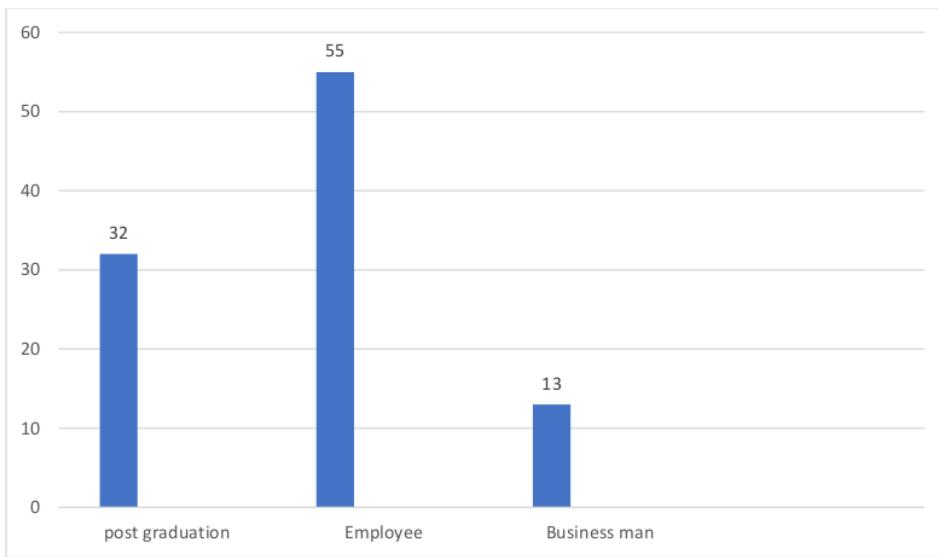


Interpretation:

According to the above table and graph 34 percent of respondent are fill up the survey, while 27 are in between 30 years - 40 years.

2. What is your occupation?

| what is your occupation? | % |
|--------------------------|-----|
| Post - Graduation | 32 |
| Employee | 55 |
| Business man | 13 |
| Total | 100 |

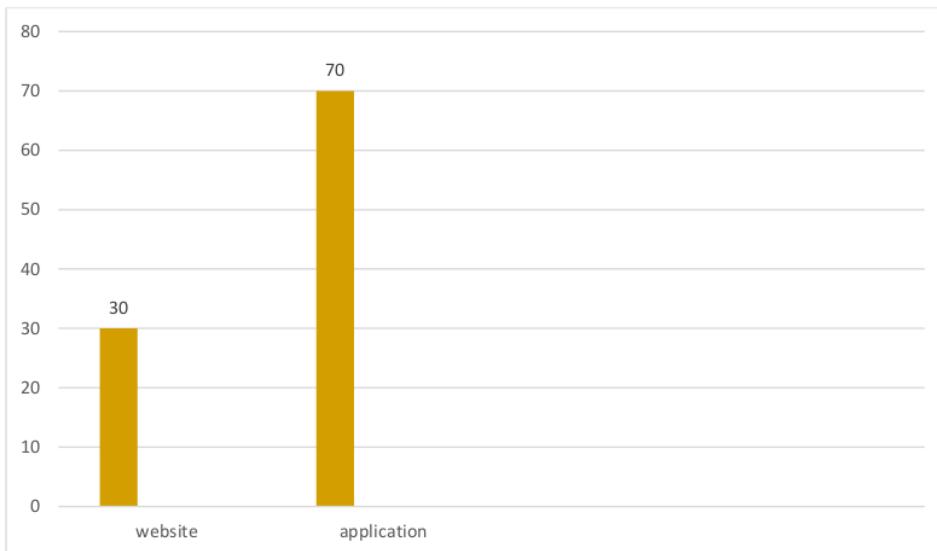


Interpretation:

According to the above graph 55 percent of the respondent are employee, while 13 percent are business man and 32 percent are post- graduation.

3. Which medium do you buy your product on Snapdeal?

| Which medium do you buy your product on Snapdeal? | % |
|---|-----|
| website | 30 |
| application | 70 |
| Total | 100 |

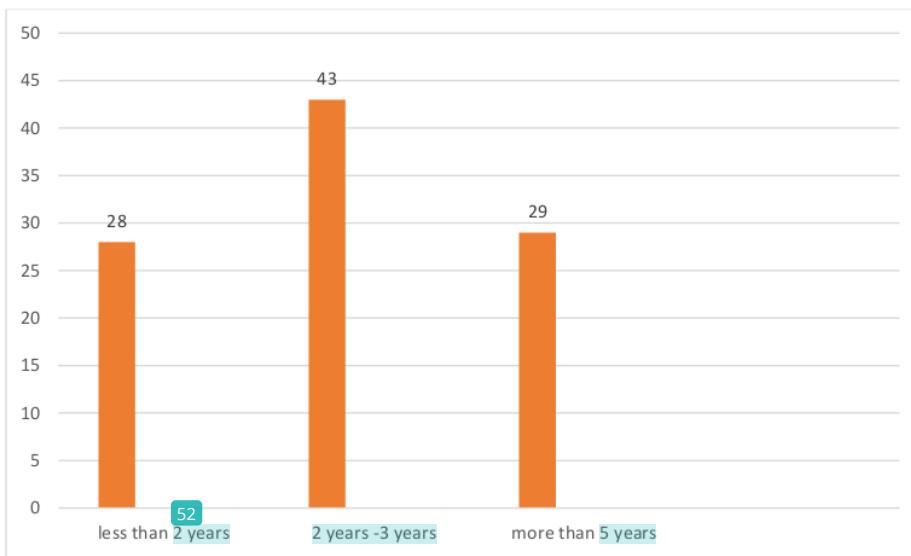


Interpretation:

According to the above graph 70 percent of respondent are using application for buying product on online, while 30 percent are website.

4. How long have been purchasing your product on Snapdeal?

| How long have been purchasing your product Snapdeal? | % |
|--|-----|
| Less than 2 years | 28 |
| 2 years – 3 years | 43 |
| More than 5 years | 29 |
| Total | 100 |

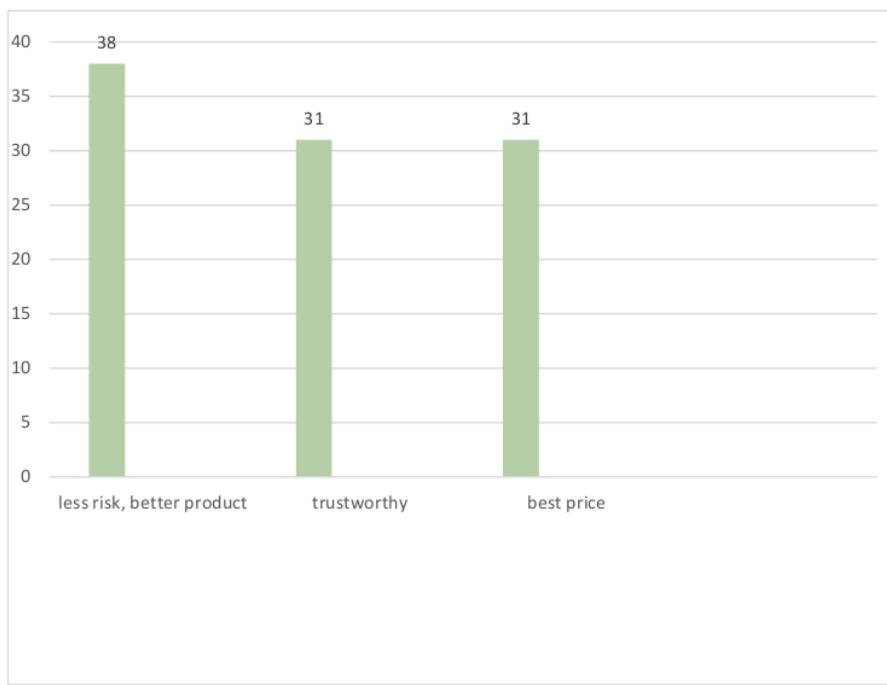


Interpretation:

According to the above graph 43 percent of the respondent are using the Snapdeal portal 2 years to 3 years, while 29 percent are more than 5 years.

5. Why are you Shopping on Snapdeal?

| Why are you shopping on Snapdeal? | % |
|-----------------------------------|-----|
| less risk, better product | 38 |
| Trustworthy | 31 |
| Best price | 31 |
| Total | 100 |

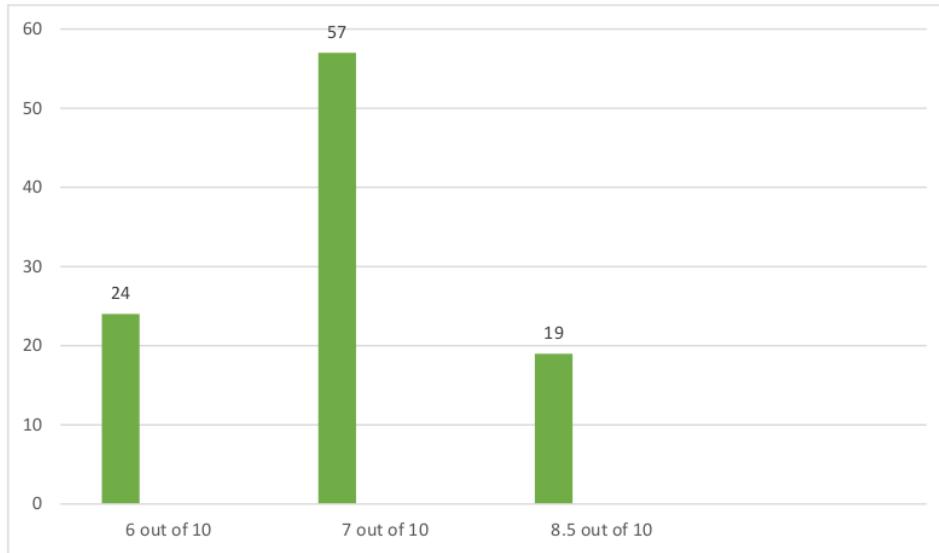


Interpretation:

According to the above graph 38 percent of respondent are using Snapdeal just because of less risk, better product, while 31 percent are trustworthy.

6. Give the rate of this portal?

| Give the rate of this portal? | % |
|-------------------------------|-----|
| 6 out of 10 | 24 |
| 7 out of 10 | 57 |
| 8.5 out of 10 | 19 |
| Total | 100 |

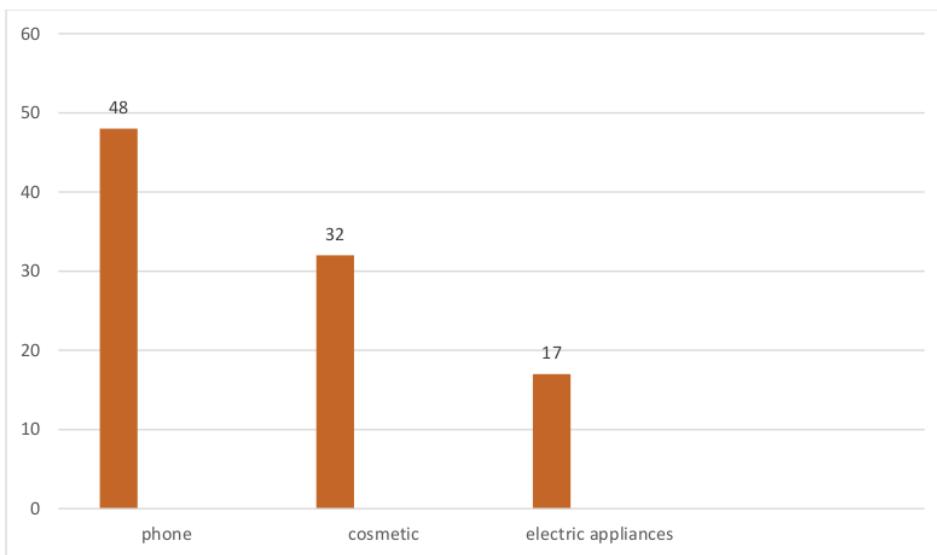


Interpretation:

According to the above graph 57 percent of the respondent are giving feedback 7 out 10, while 24 percent are 6 out of 10.

7. Which portals do you prefer?

| Which product is more selling on Snapdeal | % |
|---|----|
| phone | 48 |
| cosmetic | 32 |
| Electric appliance | 17 |



Interpretation:

According to the above graph 48 percent of the respondent are bought phone on Snapdeal. While 32 of percent are cosmetic.

CHAPTER 04

DATA ANALYSIS

AND

INTERPRETATION

Analyses the data and discussing the results is a crucial step. The empirical findings from this investigation will be discussed in this chapter. The frequency of respondent agreement with statements is seen in table 2 below. The primary data obtained in the form of questionnaires is the focus of the data Analysis.

8. Distributed among student of gibs business school through the zoom apps.

| modules | Strongly agree | agree | uncertain | disagree | Strongly disagree |
|---|------------------|-------|-----------|----------|-------------------|
| Convenience | Frequency | | | | |
| 1. I booked the product very easy while buying online. | 14 | 61 | 19 | 3 | 3 |
| 2. Here is a full of information about the product on Snapdeal. | 21 | 50 | 22 | 5 | 2 |
| 3. You can purchase the product 24*7 on Snapdeal. | 70 | 20 | 8 | 2 | 0 |
| 4. It is too easy to select the goods and compare with other goods. | 30 | 50 | 15 | 4 | 1 |
| Website design/features | | | | | |
| 5. The design of the Snapdeal portal is too easy to visit and search the product. | 20 | 45 | 22 | 9 | 4 |
| 6. I recommend to use Snapdeal portal because of it is safe and do your order with 2 or 3 Step. | 43 | 40 | 7 | 8 | 2 |
| 7. The application of Snapdeal blueprint helps me to select the right goods. | 50 | 40 | 5 | 3 | 2 |

| | | | | | |
|--|----|----|----|----|----|
| 8. I trust this Snapdeal portal before selecting the right goods. And decreased the risk of internet purchasing. | 30 | 42 | 18 | 6 | 4 |
| 9. I recommend to use Snapdeal portal. It gives more quality of information. | 46 | 44 | 8 | 1 | 1 |
| Time saving | | | | | |
| 10. We can save our time through the online purchasing. | 20 | 39 | 22 | 9 | 10 |
| 11. I realize that online portal takes very few Time to select the product. | 11 | 23 | 34 | 25 | 7 |
| 12. We can buy anything on internet purchasing. | 34 | 28 | 23 | 10 | 5 |
| 13. We can trust the product of this portal. | 23 | 12 | 22 | 34 | 9 |
| 14. We can do a cash on delivery while purchasing online product because of safe. | 32 | 24 | 11 | 23 | 10 |
| 15. I recommend all of you to use online shopping from trustworthiness portal. | 40 | 37 | 19 | 3 | 1 |

Interpretation:

In this above table we did some poll and collect the data from the respondent in the from of age, gender, and educated person. What we see in this that there are so many respondents who always trying and use the online shopping, because they have a trustworthy of particular portal after complete the first stage of the questionnaire for four factors. The first component of the questionnaire in the second step will be an analysis of four element that influence customer decision to shop online.

7

1. I get on time delivery by shopping online: As we can see in the above table which is “I booked the product very easy while buying online,” we can analysis that 61 percent of the respondents agree with their statement, and 14 percent of the respondent strongly agree, 3 percent disagree, and 3 percent strongly disagree. The number of disagree and strongly disagree

8

14

are very less. It means the respondents booked their product through the online and they are very satisfied with their product.

2

2.. Detail information is available while shopping online: As we can see in the above table which is “the full of information about the product on Snapdeal,” we can analysis that 50 ¹² percent of the respondents agree with their statement, while 21 percent strongly, 22 percent are uncertain about this, and 5 percent are disagree which is very less. It is clearly Indicate that respondent have very positive attitude. And respondent beliefs that they buy a product with the full information. ³⁸

3. I can buy the products anytime 24 hours a day while shopping online: As we can see in the above table which is “you can purchase the product 24* 7 on Snapdeal,” we analysed that 70 percent of the respondents strongly agree with the statement, while 20 percent are agree, 8 percent are uncertain, 2 and 0 percent are disagree and strongly disagree respectively. The number of the agree and strongly agree is (70+20) which is huge number. It means that attitude of the respondents has very positive and they are free to purchase any product at 24*7 on Snapdeal.

2

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

As we can see in this above table which is “⁷it is too easy to select the goods and compare with ³⁶other goods,” we analysed that 50 percent of the respondents agree with the statement, while 30 percent of the respondents strongly agree, 15 percent are uncertain, 4 percent and 1 percent are disagree and strongly disagree about this statement. The number of the strongly agree and agree are good number of amount (50+30). The respondents always visit the portal and compare a product with other product.

2

5. The website design helps me in searching the products easily: As we can see in this above table which is “the design of the Snapdeal portal is too easy to visit and search for the product,” we analysed that 45 of the respondents are agree with the statement, while 20 percent of the respondents are strongly which quite good, 22 percent are uncertain which is little bit high, 9 percent and 4 are disagree and strongly disagree respectively. Whenever the respondents visit the Snapdeal portal. They just click 2 or 3 and search any product and also see the specification ²

2

6. While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order: As we can see in this above table which is “I recommend to use Snapdeal portal because of it is safe and do your order with 2 or 3 Step,” we analysed that 43 percent of the respondent are strongly agree, while 40 percent of the respondents are agree. ¹⁷

The total percent of the strongly agree and agree is (40+43) which is quite good. 7 percent are uncertain about this statement, 8 and 2 percent are Disagree and strongly disagree respectively. Many of the respondents feels safe whenever they visit the Snapdeal portal and it is very easy to access. You can do just few Step and do your order.

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

As we can see in this above table which is “The application of Snapdeal blueprint helps me to select the right goods,” we analysed that 50 of the respondents are strongly agree, while 40 percent of the respondents agree. If we include both agree and strongly agree (50+40). 5 percent are uncertain, 3 percent and 2 percent are Disagree and strongly disagree.

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

As we can see in this above table which is “I trust this Snapdeal portal before selecting the right goods. And decreased the risk of internet purchasing,” 42 percent of the respondent agree with the statement, while 30 percent of the respondent strongly agree, respondents feels that Snapdeal portal decreased the risk of the internet purchasing. 18 percent uncertain, 6 percent and 4 percent are Disagree and strongly disagree respectively.

9. I prefer to buy from website that provides me with quality of information: As we can see in this above table which is “I recommend to use Snapdeal portal. It gives more quality of information,” we analysed that 46 percent of the respondents strongly agree, while 44 percent of the respondent agree with this statement. If we include the both (44+46) which is a massive percent. 8 percent uncertain, 1 percent and 1 percent are disagree and strongly disagree. The Snapdeal portal will always give a quality product and about their information as per my respondent.

10. Online shopping takes less time to purchase: As we can see in this above table which is “we can save out time through the online purchasing,” we analysed that 39 percent of the respondent agree with this statement, while 20 percent of the respondents are strongly agree. The percent of the strongly and agree are quite good ,22 percent are uncertain, 9 percent and 10 percent are Disagree and strongly disagree respectively. because some of the respondent feels that through the of-line we can save more time as compare to online purchasing.

11. Online shopping doesn't waste time: As we can see in this above table which is “I realize that online portal takes very few Time to select the product,” we analysed that 34 percent of the respondent uncertain, while 25 percent disagree, 7 percent are strongly. 23 percent and 11

percent are Agree and strongly disagree. it is clearly indicated that some of the respondent feels that it will take time to select the particular product on online portal.

2

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

As we can see in this above table which is “We can buy anything on internet purchasing,” we analysed that 34 percent of the respondent ¹² strongly agree with the Statement, while 28 percent of the respondent agree, 23 percent are uncertain, 10 percent and 5 percent disagree and strongly disagree respectively. Some of my respondent feels that in rural area we can able to buy anything from the store, and that time online portal helps us.

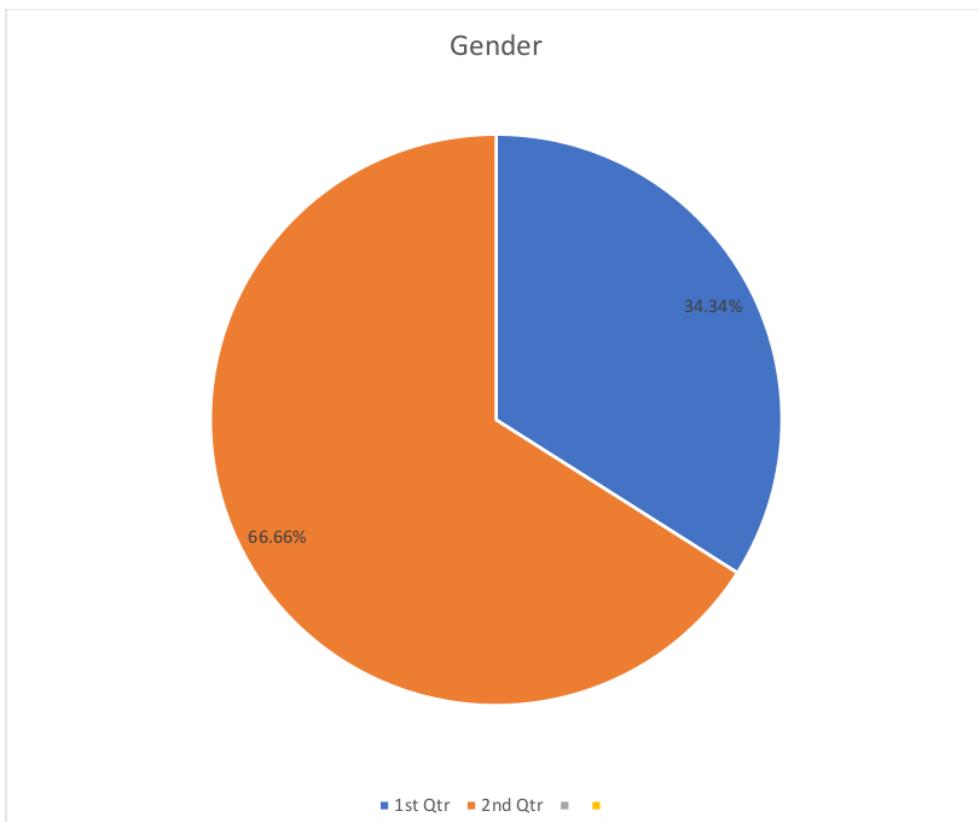
13. We can trust the product of this portal. As we can see in this above table which is “We can trust the product of this portal,” we analysed that 23 percent of the respondent ⁴⁴ strongly agree, while 12 percent of the respondent agree, 22 percent uncertain and 34 percent and 9 percent are disagree and strongly disagree. It means many Respondent feels that sometimes the portal gives the worn product to the consumer, and it will directly impact of the portal’s product. They are some Scam happened by some portal. Whenever we want to purchase the product through the online, make sure that the product is genuine.

14. We can do a cash on delivery while purchasing online product because of safe. As we can see in this above table which is “We can do a cash on delivery while purchasing online product because of safe,” we analysed that 32 percent of the respondent ⁸ strongly agree with the statement, while 24 percent of the respondent agree, 11 percent uncertain, 23 percent and 10 percent are ¹⁷ disagree and strongly agree respectively. Some of the Respondent are afraid of online payment, so they want buy a product through the cash on delivery.

15. I recommend all of you to use online shopping from trustworthiness portal. As we can see in this above table which is “I recommend all of you to use online shopping from trustworthiness portal,” we analysed that 40 percent of the respondent strongly agree with my statement, while 37 percent of the respondent are agree. If we include both strongly agree and agree (40+37). Which is indicated a good percent. 19 percent uncertain about this, 3 percent and 1 percent disagree and strongly disagree respectively.

9.Which number of Gender are using e-commerce?

| How many of age are using e-commerce? | % |
|---------------------------------------|----|
| male | 64 |
| female | 36 |

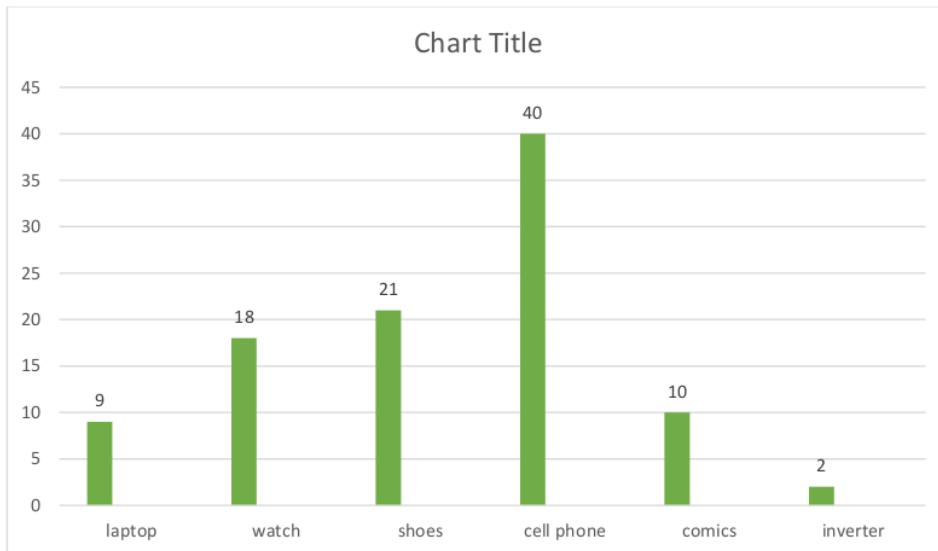


Interpretation:

We can see the above graph. 64% of the respondent are male, while 36% of the respondent are female. Some of the female feels that they do not have experience by online shopping. That is the reason male consumer are so much interests as compare to female consumer.

10. product purchase through online portals

| Particular | Frequency | percentage |
|------------|-----------|------------|
| Laptop | 9 | 9% |
| Watch | 18 | 18% |
| shoes | 21 | 21% |
| Cell phone | 40 | 40% |
| comics | 10 | 10% |
| inverter | 2 | 2% |
| total | 100 | 100% |

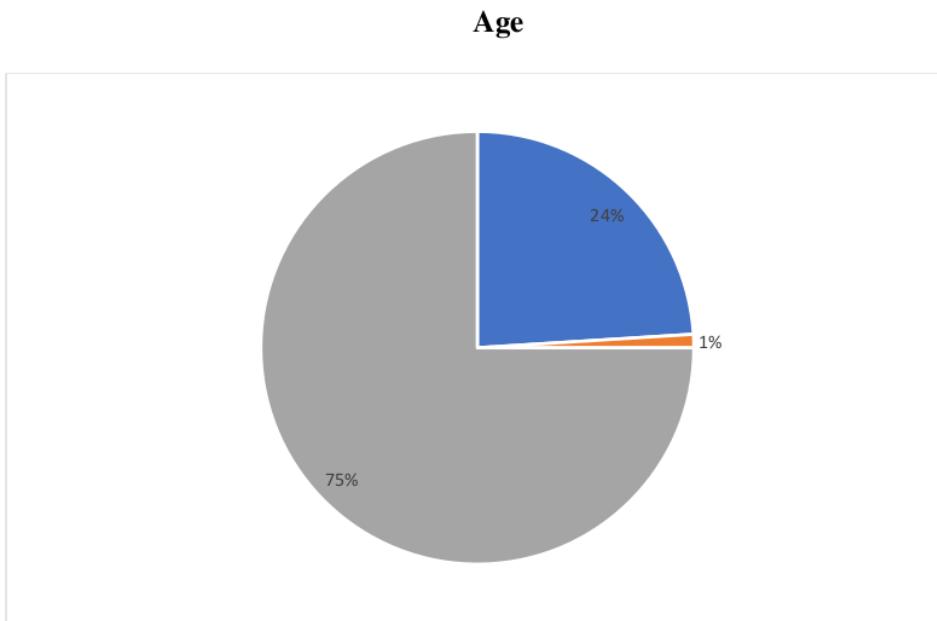


Interpretation:

As we can see in the above table that 40 percent of the respondent purchase cell phone and a small percent buying inverter, comics, and laptop and other item. Internet shopping is growing day by day. and it is very easy to visit the e-commerce site and order the product.

11. How many of age are using ecommerce?

| | |
|-------|----|
| 16-25 | 75 |
| 26-35 | 24 |
| 46-40 | 01 |

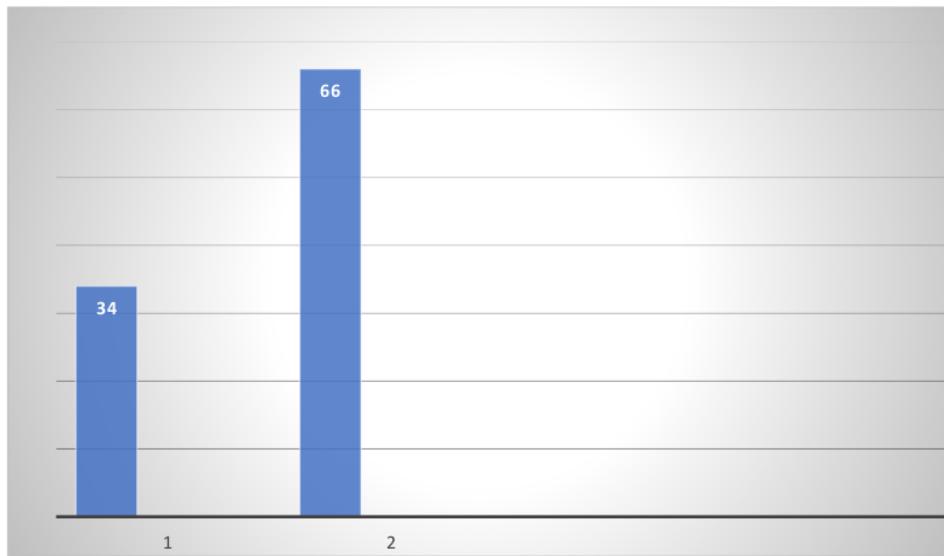


Interpretation:

According to the above graphic, 75% of the respondents are between the ages of 16 and 25,
24% are between the ages of 26 and 35, and 1% are between the ages of 46 and 50.

12. which mode of shopping do you want?

| Which mode of shopping do you want? | Number of responses |
|-------------------------------------|---------------------|
| Online | 34 |
| Traditional stores | 66 |

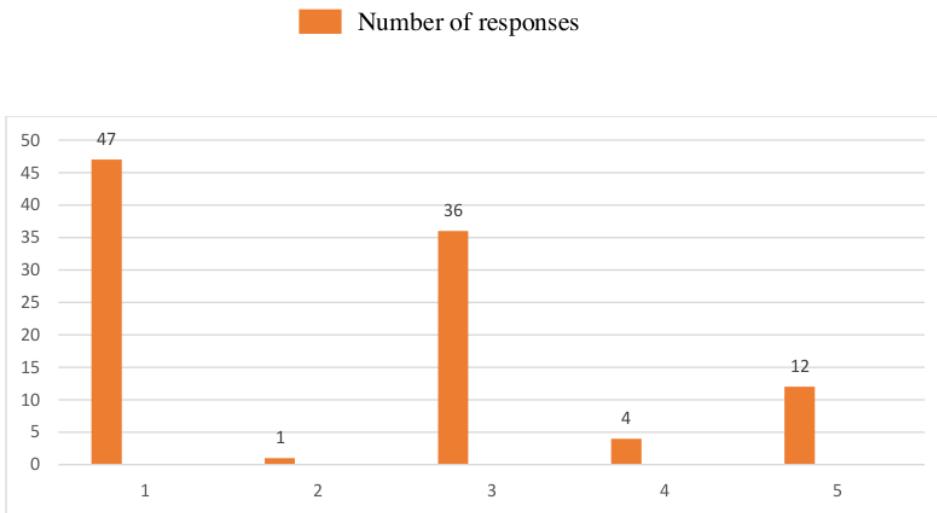


Interpretation:

We can infer from the above graph that 66% of respondents prefer brick and mortar stores to online shopping, while only 34% find online shopping more convenient.

13. What are the reasons for not shopping online?

| What are the reasons for not shopping online? | No. of response |
|--|-----------------|
| Cannot check quality and genuine of product | 47 |
| I do shop online for electronic items while others I prefer to do it offline. Just to enjoy the pleasure of shopping. | 01 |
| No physical examination of product possible | 36 |
| Spamming advertisement | 12 |
| Will prefer online only | 04 |

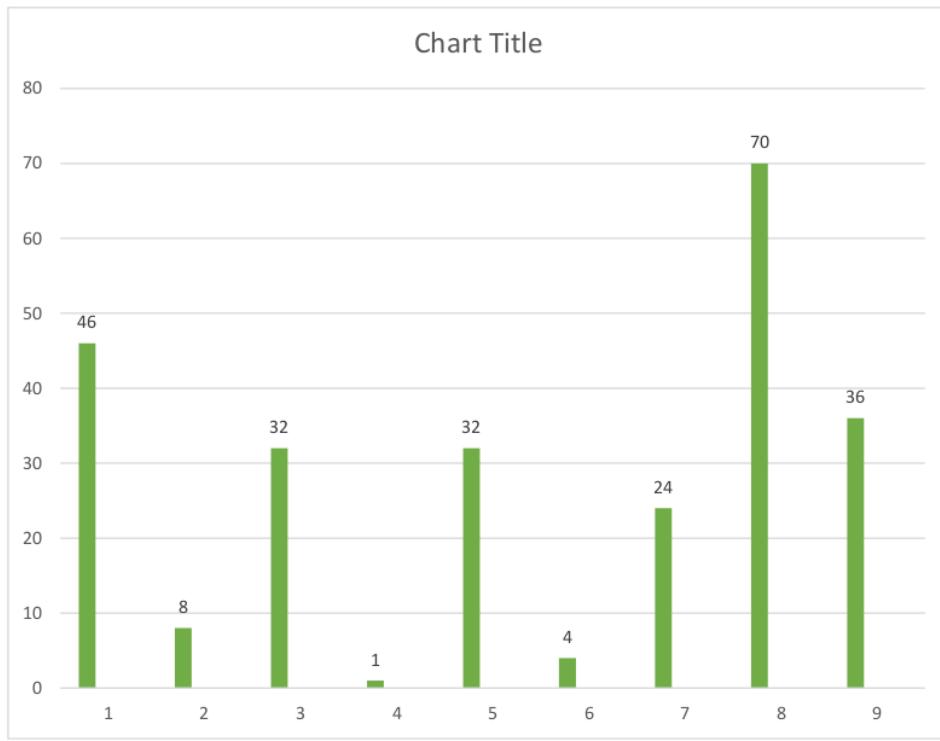


Interpretation:

We can infer from the above diagram that 47 percent of respondents do not shop online because they believe the quality and genuineness of the product cannot be examined, while 36 percent believe they cannot actually examine how the product looks and feels, and 12 percent of respondents believe shopping online will result in advertisement spamming.

14.What are the reasons for purchasing online?

| What are the reasons for purchasing online | No. of response |
|---|-----------------|
| Low product price | 46 |
| Transparent pricing | 08 |
| Price and product quality comparison | 32 |
| 24*7 open | 01 |
| Product review, rating and comments available | 32 |
| Helps to remember your choice of products | 04 |
| Suggestions based upon your shopping patterns | 24 |
| Saves times | 70 |
| All products under roof | 36 |
| others | 00 |



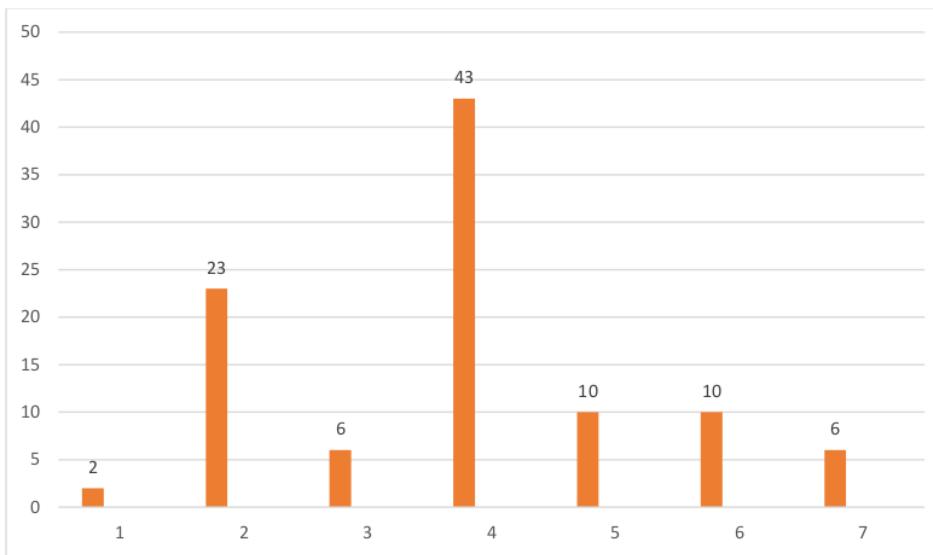
Interpretation:

The above diagram shows that the majority of respondents shop online.

The cost is perceived to be lower, the product can be compared, a decision can be made based on reviews, and it also saves time, whereas only a small percentage of respondents cited pricing and availability as reasons.

³⁵
15. How do you feel the internet is changing the traditional in store shopping?

| How do you feel the internet is changing the traditional shopping | no. of responses |
|---|------------------|
| Due to online stores the retailers are offering equivalent discount to attract customers. | 2 |
| Payment process | 23 |
| Product selection process | 6 |
| Product order process | 43 |
| Refund benefits | 10 |
| Replacement option | 10 |
| others | 6 |

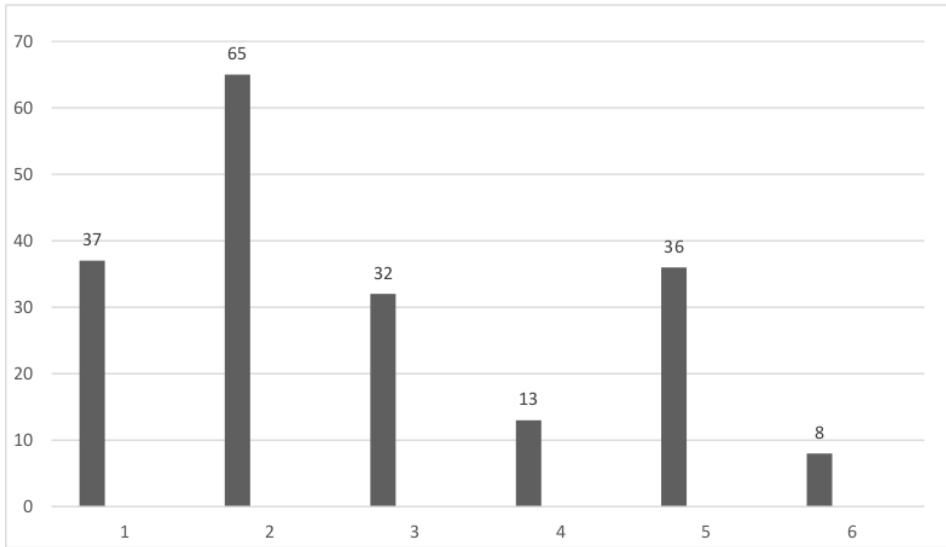


Interpretation:

The main advantages that respondents see in online shopping are the large variety of products available under one roof, as opposed to traditional stores where customers must visit multiple stores to shop for different products. Also, easy payment options such as EMI and discount, as well as return policy and refund benefits, attract a large number of customers to shop online.

16.Techology which attracts you to shop In Snapdeal

| Technology which attracts you to shop in Snapdeal. | No. of responses |
|--|------------------|
| Good portals performance | 37 |
| Easy of placing order | 65 |
| On time delivery | 32 |
| Supplier rating | 13 |
| Support order tracking | 36 |
| others | 8 |

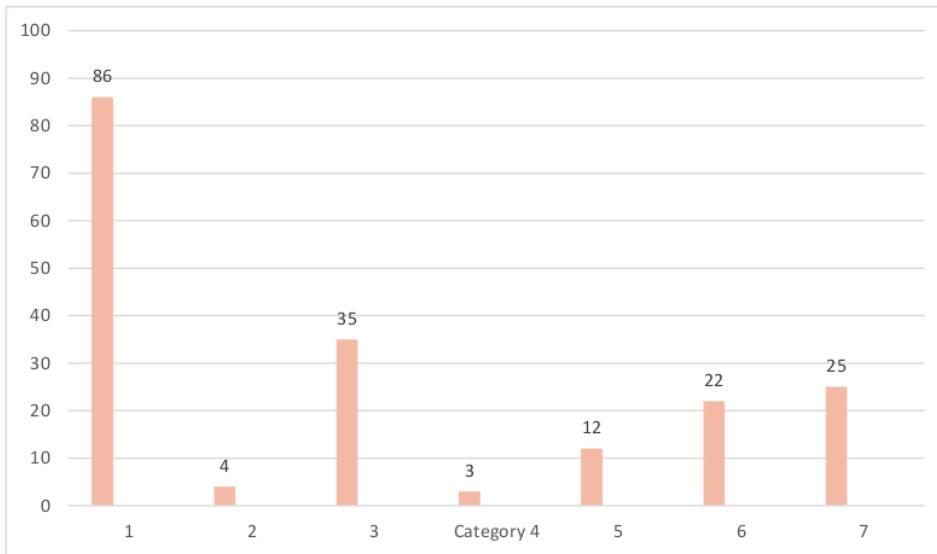


Interpretation:

According to 65 percent of respondents, placing a purchase on the Snapdeal interface is very simple. The performance of goods websites was rated by 37% of respondents.

17.How do you usually find your store?

| How do you usually find your online store | No. of responses |
|---|------------------|
| Google search | 86 |
| Yahoo search | 4 |
| Facebook ad | 35 |
| Twitter | 3 |
| Loyal customer | 12 |
| others | 22 |
| Television or print ad | 25 |

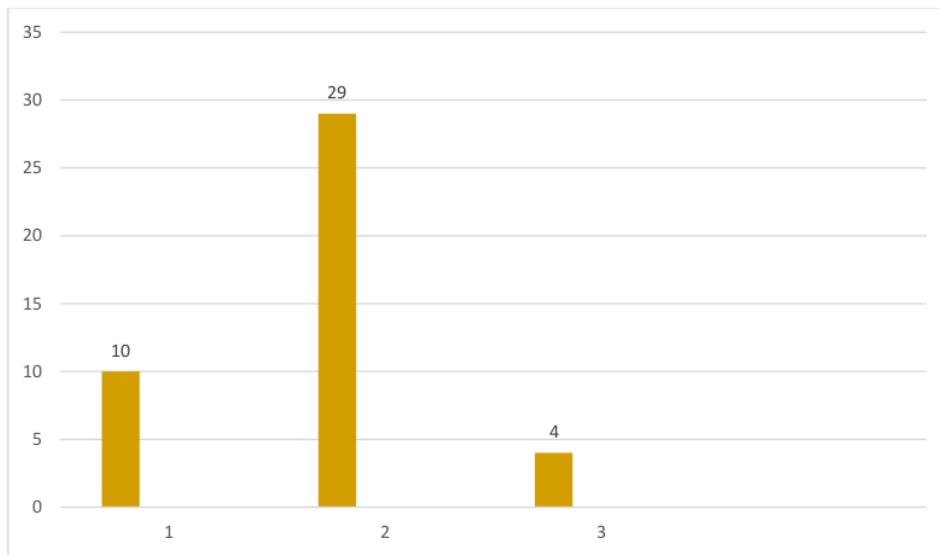


Interpretation:

86 percent of respondents really use Google to purchase a product. As we all know, Google has a significant market share. According to the survey, 35% of respondents use Facebook to purchase products.

18.How do the Snapdeal sites meet your overall customer experience/expectations?

| How do the Snapdeal sites meet your overall customer experience/expectations | No. of responses |
|--|------------------|
| Order status are communication quickly and on time | 10 |
| Product often delivery on time | 29 |
| others | 4 |

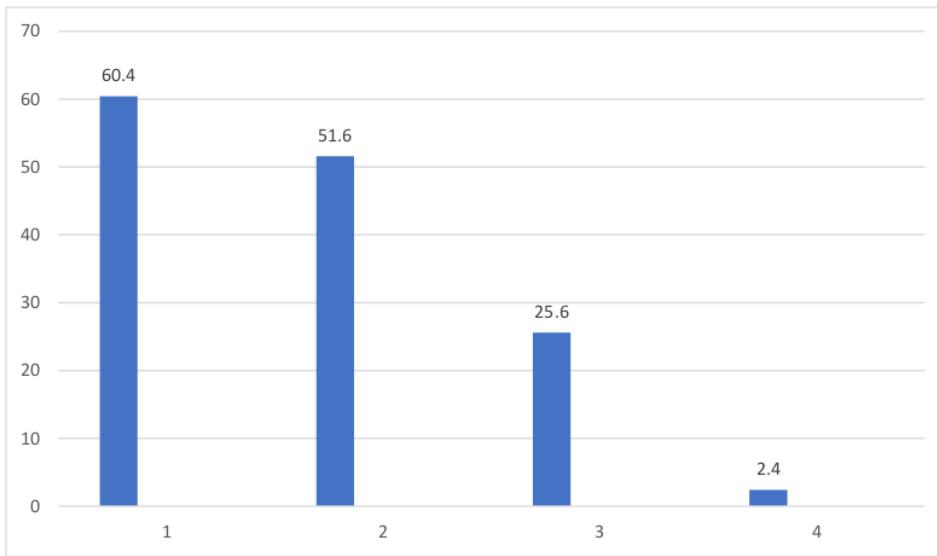


Interpretation:

According to the graph above, 29 percent of respondents always purchase products through Snapdeal because they are delivered on time, and 10% of respondents find Snapdeal's order status option to be very straightforward to track.

**9
19. How did you get the idea of buying specific brand through an online store?**

| How did you get the idea of buying specific brand through an online store? | % |
|--|------|
| Referred by friends/family | 60.4 |
| Watch an online-ads | 51.6 |
| Watch an offline -ads | 25.6 |
| others | 2.4 |

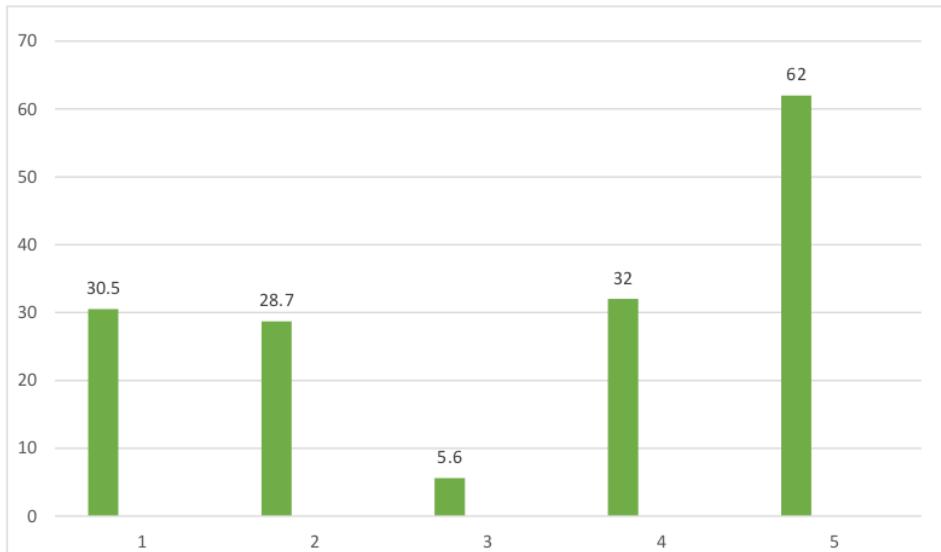


Interpretation:

According to the graph above, 60.4 percent of respondents acquire a product after being referred by family or friends, while 51.6 percent use online advertisements.

20. How do you get the specific to your own needs?

| How do you get the specific to your own needs? | % |
|--|------|
| Product ratings | 30.5 |
| Product reviews | 28.7 |
| Advice from offline store | 5.6 |
| Compare description and price | 62 |
| New technology/ product in market | 32 |

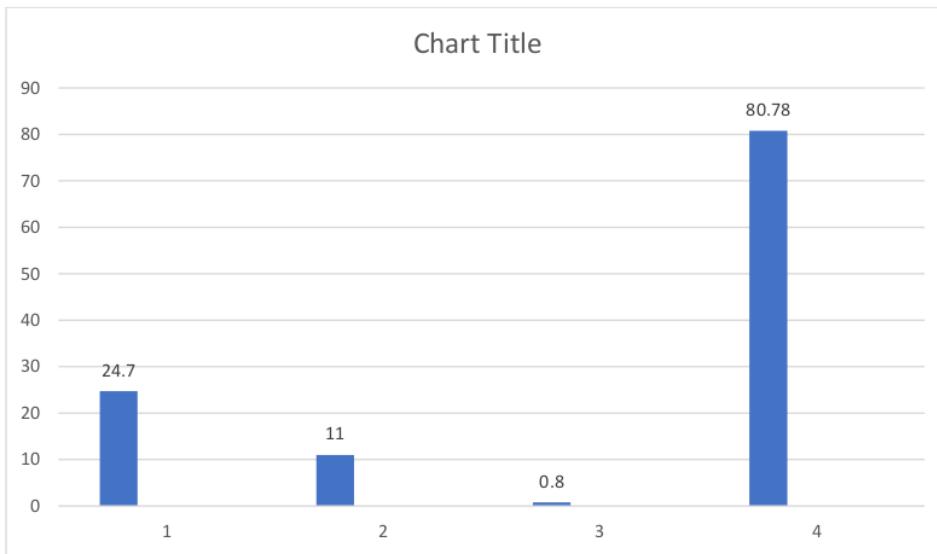


Interpretation:

According to the graph above, 62% of respondents compare the product description and price before purchasing it. 30% of respondents are aware of the product rating.

21.How many portals on average do you visit before buy it?

| How many portals on average do you visit before buy it? | % |
|---|-------|
| Two to five online portals | 24.7 |
| One to five online portals | 11 |
| More than 6 portals | 0.8 |
| Never | 80.78 |



Interpretation:

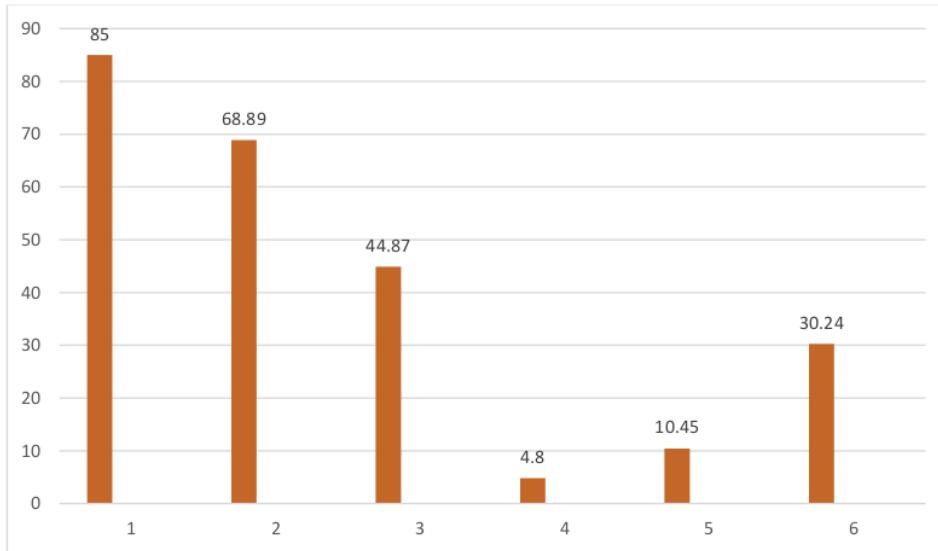
According to the graph above, 80.78 percent of respondents never visit an online store before purchasing a goods, while 24.7 percent visit two to five online stores.

22

22.What are the main factors which affect your decision making in the purchase the product?

22

| What are the main factors which affect your decision making in the purchase the product? | % |
|--|-------|
| The best price(discount) | 85 |
| Convenience and time saving | 68.89 |
| Price/product comparison available | 44.87 |
| Product review available | 4.8 |
| Value for money | 10.45 |
| Not available in the local store | 30.24 |

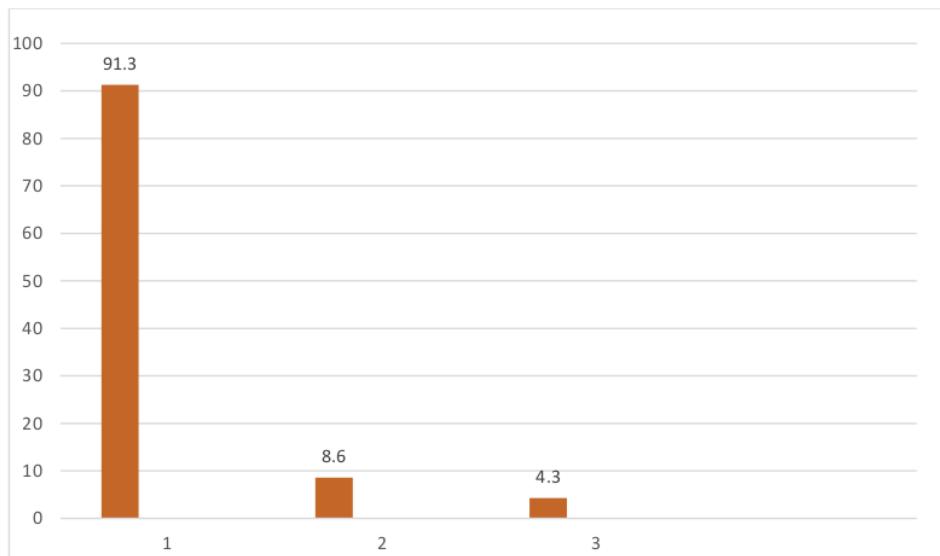


Interpretation:

According to the graph above, 85 percent of respondents believe the best price is one that includes a discount.

23.After receiving the product what you do?

| After receiving the product what you do? | % |
|---|------|
| Discuss with family/friends regarding the buy product | 91.3 |
| Write a review regarding the product | 8.6 |
| other | 4.3 |

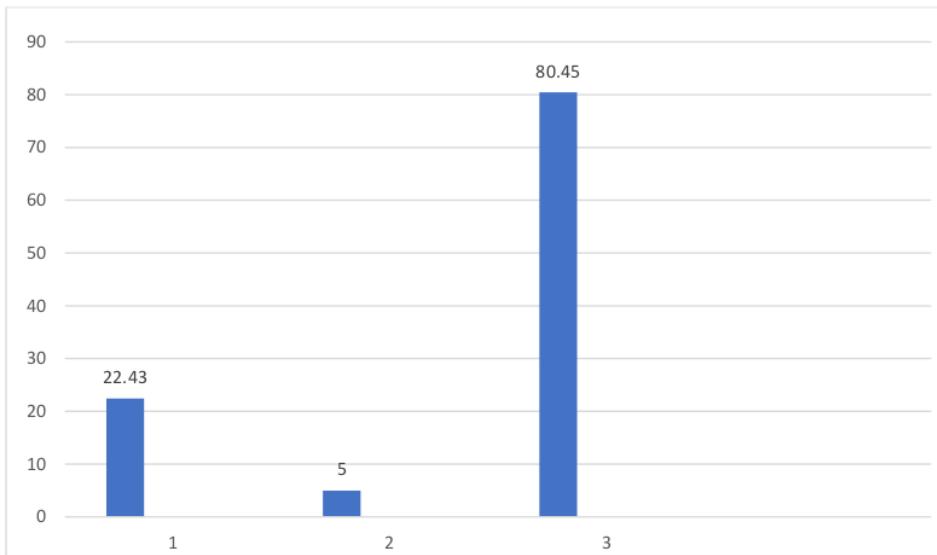


Interpretation:

According to the diagram above, 91.3 percent of respondents discuss the product with family/colleagues.

24.Which medium do you recommend for online purchase?

| Which medium do you recommend for online purchase? | % |
|--|-------|
| Personal computer | 22.43 |
| Tablet | 6 |
| Cell phone | 80.45 |

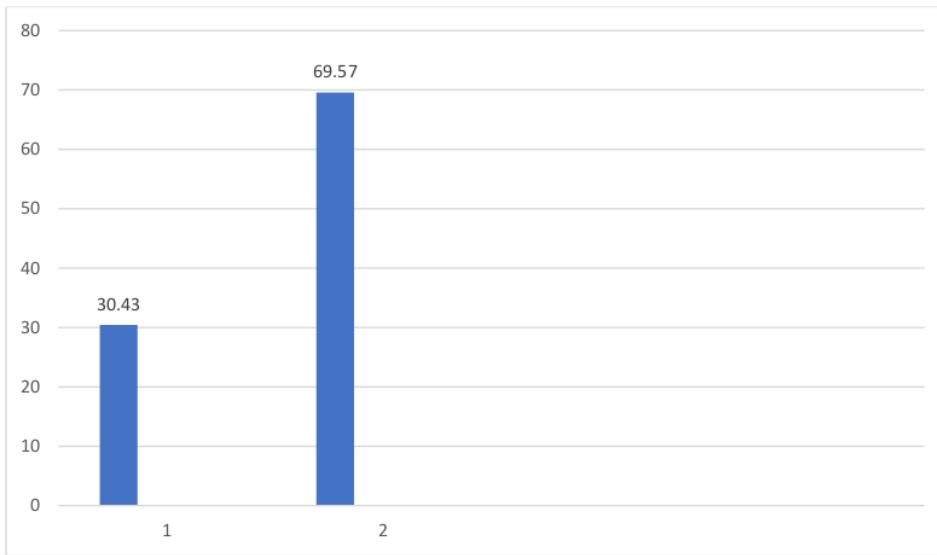


Interpretation:

80.45 of the respondents recommend on cell phone.

25.What do you recommend to use during online purchase from your phone?

| What do you recommend to use during online purchase from your phone? | % |
|--|-------|
| Web browsers | 30.43 |
| application | 69.57 |

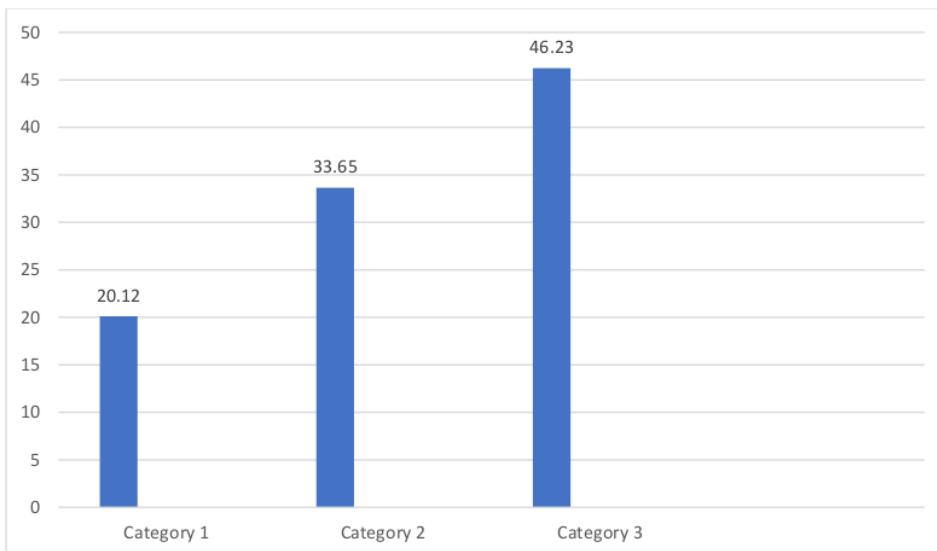


Interpretation:

69.57% of the respondents recommend online purchase through the applications.

26.Which time do you prefer the online shopping?

| Which time do you prefer the online shopping? | % |
|---|-------|
| Yearly morning | 20.12 |
| After lunch | 33.65 |
| After dinner | 46.23 |

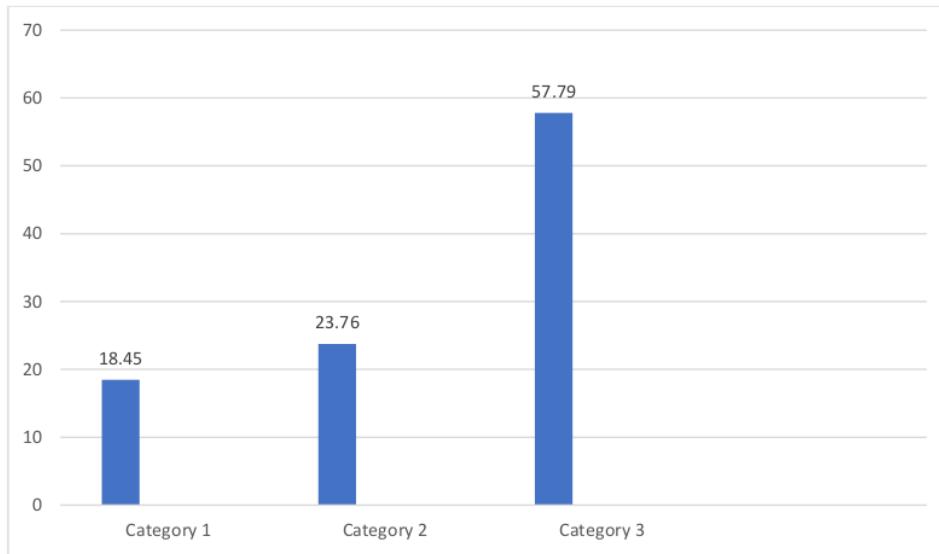


Interpretation:

According to the above graph, 20.12 percent of the respondent are yearly morning. While 33.65 are after lunch and 46.23 percent are after taking dinner. The reason is in the early morning they have some work to do. And at the night many are free.

27. Which time do you want to take their product from the delivery boy?

| Which time do you want to take their product from the delivery boy? | % |
|---|-------|
| In the morning | 18.45 |
| After lunch | 23.76 |
| Before dinner | 57.79 |

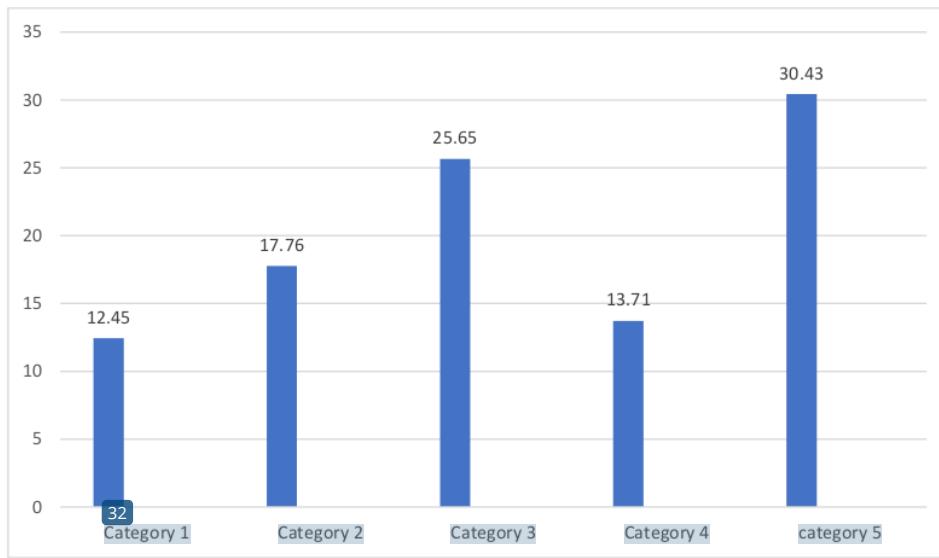


Interpretation:

According to the above graph, 57.79 percent of the respondent before dinner. Because of some respondents are do their job and they free after the 7:00 pm.

28. Which month do you get the more special offer?

| Which month do you get the more special? | % |
|--|-------|
| In the month of January | 12.45 |
| In the month of February | 17.76 |
| In the month March | 25.65 |
| In the month October | 13.71 |
| In the month November | 30.43 |

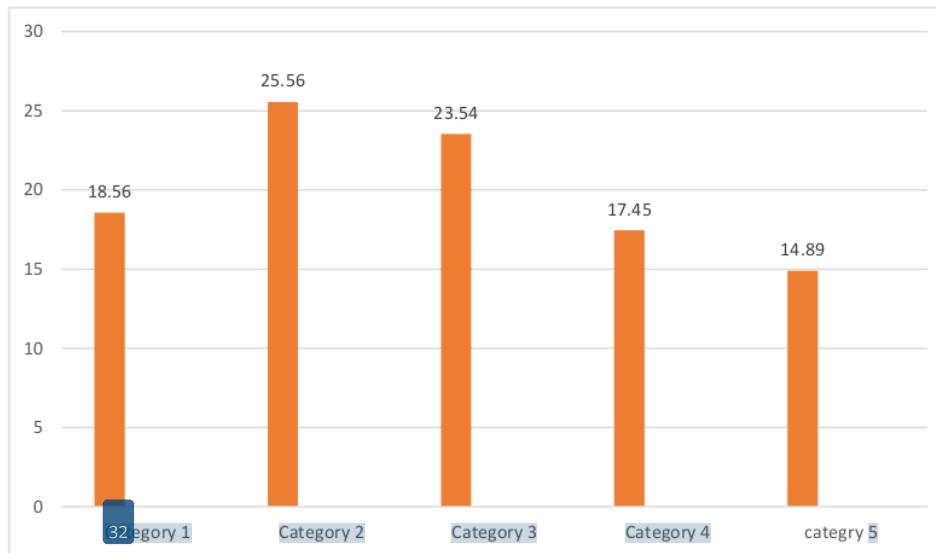


Interpretation:

According to above graph, 30.43 of the respondents are in the month of November and the reason is there is so many Festival in this month.

29.Which UPI method do you want to buy a product?

| Which UPI method do you want to buy a product? | % |
|--|-------|
| Google pay | 18.56 |
| phone pay | 25.56 |
| Paytm | 23.54 |
| Net banking | 17.45 |
| others | 14.89 |

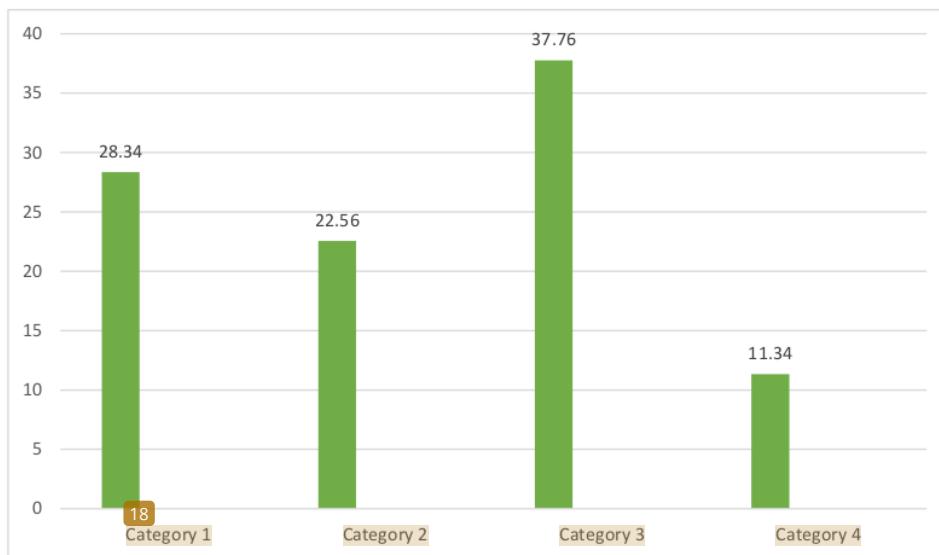


Interpretation:

According to the above graph, 25.56 percent of the respondent are using phone pay, while 23.54 percent Paytm,

30. Which portals do you want to buy a product?

| Which portals do you want to buy a product? | % |
|---|-------|
| Snapdeal | 28.34 |
| amazon | 22.56 |
| Flipkart | 37.76 |
| Other portals | 11.34 |



Interpretation:

According to the above graph, 37.76 of the respondent are using Flipkart for some product, while 28.34 percent of the respondents are using Snapdeal, and 11.34 are others.

CHAPTER 05

SUMMARY OF

FINDINGS,

CONCLUSIONS

AND

SUGGESTIONS

Summary of findings

- 100 people polled, 42 percent are between the ages of 20 and 30.
- Males account for 55% of the respondents.
- 38% of those polled have earned a master's degree.
- Salaried responses account for 33% of the total.
- 48% of those polled earn between \$50,000 and \$150,000 each month.
- The study found that while all respondents have done some e-commerce, the majority prefer traditional purchasing.
- Despite the fact that e-commerce is simple and convenient, many still prefer traditional shopping over online shopping.
- E-shopping is preferred by respondents because it saves time, money, and provides a wide range of options.
- Customer want to see product in personal before buy.
- Customers are afraid of obtaining a defective or incorrect goods and being unable to return it.
- Customers are hesitant to provide credit card information.
- We can see from the data that as the market becomes more aware of online purchasing, the number of respondents increases.
- Certain factors influence a user's decision to shop online.
- The user-friendliness of a website.
- Special offers and discounts.
- Cash on delivery.
- free shopping.
- physical examinations are critical in online purchasing.
- The number of internet users has risen in recent years as a result of the telecommunications revolution.

Conclusion

Various research researchers across the country have undertaken numerous studies to examine the aspects that may influence client perception and behavior when shopping online. Because of their technological friendliness, the majority of internet sites target the economy's youth population as Customers.

As a result of the poll, it was determined that the majority of consumers have a positive view about internet shopping, even if they have had certain difficulties. The vast majority of individuals believe that in the near future, online shopping will outnumber offline buying. As a result, in the coming years, online marketing will have a broader scope. Cash on delivery is more popular than online banking. A majority of respondents encourage others to engage in e-commerce. The majority of individuals avoid shopping online due to concerns about product quality, apprehension about disclosing their credit card information, and a preference for traditional means. The fact that a big number of individuals are becoming interested in online buying sets a foundation for tremendous opportunities for today's and tomorrow's marketers. It is possible that in the near future, online shopping may overtake offline retail as India's primary marketing and selling method.

Online shopping is becoming more popular and popular. According to the research, more consumers are engaging in internet shopping as a result of the value proposition it provides to customers, such as convenience, 24*7 shopping, and door to door delivery. A wide choice of products and an ever-expanding range of unique and unconventional gift ideas, as well as greater customer confidence in online purchasing, are all contributing to increased consumer confidence. The convenience and customer service were the key driving factors identified during the research, and as a result, consumers are now buying airline and train tickets, books, home appliances, electronic devices, movie tickets, and other items online. simply going to a website and then driving up to the store According to the experts, increased internet usage increases online purchasing, thus to boost since it internet shopping. as a result of changing lifestyles and shopping, people of all demographics are shopping online.

As a result, the research has primarily focused on two research questions:

40

- 1) what variables encourage customers to shop online, and
- 2) what elements are most appealing to Gotland online shoppers.
- 3) Who are the demographics of online shoppers?

²
We anticipate that our findings will provide a clear and comprehensive picture of demography?

We anticipate that our findings will provide online retailers with a clear and comprehensive picture of the specific factors that influence consumers to shop online, allowing them to develop strategies to cater to online shoppers.

The following are the findings of this study: starting with demography, the result of age correlation shows that there is a strong negative correlation between age and attitude toward on-line shopping. Online shopping is not popular among the elderly. This will aid online retailers in developing strategies based on different age groups' educational levels. The findings revealed a strong negative correlation between education and attitudes toward online shopping, implying that higher education makes online shopping less appealing.

However, the effects of covid-19 have altered consumer perceptions on a large scale in recent years. Consumer purchasing habits have shifted significantly from local stores to the online market. As the pandemic continues to spread. As a result, people prefer to maintain a longer social distance. A few markets, such as food markets, gyms, and fitness Centre, are still closed. The strategies for regaining control of the market are still in the works, and results are yet awaited. Consumer purchasing behavior will not be the same as it was prior to the pandemic, and businesses will need to adapt accordingly. It can be concluded that every other business must change in accordance with the purchasing individual consumer's perspective. It is possible to conclude that consumer purchasing behavior is rapidly changing and difficult to predict.

Suggestions

As PC and internet penetration rises in India, online shopping is expected to develop even faster. However, many things must happen in internet buying in order to create a market hold the key to this. The methods listed below can be used to make online shopping a success.

- Internet purchasing portals should be created in such a manner that they clearly present all important facts about the goods, such as the product's quality, different kinds, payment methods, and so on, so that there is no confusion.
- Provisions should be made to replace any damaged products.

- There should be no delays in the delivery of items. It is necessary to ensure that the delivery is accurate.
- There are a lot of fake websites on the internet. Controlling these will necessitate safety measures.
- Online shopping should offer a diverse range of services and satisfy customers by providing a complete analysis of product usage and educating them on how to get the most out of their purchases.
- The logistic are able to reach at the right time in rural area.
- Portal should do the very easy access for the customer.
- Always give the special offer for the special consumer.
- Made a signature selling product.
- Grab the consumer traffic to sell an attractive product.
- Always refresh the bug of the particular.
- To increase confidence and trust in online shopping, always give a right product to the customer.
- Because many consumer Scare regarding the credit card and debit card, e-sellers must guarantee the protection of debit cards.
- E-retailers should introduce their product to the customer.
- E-retailers should always give a best n best price for their product.
- There should be no delivered a wrong product like different in color, different in size and many more.

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ANNEXURE

QUESTIONNIRE

NAME.....

AGE.....

OCCUPATION...

PHONE NO.....

1. Do you know about the Snapdeal?
 - a) Yes
 - b) No

2. Do you know about the coin option in Snapdeal?
 - a) Yes
 - b) No

3. Do you recommend to use Snapdeal in your relatives/ friends?
 - a) Yes
 - b) No

4. Is online shopping best option to buy somethings?
 - a) Yes
 - b) No

5. How was your experience about Snapdeal?
 - a) Good
 - b) Best
 - c) Average

6. Is there fake product in Snapdeal?

- a) Yes
- b) No

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