

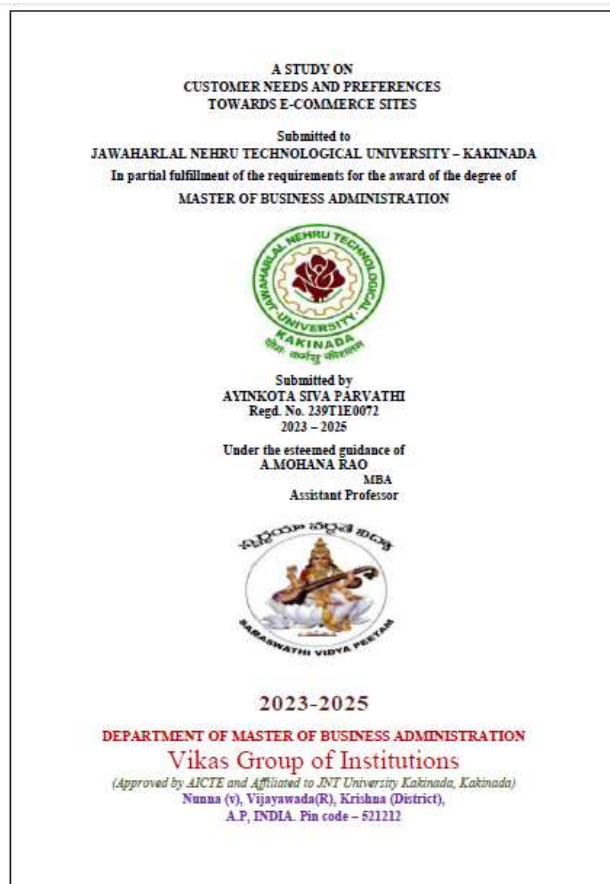


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**A STUDY ON  
CUSTOMER NEEDS AND PREFERENCES  
TOWARDS E-COMMERCE SITES**

**Submitted to  
JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY – KAKINADA  
In partial fulfillment of the requirements for the award of the degree of  
MASTER OF BUSINESS ADMINISTRATION**



**Submitted by  
AYINKOTA SIVA PARVATHI  
Regd. No. 239T1E0072  
2023 – 2025**

**Under the esteemed guidance of  
A.MOHANA RAO  
MBA  
Assistant Professor**



**2023-2025**

**DEPARTMENT OF MASTER OF BUSINESS ADMINISTRATION**

**Vikas Group of Institutions**

*(Approved by AICTE and Affiliated to JNT University Kakinada, Kakinada)*

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## **CERTIFICATE**

This is to certify that the Project report entitled “**A STUDY ON CUSTOMER NEEDS AND PREFERENCES TOWARDS E-COMMERCE SITES**” is a genuine and bonafied work done by **AYINKOTA SIVA PARVATHI, Regd. No: 239T1E0072** under my guidance and supervision, for the partial fulfillment of the award of degree of master of business administration, Jawaharlal Nehru Technological University, Kakinada.

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### **DECLARATION**

I, **AYINKOTA SIVA PARVATHI** hereby declare that this project work entitled “**A STUDY ON CUSTOMER NEEDS AND PREFERENCES TOWARDS E-COMMERCE SITES**” is an original work of mine done at **VIKAS GROUP OF INSTITUTIONS, NUNNA** towards the partial fulfillment of the degree of “**MASTER OF BUSINESS ADMINISTRATION**” during the academic years 2023-2025 under the supervision of my guide Mrs. **A.MOHANA RAO**, Assistant Professor, Dept of M.B.A, Vikas Group of Institutions, Nunna

I assure you that this project has not been submitted by any degree anywhere in any college or university so far.

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### **ACKNOWLEDGEMENT**

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239T1E0072**

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# **CHAPTER – I**

## **INTRODUCTION**

## INTRODUCTION

One of the greatest evolutions of the 21st century was the Internet where the internet has changed economic activity completely. Electronic commerce (E-Commerce) is the mechanism of conducting business online using internet technology. E-commerce is a paradigm change that has an impact on both marketers and consumers. E-commerce is instead more than simply another tool to expand the current business models.

E-commerce: E-commerce stands for electronic commerce, It's a kind of business that offered products and services. E-commerce not only means buying and selling goods, but it also included services like online bill payment, online movie watching, online song listening, e-learning, social media, net banking, etcetera. Electronic commerce is a branch of electronic business. It deals exclusively in the distribution of goods and services, (Gandhi, 2018-19).

India is not an exception to the remarkable rise this substantial change in business strategy is experiencing globally. Massive internet use has contributed to the expansion of e-commerce, and start-ups in particular have been adopting this option as a distinctive business model more and more. E-commerce includes more than just online shopping; it also includes B2B, B2C, and C2C transactions for the exchange of goods and services as well as money or data. While ecommerce ecosystems were still in their infancy in the first decade of this century, they have grown dramatically in the last ten years. As a result, what might be considered the foundations of e-commerce in 2022 are different from what they were in 2012. These are the changes over the past ten years. Now change is very significant in the way consumers behave, way of payment and the business expanded using internet services. Users all over the world now have an excellent opportunity to take advantage of internet services and use them in a number of various ways. Moreover, e-commerce has a big impact on the environment. Although the concept is heavily utilized in the present corporate environment, the alternative has not been fully explored. The world was digitized into a single platform by e-commerce, which surpassed borders and distance. Unexpectedly, e-commerce evolution is just accelerating.

Customer preference involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from psychology, sociology, sociopsychology, anthropology and economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general.

Increasing use of the World Wide Web as a B2C commercial tool raises interest in understanding the key issues in building relationships with customers on the Internet. Trust is believed to be the key to these relationships. Given the differences between a virtual and a



conventional marketplace, antecedents and consequences of trust merit re-examination. This research identifies a number of key factors related to trust in the B2C context and proposes a framework based on a series of underpinning relationships among these factors. The findings in this research suggest that people are more likely to purchase from the web if they perceive a higher degree of trust in e-commerce and have more experience in using the web. Customer's trust levels are likely to be influenced by the level of perceived market orientation, site quality, technical trustworthiness, and user's web experience. People with a higher level of perceived site quality seem to have a higher level of perceived market orientation and trustworthiness towards e-commerce. Furthermore, people with a higher level of trust in e-commerce are more likely to participate in e-commerce. Positive 'word of mouth', money back warranty and partnerships with well-known business partners, rank as the top three effective risk reduction tactics. These findings complement the previous findings on e-commerce and shed light on how to establish a trust relationship on the World Wide Web. 2003 Elsevier B.V. All rights reserved.

#### **BUYER BEHAVIOUR HAS TWO ASPECTS:**

The final purchase activity visible to any observer and the detailed or short decision process that may involve the interplay of a number of complex variables not visible to anyone.

What influences consumers to purchase products or services? The consumer buying process is a complex matter as many internal and external factors have an impact on the buying decisions of the consumer.

When purchasing a product there several processes, which consumers go through. These will be discussed below.

#### **PURCHASE DECISION**

Through the evaluation process discussed above consumers will reach their final purchase decision and they reach the final process of going through the purchase action e.g. The process of going to the shop to buy the product, which for some consumers can be as just as rewarding as actually purchasing the product. Purchase of the product can either be through the store, the web, or over the phone.

## **POST PURCHASE BEHAVIOUR**

Ever have doubts about the product after you purchased it? This simply is post purchase behaviour and research shows that it is a common trait amongst purchasers of products. Manufacturers of products clearly want recent consumers to feel proud of their purchase, it is therefore just as important for manufacturers to advertise for the sake of their recent purchaser so consumers feel comfortable that they own a product from a strong and reputable organization. This limits post purchase behaviour. i.e. You feel reassured that you own the latest advertised product.

## **FACTORS INFLUENCING THE BEHAVIOUR OF BUYERS**

Customer preferences affected by many uncontrollable factors. Just think, what influences you before you buy a product or service? Your friends, your upbringing, your culture, the media, a role model or influences from certain groups?

Culture is one factor that influences behaviour. Simply culture is defined as our attitudes and beliefs. But how are these attitudes and beliefs developed? As an individual growing up, a child is influenced by their parents, brothers, sister and other family member who may teach them what is wrong or right. They learn about their religion and culture, which helps them develop these opinions, attitudes and beliefs (AIO). These factors will influence their purchase behaviour however other factors like groups of friends, or people they look up to may influence their choices of purchasing a particular product or service. Reference groups are particular groups of people some people may look up towards to that have an impact on consumer behaviour. So they can be simply a band like the Spice Girls or your immediate family members. Opinion leaders are those people that you look up to because you respect their views and judgments and these views may influence consumer decisions. So it maybe a friend who works with the IT trade who may influence your decision on what computer to buy. The economical environment also has an impact on consumer behaviour; do consumers have a secure job and a regular income to spend on goods? Marketing and advertising obviously influence consumers in trying to evoke them to purchase a particular product or service.

Peoples social status will also impact their behaviour. What is their role within society? Are they Actors? Doctors? Office worker? and mothers and fathers also? Clearly being parents affects your buying habits depending on the age of the children, the type of job may mean you need to purchase formal clothes, the income which is earned has an impact. The life Performance of someone who earns £250000 would clearly be different from someone who

earns £25000. Also characters have an influence on buying decision. Whether the person is extrovert (outgoing and spends on entertainment) or introvert (keeps to themselves and purchases via online or mail order) again has an impact on the types of purchases made.

## **MASLOW'S HIERARCHY OF NEEDS**

Abraham Maslow hierarchy of needs theory sets out to explain what motivated individuals in life to achieve. He set out his answer in a form of a hierarchy. He suggests individuals aim to meet basic psychological needs of hunger and thirst. When this has been met they then move up to the next stage of the hierarchy, safety needs, where the priority lay with job security and the knowing that an income will be available to them regularly. Social needs come in the next level of the hierarchy, the need to belong or be loved is a natural human desire and people do strive for this belonging. Esteem need is the need for status and recognition within society, status sometimes drives people, the need to have a good job title and be recognized or the need to wear branded clothes as a symbol of status.

But how does this concept help an organization trying to market a product or service?

Well as we have established earlier within this website, marketing is about meeting needs and providing benefits, Maslow's concept suggests that needs change as we go along our path of striving for self-actualization. Supermarket firms develop value brands to meet the psychological needs of hunger and thirst. Harrods develops products and services for those who want have met their esteem needs. So Maslow's concept is useful for marketers as it can help them understand and develop consumer needs and wants.

## **PARAMETERS**

**Convenience:** Customers appreciate convenience in their shopping experience. This includes easy navigation on websites or apps, quick checkouts, multiple payment options, and hassle-free returns.

**Personalization:** Tailoring the shopping experience to individual preferences is highly valued. This includes personalized product recommendations based on browsing history or past purchases, customized offers, and targeted marketing.

**Mobile Optimization:** With the increasing use of smartphones, customers prefer platforms that are mobile-friendly. They want websites or apps that are responsive, easy to navigate, and offer a seamless shopping experience on mobile devices.

**Transparent Information:** Customers seek detailed and accurate product information, including specifications, sizing charts, materials used, and honest reviews from other buyers. Transparency builds trust and influences purchasing decisions.

**Fast and Reliable Shipping:** Quick delivery options such as same-day or next-day shipping are becoming increasingly popular. Additionally, transparent tracking information and reliable delivery services enhance the overall shopping experience.

**Customer Service and Support:** Responsive and helpful customer service is crucial. Live chat support, easily accessible FAQs, and responsive customer service via email or phone contribute significantly to customer satisfaction.

**Security and Trust:** Customers prioritize security in online transactions. They prefer websites that use secure payment gateways, display trust badges, and have clear privacy policies to protect their personal information.

**Social Proof and User-generated Content:** Reviews, ratings, and user-generated content (UGC) play a significant role in influencing purchasing decisions. Customers often trust other buyers' experiences and opinions.

Understanding and catering to these preferences can significantly enhance the overall e-commerce experience for customers, leading to increased satisfaction, loyalty, and repeat business.

## **KEY FINDINGS**

**Convenience is Paramount:** Across various demographics, convenience consistently emerges as a top priority for customers. Easy navigation, quick checkouts, and accessible customer service are crucial.

**Personalization Matters:** Customers appreciate personalized experiences, such as tailored recommendations, targeted advertising, and exclusive offers based on their preferences and past behaviour.

**Mobile Accessibility:** The importance of mobile optimization cannot be overstated. With the increasing use of smartphones, customers prefer platforms that offer a seamless shopping experience on mobile devices.

**Trust and Security:** Ensuring a secure online environment for transactions is a fundamental concern. Customers value trust badges, secure payment gateways, and transparent privacy policies.

**Fast and Reliable Shipping:** Speedy and reliable shipping options, along with transparent tracking information, significantly impact customer satisfaction.

**User Reviews and Social Proof:** Customer reviews, ratings, and user-generated content strongly influence purchasing decisions. Positive feedback and social proof contribute to building trust.

## **EVOLUTION OF E-COMMERCE**

Even before the internet existed, some forward-thinking businesspeople were pondering the prospect of e-commerce. The e-commerce sector was created as a result of technology development over the past 50 years.

For e-commerce to expand, three developments are crucial:

**Personalization:** AI and machine learning enabled the collection of enormous volumes of data, their interpretation, and the creation of tailored shopping experiences. Loops of feedback and dynamic adaption to constantly shifting consumer behavior improve the entire customer experience.

**Omnichannel:** As the internet expanded, social networks did as well, and mobile devices gave them a boost. Our regular activities now include using social media. A Google study found that roughly 85% of customers start their shopping trip on one gadget and finish it on another. The trend required flawless synchronization of offline and online sales platforms.

**Safe payment:** Electronic fund transfers that are quick and easy thanks to digital wallets have made payments simple. Although Google Wallet, Apple Pay, and many more mobile wallets are now on user smartphones, Paypal is the industry pioneer. Blockchain technology is accelerating the speed and safety of these transactions.

## **E-COMMERCE TRENDS IN INDIA**

The purchasing of products and services through e-commerce enables shoppers to select when and where to buy and to study the commodity, the vendor and other choices available. The availability of online information has revolutionized the buying process. Almost anything that can be purchased in a shop, including perishable items such as food, can be purchased through e-commerce. And customers around the world have taken up these opportunities. In all spheres of industry, from services provided to the customer to the design of the new product, the influence of e-commerce already exists. It offers new forms of company knowledge to meet and communicate with consumers, such as internet advertisement and commercialization, order fulfillment online and customer support online. At least a phase in the purchase life of the WWW is still being used for e-commerce. It may also minimize costs of order processing and communicate with a large number of vendors and trade partners, which generally bring substantial overheads to product and service costs. E-commerce provides tremendous opportunities for emerging countries such as India.

It is still in its infancy in India, but even the most negative forecasts suggest a boom. In recent years, it has been noticed growth in the multiple of electronic commerce organizations. Instead of advertisement sales, big Indian websites have pushed into e-commerce. There are number of services and products such as flowers, greeting cards, multiplex tickets to grocery shops, mobile devices, machines etc. are now available in several locations. Electronic commerce has expanded it's reached the stage to even sell the dung patties of cow like hotcakes. In 2016, the Indian market in electronic commerce is supposed to hit a \$38 billion level, a huge leap over the Industry's \$23 billion in sales in 2015, a study by ASSOCHAM said. Increased internet and smartphone usage, increased adoption of online purchases and optimistic demographics have given businesses with a rare ability to contact their clients. On the other hand, as a healthy and secure companion to electronic commerce, mobile commerce (m-commerce) has evolved rapidly. Online shopping via smartphones is a game-changer. M-commerce is expected to add up to 70% of its overall sales.

## **E-COMMERCE BENEFITS**

The biggest advantage from the consumer viewpoint is that it improves dramatically and saves lots of time and convenient to access from everywhere in the world. At any time, the customer is free to place the order. For consumers, the key advantages of e-commerce are:

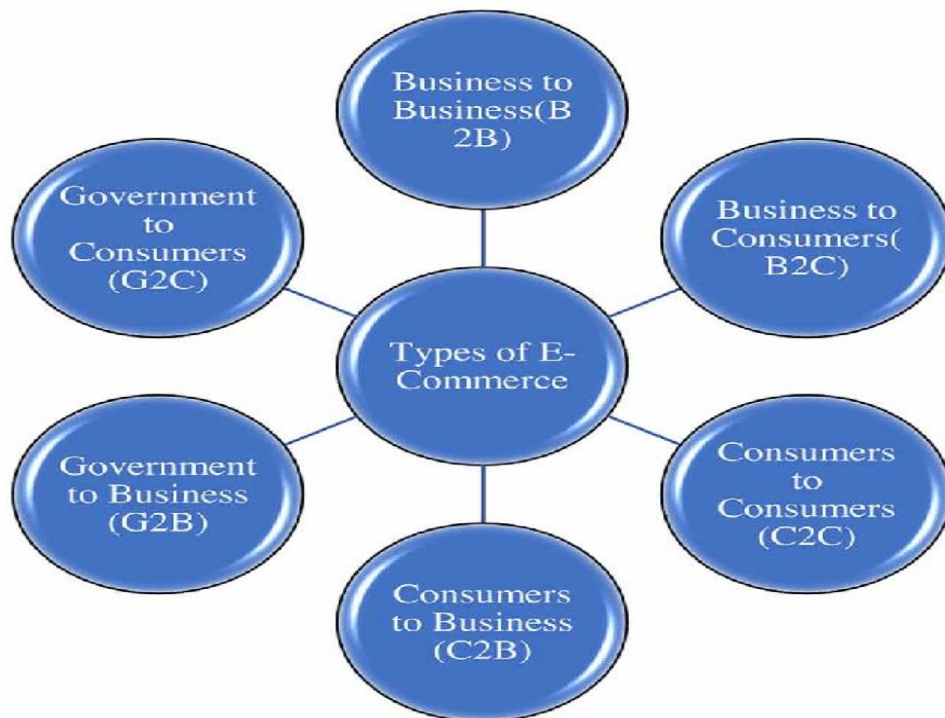
- Lower trade rates for stock exchange members.
- Enhanced flexibility - purchases can be carried out 24 hours a day without physical contact with the firm.
- Save time - Consumers will at any time purchase or sell any product online.
- The customer has better access by clicking on the button to search details on numerous pages, easily and continuously accessing information.
- Comfort in both purchases and transactions be made from the comfort that a buyer needs from a home or office.
- Moving to other companies-customers is still easy if the company's operation is unsatisfactory.
- A product was not available at the local or national market that provides consumer's access to a larger product than before could be available to customers.
- A consumer will make feedback on a product to see what others buy or see other clients' review comments before making a final purchase. Increased sales and decreased running and sustaining costs through the Internet are the key advantage of ecommerce from the point of view of sellers. Include the following:
  - It helps in revenue generation
  - Reduces significantly costs related to operation as well as maintenance
  - Reduces costs that is spend on purchase as well as procurement
  - It helps to raise customer loyalty as well as retention
  - Significantly reduction in budget spend transportation of the products
  - Improve and develop relationship of customer and the supplier
  - It helps in speeding the selling process
  - Make internal as well as external communication better
  - It promote the image of any company and brand

### **Short Introduction of Ecommerce Grocery Companies in India:**

- **Big Basket:** Big basket was incorporated in December 2011 and headquartered in Bangalore. It is an Indian Online grocery store that plays an enormous role in India's online grocery market. They have a website and an app that allows consumers to shop for groceries online Big Basket also has partnerships with local merchants. They pick goods from the closest suppliers and deliver them quickly.
- **Amazon pantry:** Amazon Pantry started in 2014 in India. Amazon pantry offered its services in almost 300 cities in India. Amazon Pantry is well known online grocery store in the world. As its name implies that, it is an Amazon brand. While selecting the Amazon Pantry option on their website or app, consumers can buy groceries. It offered a different variety of grocery products. It offered services to only those consumers who are members of Amazon Prime.
- **D-Mart Online:** D-mart is an Indian company. Radhakishan Damani is the owner of the Dmart. D-mart headquartered in Powai, Mumbai, India. It offered offline and online services.
- **Flipkart:** Flipkart started in 2007. It has its headquarters in Bangalore, Karnataka, and registered in India. Flipkart is one of the leading online stores, Flipkart also started selling grocery. It offered the best quality of grocery products. It also offers clothes, footwear, electronic goods, stationery products, books, etcetera.
- **Nature's Basket:** It was started in 2005, headquartered in Mumbai. Devendra Chawla is the CEO<sup>1</sup> of Nature's Basket, Tanmay Kumar is the CFO<sup>2</sup> of Nature's Basket. It has multiple stores in India. It offers dairy products, fruits, vegetables, snacks, nutrition products, etcetera.



## E-COMMERCE BUSINESS TYPES



**1. Business-to-Business (B2B):** Electronic commerce B2B includes all electronic products or services transfers between firms. In general producers and traditional industrial wholesale companies use this approach for electronic trading.

**2. Business-to-Consumer (B2C):** Company and final client electronic company partnerships E-commerce business to consumer. It is the ecommerce shopping section, where conventional retail business typically takes place. These partnership styles can be simpler, more complex and intermittent and can be discontinued. This business type has expanded considerably because of the advent of the Internet with a number of online shops and centers that offer customers' products of any kind such as computers, electronics, books, accessories, cars, food, financial materials and digital publications. In contrast to retail sales in conventional trade, the buyer typically has more knowledge about insightful content available and it is generally accepted that you can buy cheaper, without jeopardizing a similarly individual customer experience as well as promising easy processing and distribution.

**3. Consumer-to-consumer (C2C):** Type C2C electronic e-commerce encompasses all trade in goods or services electronically between customers. Typically this exchange is done by a third party that offers an online transaction forum.

**4. Consumer-to-business (C2B):** In C2B is reversed the usual context of exchange in goods. This method of e-commerce is widely used in crowdsourcing-based companies. For companies that aim precisely at some types of services or items, individuals also sell their services or products.

These events include locations at which artists ask for several suggestions for a logo and only one is successfully selected and purchased. Another popular medium in this business segment is the markets which sell photos, photos, media and design elements free of royalty.

**5. Business-to-administration (B2A):** This portion comprises all internet transactions between companies and the government. This covers a wide variety of diverse programs, notably in areas such as taxation, social care, healthcare, legal documentation and records, etc. These modes of services have been significantly extended in recent years by spending in egovernment.

**6. Consumer-to-administration (C2A):** The C2A model includes all electronic purchases between governments and individuals.

## **TIMELINE OF E-COMMERCE:**

- 1.** In the year 1969, CompuServe is invented, and it founded by Dr John R. Goltz and Jeffrey Wilkin. CompuServe built utilizing dial-up-connection.
- 2.** In 1979, Michael Aldrich invented online shopping by connecting modified TV to the transaction-processing computer via a telephone line. Michael Aldrich is also known as the father of e-commerce.
- 3.** In 1982, the Bonston Computer exchange invernted. It was a world-first e-commerce company. It allowed people to sell their used computers.
- 4.** In 1992, Charles M.Stack founded Book Stacks Limited. It was the first online book shop. In 1994 switched to the internet and operated from the Books.com domain.
- 5.** In 1994, Netscape Navigator launches, Marc Andreessen and Jim Clarl co-created it as a web browser.
- 6.** In 1995, Amazon inverted. Jeff Bezos is the founder of Amazon. Primarily Amazon is an ecommerce platform for books.
- 7.** In 1998, Paypal inverted as the e-commerce payment system. In 2000, it merged with Elon Musk's online banking company.
- 8.** In 1999, Alibaba inverted as an online marketplace.
- 9.** In 2000, Google launches Google AdWords as an online advertising tool for business.
- 10.** In 2004, Shopify launches. It is subscription-based software that allows anyone to start their business online.
- 11.** In 2005, Amazon launches Amazon Prime Membership. In 2005, Etsy inverted. It is an American e-commerce website which allows crafters, and small seller to sell their goods.
- 12.** In 2009, BigCommerce was invented. It founded by Eddie Machaalani and Mitchell Harper. It headquartered in Austin, San, Fransico.
- 13.** In 2011, Google Wallet launches as an online payment method, now knows as Google pay. In 2011 Stripe launches founded by John and Patrick Collison.
- 14.** In 2014, Apple pay invented as a mobile payment method. In 2014, Jet.com introduced. It founded by Marc Lore.
- 15.** In 2017, Shoppable Instagram is introduced.
- 16.** In 2020, the growth of e-commerce rises because of covid-19 people switch to online shopping, especially for grocery, entertainment, etcetera

# **CHAPTER- II**

## **RESEARCH**

### **METHODOLOGY**

## **NEED OF THE STUDY**

Now day's ecommerce facing more competition in ecommerce industry. Good design increase the visiting of more customers in to the ecommerce sites and increase the company goodwill, and price also plays major factor to use the customer giving preference and selection. And as industry research has shown, there is much need to know the customer expectations.

The need to study customer needs and preferences towards ecommerce sites is crucial for businesses to stay competitive in the digital marketplace. By understanding what customers want, businesses can tailor their offerings, improve user experience, and increase customer satisfaction. This can lead to higher conversion rates, customer loyalty, and ultimately, business growth.

## **SCOPE OF THE STUDY**

The scope of the study can include analyzing customer behavior, conducting surveys or interviews, examining website analytics, and staying updated on industry trends. The goal is to gather insights that can drive strategic decision-making and enhance the overall ecommerce experience. It's an exciting field with vast potential.

The research is applicable in the area of customer decision making process for purchasing of products at ecommerce sites. The scope of research also helps in understanding the preferences of the customers. It would help ecommerce in designing their marketing promoting sales.

## **OBJECTIVES OF THE STUDY**

- To understand the E-commerce industry.
- To understand the present status and trends of E-Commerce.
- To study the customer preferences in choosing E-commerce.
- To study the factors that is affecting the choice of customers in choosing the E- commerce sites.

## **RESEARCH DESIGN**

A research design is the arrangement of condition for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with the economy in procedure. In fact the research design is the conceptual structure with in which research is conducted, it constitutes the blueprint for the collection, measurement and analysis of data.

### **STATEMENT OF THE PROBLEM:**

The study is being conducted for the ECOMMERCE SITES based in VIJAYAWADA city, to find out the customer preferences in choosing ECOMMERCE. It is required to find out the preferences based on certain aspects (price, Income, levels selection of products satisfaction level of customers).

### **TYPE OF STUDY: Descriptive method**

This research is completely based on the description of the factors that lead to the customer decision making process. It is basically valued on the various parameters which include personal details of customers, their income –level, satisfaction level

Here the need is to find which factor describes the consumer decision making process most effectively.

### **SOURCES OF DATA COLLECTION:**

The sources of data include both **Primary and Secondary data**.

**Primary data** is collected with specific objective, especially to address the research problem. The data is gathered by distributing a questionnaire to the customers who visit ECOMMERCE SITES.

**Secondary data** includes books, journals, magazines, newsletters of the big bazaar, and internet.

### **SAMPLING SIZE:**

The sample size taken for the study is 100.

### **SAMPLING PROCEDURE:**

To obtain the representative sample, a nonprobability sample can be drawn. In this study the method of selecting samples is random.



**TOOLS:**

The tools used for analyzing data are rating method; graphs, pie charts etc. Questionnaire is distributed to the individual respondents and special care has been taken to make him/her feel comfortable so that, he/she could answer all the questions. This method is followed to get unbiased answers.

**TECHNIQUES OF ANALYSIS:**

The data collected from the customer are transcript to the worksheet in the form of tally bars and analyzed by statistical tools by drawing tables and graphs, inferences were drawn on a marketing concept and conversation. Based on the marketing concepts findings of the research were driven and recommendations are made.

## **LIMITATIONS:**

- Limited access to relevant and accurate data.
- Incomplete or outdated data sets may hinder the analysis.
- Variations in eCommerce practices across different regions and cultures may impact the generalizability of the findings
- Rapid advancements in technology may lead to changes in eCommerce platforms and tools during the course of the study, potentially affecting the relevance of your findings.
- Restrictions on accessing sensitive eCommerce data due to privacy and security concerns.
- Small sample sizes or non-representative samples can limit the generalizability of your results to the broader eCommerce landscape.
- Limited time for the study may restrict the depth of the analysis and the ability to capture long-term trends.
- The eCommerce market is dynamic, and conditions may change rapidly. The study's findings may become outdated quickly.
- Difficulty in obtaining competitive or proprietary information from eCommerce businesses may limit the depth of your analysis.
- Understanding and predicting user behavior can be complex, and the study may not capture the full spectrum of factors influencing customer decisions.
- External factors such as economic fluctuations, political changes, or global events can impact eCommerce performance but may be beyond the scope of the study.

## **REVIEW OF LITERATURE:**

In recent years, there has been a growing body of research focused on understanding customer behavior in the context of ecommerce. One important aspect that has been studied is the impact of website design on customer satisfaction. Research from 2018 found that factors such as clear product images, detailed descriptions, and easy navigation significantly influence customer perception and purchase decisions.

Another interesting area of study is the role of social media in ecommerce. A study conducted in 2020 revealed that customers are more likely to make purchases from ecommerce sites that have a strong social media presence. Social media platforms provide opportunities for engagement, customer feedback, and building brand loyalty.

Additionally, research from 2019 highlighted the importance of mobile optimization for ecommerce sites. With the increasing use of smartphones for online shopping, having a mobile-friendly website is crucial for providing a seamless and convenient shopping experience.

Furthermore, personalization continues to be a key focus in ecommerce research. A study from 2021 found that customers appreciate personalized recommendations based on their browsing and purchase history. This level of customization enhances customer engagement and satisfaction.

E-commerce: E-commerce stands for electronic commerce, It's a kind of business that offered products and services. E-commerce not only means buying and selling goods, but it also included services like online bill payment, online movie watching, online song listening, e-learning, social media, net banking, etcetera. Electronic commerce is a branch of electronic business. It deals exclusively in the distribution of goods and services, (Gandhi, 2018-19).

# **CHAPTER-III**

## **INDUSTRY PROFILE**

## **INDUSTRY PROFILE**

### **E-COMMERCE INDUSTRY IN INDIA**

In recent years India has experienced a boom in internet and smartphone penetration. The number of internet connections in 2021 increased significantly to 830 million, driven by the 'Digital India' programme. Out of the total internet connections, ~55% of connections were in urban areas, of which 97% of connections were wireless. The smartphone base has also increased significantly and is expected to reach 1 billion by 2026. This has helped India's digital sector and it is expected to reach US\$ 1 trillion by 2030. This rapid rise in internet users and smartphone penetration coupled with rising incomes has assisted the growth of India's e-commerce sector. India's e-commerce sector has transformed the way business is done in India and has opened various segments of commerce ranging from business-to-business (B2B), direct-to-consumer (D2C), consumer-to-consumer (C2C) and consumer-to-business (C2B). Major segments such as D2C and B2B have experienced immense growth in recent years. India's D2C market is expected to reach US\$ 60 billion by FY27. The overall e-commerce market is also expected to reach US\$ 350 billion by 2030 and will experience 21.5% growth in 2022 and reach US\$ 74.8 billion.

The Indian e-commerce market is expected to have a gross merchandise value of US\$ 350 billion by 2030. India's social commerce has the potential to expand to US\$ 16-20 billion in FY25, growing at a CAGR of 55-60%. India's e-commerce market is expected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026. India has gained 125 million online shoppers in the past three years, with another 80 million expected by 2025. India's Business-to-Business (B2B) online marketplace would be a US\$ 200 billion opportunity by 2030.

## ATTRACTIVE

In 2022, the Indian ecommerce market is predicted to increase by 21.5%, reaching US\$ 74.8 billion. India's e-commerce market is expected to reach US\$ 350 billion by 2030.

## OPPORTUNITIES

Indian e-commerce is expected to grow at a compound annual growth rate (CAGR) of 27% to reach US\$ 163 billion by 2026.

## POLICY

100% FDI is allowed in B2B e-commerce.

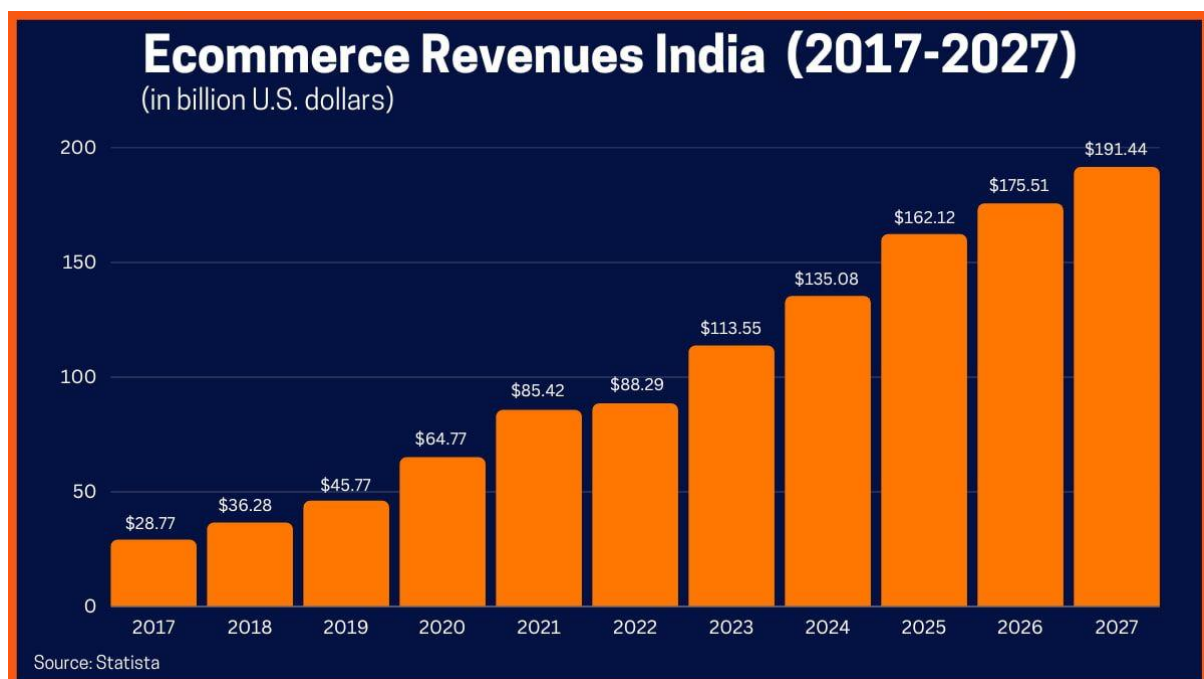
## SUPPORT

100% FDI under the automatic route is permitted in the marketplace model of E-commerce.

## INCREASING INVESTMENTS

The recent rise in digital literacy has led to an influx of investment in E-commerce firms, levelling the market for new players to set up their base, while churning out innovative patterns to disrupt old functioning.

## MARKET SIZE



The Indian online grocery market is estimated to reach US\$ 26.93 billion in 2027 from US\$ 3.95 billion in FY21, expanding at a CAGR of 33%. India's consumer digital economy is expected to become a US\$ 1 trillion market by 2030, growing from US\$ 537.5 billion in 2020, driven by the strong adoption of online services such as e-commerce and edtech in the country. Indian e-commerce is expected to grow at a compound annual growth rate (CAGR) of 27% to reach US\$ 163 billion by 2026.

In FY23, the Gross Merchandise Value (GMV) of e-commerce reached US\$ 60 billion, increasing 22% over the previous year. In FY22, the GMV of e-commerce stood at US\$ 49 billion.

India's Business-to-Business (B2B) online marketplace would be a US\$ 200 billion opportunity by 2030.

According to a Deloitte India Report, as India is moving towards becoming the third-largest consumer market, the country's online retail market size is expected to reach US\$ 325 billion by 2030, up from US\$ 70 billion in 2022, largely due to the rapid expansion of e-commerce in tier-2 and tier-3 cities.

The B2C E-commerce is expected to grow steadily over the forecast period, recording a CAGR of 8.68% during 2023-27. According to a recent report by Redseer, India's e-B2B market is projected to reach a GMV of US\$ 100 billion by 2030.

According to Grant Thornton, e-commerce in India is expected to be worth US\$ 188 billion by 2025.

With a turnover of US\$ 50 billion in 2020, India became the eighth-largest market for e-commerce, trailing France, and a position ahead of Canada.

Propelled by rising smartphone penetration, the launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017.

After China and the US, India had the third-largest online shopper base of 150 million in FY21 and is expected to be 350 million by FY26.

Indian consumers are increasingly adopting 5G smartphones even before the rollout of the next-gen mobile broadband technology in the country. Smartphone shipments reached 169 million in 2021 with 5G shipments registered a growth of 555% year-on-year over 2020. Indian consumers are increasingly adopting 5G smartphones even before the rollout of the next-gen mobile broadband technology in the country. Smartphone shipments reached 150 million units and 5G smartphone shipments crossed 4 million in 2020, driven by high consumer demand post-lockdown. According to a report published by IMAI and Kantar Research, India's

internet users are expected to reach 900 million by 2025 from ~622 million internet users in 2020, increasing at a CAGR of 45% until 2025.

For the 2021 festive season, Indian e-commerce platforms generated sales with a Gross Merchandise Value (GMV) of US\$ 9.2 billion, a 23% increase from last year's US\$ 7.4 billion.

## **INVESTMENTS/DEVELOPMENTS**

Some of the major developments in the Indian e-commerce sector are as follows:

Amazon CEO Mr. Andy Jassy announced that the company is committed to invest US\$ 26 billion in India by 2030, out of which US\$ 11 billion has already been invested.

In July 2023, the post office departments of Canada and India recently entered into an agreement, which is aimed at facilitating e-commerce exports and establishing International Tracked Packet Service (ITPS) between the two countries.

As of May 2023, the Indian government's open e-commerce network ONDC has expanded its operations into 236 cities in the country while adding more than 36,000 merchants.

In June 2023, Amazon India launched its new and affordable Amazon Prime Lite membership plan for shoppers in the country.

Walmart is preparing to spend over US\$ 2.5 billion in India as the retailer doubles down on the opportunities it sees in India's e-commerce and payments markets.

Hyperlocal e-commerce startup, Magicpin announced that its daily order volume has zoomed 100-fold to 10,000 per day from over 100 within a month of joining the government-promoted Open Network for Digital Commerce (ONDC) network.

In June 2022, Amazon India signed an MoU with Manipur Handloom & Handicrafts Development Corporation Limited (MHHDCL), a Government of Manipur Enterprise to support the growth of artisans and weavers across the state.

India's eCommerce sector received US\$ 15 billion of PE/VC investments in 2021 which is a 5.4 times increase year on year. This is the highest investment value received by any sector ever in India.

In February 2022 Xpressbees a logistics ecommerce platform become a unicorn valued at US\$ 1.2 billion in 2022. The firm raised US\$ 300 million in its Series F funding.

In February 2022, Amazon India launched One district One product (ODOP) bazaar on its platform to support MSMEs.

In February 2022, Flipkart launched the "sell back program" to enable trade in smartphones.



In January 2022, Walmart invites Indian sellers to join its US market place with an aim of exporting US\$ 10 billion from India each year by 2027.

In January 2022, Flipkart has announced expansion in its grocery services and will offer services to 1,800 Indian cities.

In November 2021, XPDEL US- based ecommerce announced expansion in India.

In September 2021, CARS24, India's leading used car e-commerce platform, has raised US\$ 450 million in funding, comprising a US\$ 340 million Series F equity round and US\$ 110 million in debt from various financial institutions.

In September 2021, Amazon launched Prime Video Channels in India. Prime Video Channels will give Prime members a seamless experience and access to a variety of popular video streaming services.

In September 2021, Bikayi, a mobile commerce enabler, raised US\$ 10.8 million in a Series A funding round, led by Sequoia Capital India.

Flipkart, India's e-commerce powerhouse, announced in July 2021 that it has raised US\$ 3.6 billion in new funding from various sources including sovereign funds, private equities and Walmart (parent company).

## Top 7 E-commerce Websites in India



Source: Statista

### 1. Amazon India



Is one of the top ecommerce sites in India. the global ecommerce giant Amazon made its big entry into the Indian market in 2013, leaving an indelible impression. Amazon India has effectively incorporated itself into the lives of Indian consumers, gaining the distinction of becoming a household name, with an expanded assortment of items and a complete range of services. From electronics to fashion, books to groceries, Amazon India provides a seamless shopping experience to millions of its consumers every day.

One of the reasons Amazon continues to reign as an ecommerce giant is its commitment to innovation. They have implemented innovative features that bring the shopping experience to life, such as incorporating 3D models of products to show customers how they would look in their homes

## 2. Flipkart



Flipkart, the Indian e-commerce behemoth, has evolved from an online bookstore to a diverse mega marketplace delivering a diverse range of products. Flipkart boasts a fantastic 70% customer retention rate, because of its efficient supply chain, user-friendly website, and appealing prices. “**Big Billion Days**,” its annual shopping festival, has become an established event, attracting millions of orders and reinforcing Flipkart’s supremacy in India’s e-commerce scene.

Flipkart continues to develop and grow in the extremely competitive Indian e-commerce industry, with a wide range of products spanning electronics, gadgets, and more, supported by intelligent filtering tools and multiple payment ways. Flipkart is an important player defining the future of online retail in India, thanks to its strategic evolution and constant commitment to consumer pleasure.

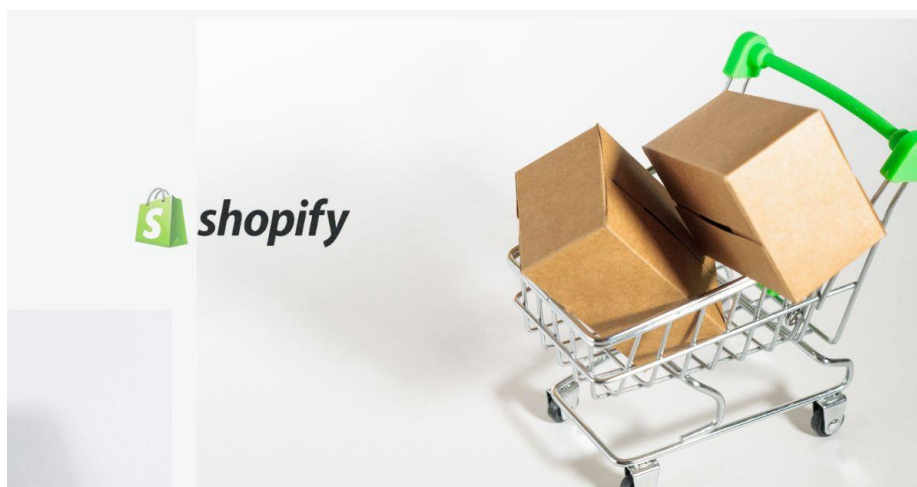
### 3. Myntra



Myntra is one of the best ecommerce sites in India, specializing in fashion and lifestyle items. It provides a diverse range of products, with a concentration on the most recent brands. Myntra, which was acquired by Flipkart in 2014, distinguishes out for its hybrid logistics architecture, which ensures timely delivery and consumer trust. Myntra goes beyond shopping by providing daily style suggestions, cosmetics advice, and celebrity partnerships via “MyntraLookGood”.

Myntra simplifies the buying experience with a user-friendly layout and specialized brand sites. It's a leading marketplace for fashionable clothing and accessories, setting trends and offering discounts right on its homepage. Myntra, the market leader in Indian fashion e-commerce, provides an excellent shopping experience.

### 4. Shopify



Shopify is one of the well-known e-commerce sites in India that has transformed online businesses all over the world. It enables entrepreneurs and businesses to effectively set up and operate their online stores thanks to its user-friendly interface and complete range of capabilities. Shopify is a top choice for anyone trying to develop a strong online presence and achieve e-commerce success since it provides customized templates, secure payment choices, and seamless connection with a variety of apps and services.

Shopify distinguishes itself by catering to businesses of all sizes, from startups to big corporations. Its dedication to providing a unified, end-to-end e-commerce experience, from storefront design to payment processing and order fulfillment, has established it as a go-to platform for entrepreneurs and enterprises looking to prosper in the digital marketplace.

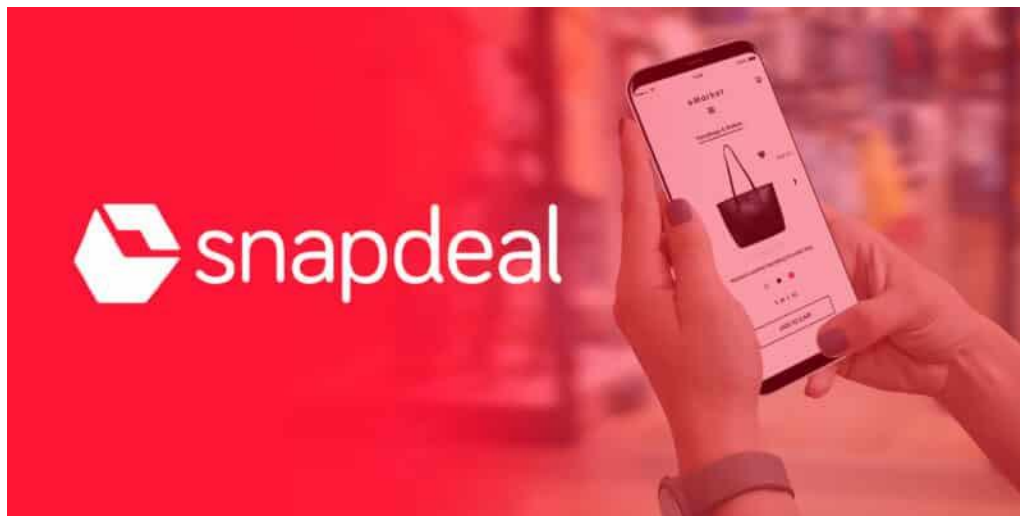
## **5. IndiaMART**



IndiaMART is one of the best ecommerce sites in India, linking buyers and suppliers. It was founded in 1996 and has played an important role in the country's B2B commerce ecosystem. IndiaMART provides a diverse range of products and services, facilitating trade between thousands of Indian businesses.

IndiaMART allows businesses to promote their products and services, while buyers can explore and interact with suppliers, making it a simple platform for sourcing goods and services. The platform covers a wide range of industries, from manufacturing to services, and has become an indispensable resource for companies trying to expand their reach and discover new opportunities in the Indian market.

## 6. Snapdeal



Snapdeal is one of the best ecommerce sites in India. It has a diverse product line that includes anything from electronics and apparel to home goods and more. Snapdeal quickly gained popularity due to its reasonable pricing and broad product inventory. Snapdeal has been an active participant in the Indian e-commerce business, contributing to the growing trend of online buying. The platform's commitment to providing clients with a variety of options, frequently at low prices, has solidified its market dominance.

Snapdeal has evolved and adapted to shifting consumer tastes and market conditions throughout the years. Despite competition from other large e-commerce businesses, it remains a dependable platform for online shoppers in India

## 7. Paytm Mall



Paytm Mall, which is owned by One97 Communications, the same business that operates Paytm, a popular digital payment service, is also one of the best ecommerce sites in India. Paytm Mall, which debuted in 2017, offers a wide selection of things, including electronics, fashion, home goods, and more, allowing people to purchase online for a wide range of commodities.

Paytm Mall's connection with the Paytm digital wallet is one of its distinctive characteristics. This connection enables users to make payments seamlessly using their Paytm wallets, providing a convenient and safe purchasing experience. Paytm Mall also frequently gives cashback and discounts to entice clients and improve their entire buying experience. So, if you're on the hunt for the best ecommerce sites in India, ShopClues should be on your list.

## **8. Ebay**



eBay is a well-known and one of the best e-commerce sites in India. It has grown to become one of the world's largest online markets. eBay is a marketplace where individuals and businesses can buy and sell a wide range of new and used goods. It also provides fixed-price listings for simpler transactions.

eBay has a global reach, connecting consumers and sellers from all over the world and facilitating international trade. It includes a wide range of product categories, such as technology, clothes, collectibles, and much more. eBay has grown and adapted to changing market conditions over the years, focusing on delivering a safe and user-friendly platform.



## 9. ShopClues



ShopClues is without a doubt one of the best ecommerce sites in India, providing its clients with a diverse choice of products and incredible prices. ShopClues, founded in 2011, has quickly become a go-to online shopping platform, noted for its reasonable pricing and wide product offers. ShopClues has you covered whether you're looking for gadgets, apparel, household supplies, or anything else.

ShopClues' commitment to providing value-for-money products is one of its distinguishing traits. It functions as a marketplace where merchants from all backgrounds can post their products, providing customers with a diverse range of options. ShopClues has effectively established itself in the Indian e-commerce industry by emphasizing customer satisfaction and providing a flawless purchasing experience.

## 10. Meesho





Meesho is a rising star among the best ecommerce sites in India, offering a unique platform that empowers individuals to become entrepreneurs in the world of online retail. Meesho specializes in connecting resellers and suppliers, facilitating the sale of a wide variety of products.

What sets Meesho apart is its innovative business model, allowing resellers to market products through social media and other channels. This approach has democratized e-commerce, enabling individuals to start their online businesses with minimal investment. Meesho has found particular success in the fashion and lifestyle segment, making it a go-to platform for those looking to shop or sell in this niche.

In the rapidly evolving landscape of Indian e-commerce, Meesho has emerged as a game-changer by democratizing entrepreneurship and providing opportunities for income generation. It ranks among the best e-commerce websites in India, offering a unique and accessible path to online retail success.

## **11. FirstCry**



FirstCry stands out as one of the best ecommerce sites in India, particularly for parents and caregivers. FirstCry specializes in a wide range of baby and kids' products, making it a trusted go-to place for all child-related requirements. Whether it's clothing, toys, or critical infant care supplies, FirstCry has a large and expertly curated assortment.

What truly distinguishes FirstCry is its unwavering commitment to meeting the particular needs of parents while providing a flawless shopping experience. The platform focuses a high

emphasis on product quality and safety, emphasizing its commitment to supporting young families.

FirstCry has carved out a well-deserved position for itself in the competitive scene of Indian e-commerce by prioritizing customer pleasure and offering a vast and well-vetted assortment of products.

## **GOVERNMENT INITIATIVES**

Since 2014, the Government of India has announced various initiatives, namely Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support growth of E-commerce in the country. Some of the major initiatives taken by the Government to promote E-commerce in India are as follows:

Government e-Marketplace (GeM) is an online platform for public procurement in India that was launched on August 9, 2016 by the Ministry of Commerce and Industry with the objective of creating an inclusive, efficient, and transparent platform for the buyers and sellers to carry out procurement activities in a fair and competitive manner.

In FY23, the procurement of goods and services from the government portal crossed the Rs. 2 lakh crore (US\$ 24 billion) mark.

As of November 2022, the GeM portal has served 12.28 million orders worth Rs. 334,933 crore (US\$ 40.97 billion) from 5.44 million registered sellers and service providers for 62,247 buyer organizations.

In a bid to systematise the onboarding process of retailers on e-commerce platforms, the Department for Promotion of Industry and Internal Trade (DPIIT) is reportedly planning to utilise the Open Network for Digital Commerce (ONDC) to set protocols for cataloguing, vendor discovery and price discovery. The department aims to provide equal opportunities to all marketplace players to make optimum use of the e-commerce ecosystem in the larger interest of the country and its citizen.

National Retail Policy: The government had identified five areas in its proposed national retail policy—ease of doing business, rationalisation of the licence process, digitisation of retail, focus on reforms and an open network for digital commerce—stating that offline retail and e-commerce need to be administered in an integral manner.

The Consumer Protection (e-commerce) Rules 2020 notified by the Consumer Affairs Ministry in July directed e-commerce companies to display the country of origin alongside the product

listings. In addition, the companies will also have to reveal parameters that go behind determining product listings on their platforms.

Government e-Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services in October 2019.

Under the Digital India movement, Government launched various initiatives like Umang, Start-up India Portal, Bharat Interface for Money (BHIM) etc. To boost digitisation.

In October 2020, Minister of Commerce and Industry, Mr. Piyush Goyal invited start-ups to register at public procurement portal, GeM, and offer goods and services to government organisations and PSUs.

In October 2020, amending the equalisation levy rules of 2016, the government mandated foreign companies operating e-commerce platforms in India to have permanent account numbers (PAN). It imposed a 2% tax in the FY21 budget on the sale of goods or delivery of services through a non-resident ecommerce operator.

In order to increase the participation of foreign players in E-commerce, Indian Government hiked the limit of FDI in E-commerce marketplace model to up to 100% (in B2B models).

Heavy investment made by the Government in rolling out fiber network for 5G will help boost E-commerce in India.

## **ROAD AHEAD**

The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. The Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second-largest E-commerce market in the world by 2034. Technology-enabled innovations like digital payments, hyper-local logistics, analytics-driven customer engagement and digital advertisements will likely support the growth in the sector. India is also planning to introduce Open Network for Digital Commerce (ONDC). ONDC will enable e-commerce platforms to synchronize search results on all the e-commerce platforms and display products and services from every platform. This will further boost business for MSMEs and help fuel India's e-commerce growth. The growth in the sector will further encourage employment, increase revenues from export, increase tax collection by exchequers, and provide better products and services to customers in the long term.

India has gained 125 million online shoppers in the past three years, with another 80 million expected to join by 2025, according to a report by Kantar.

The Indian e-commerce sector is likely to expand in different markets. India's e-retail market is expected to continue its strong growth – it registered a CAGR of over 35% to reach Rs. 1.8 trillion (US\$ 25.75 billion) in FY20. Over the next five years, the Indian e-retail industry is projected to exceed ~300-350 million shoppers, propelling the online Gross Merchandise Value (GMV) to US\$ 100-120 billion by 2025.

According to Bain & Company report, India's social commerce gross merchandise value (GMV) stood at ~US\$ 2 billion in 2020. By 2025, it is expected to reach US\$ 20 billion, with a potentially monumental jump to US\$ 70 billion by 2030, owing to high mobile usage.

References: Media Reports, Press releases, Business Standard, Economic Times, Live Mint, Times Now, Times of India

# **CHAPTER-IV**

# **DATA ANALYSIS**

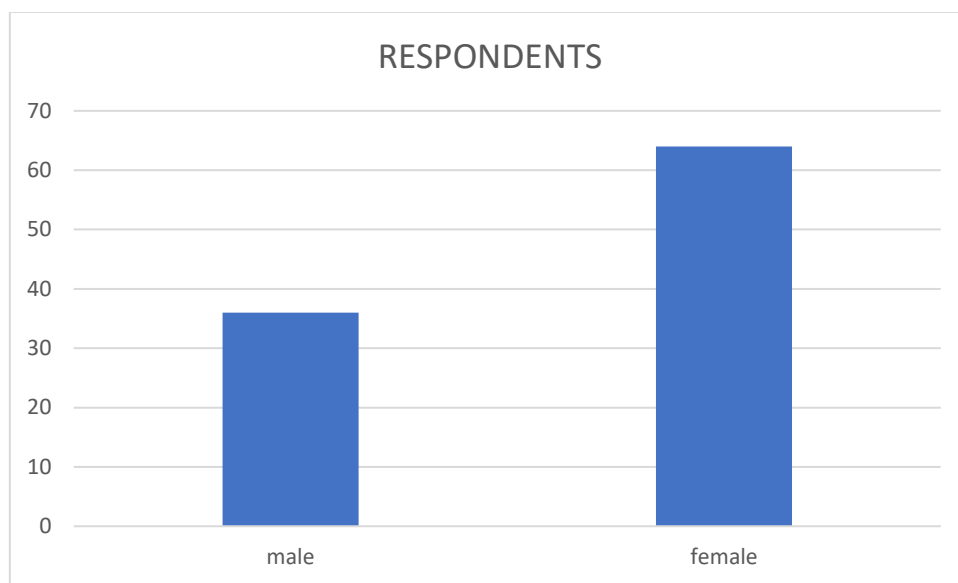
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# **INTERPRETATION**

## DATA ANALYSIS

### 1. Gender

GENDER	RESPONDENTS	PERCENTAGE
Male	36	36%
Female	64	64%
Total	100	100%

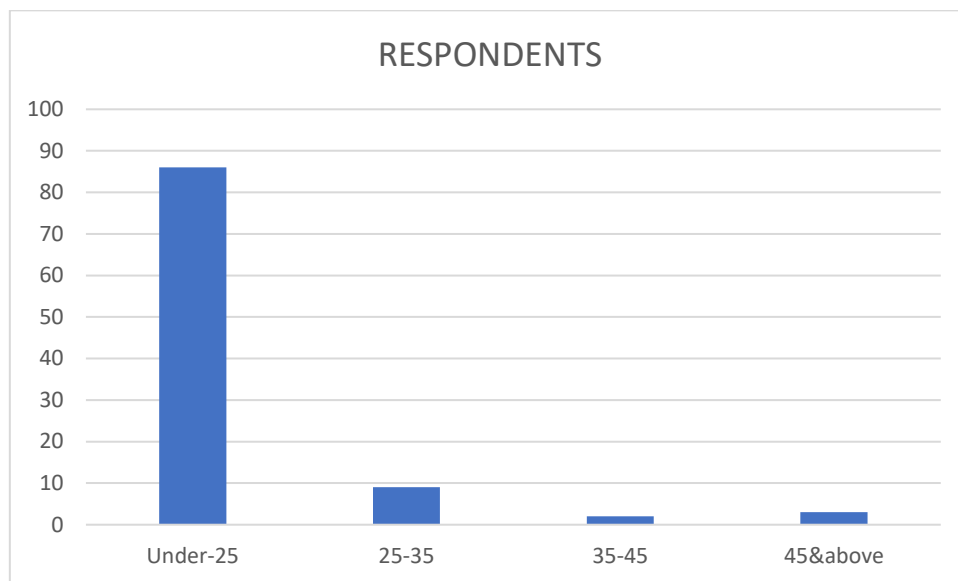


### INTERPRETATION:

Above table & Chart shows that 64% % of the customers are “female”, and 36% of the respondents are “male”.

## 2. Customers of different age groups purchasing products

AGE	RESPONDENTS	PERCENTAGE
Under-25	86	86%
25-35	9	9%
35-45	2	2%
45&above	3	3%
Total	100	100%

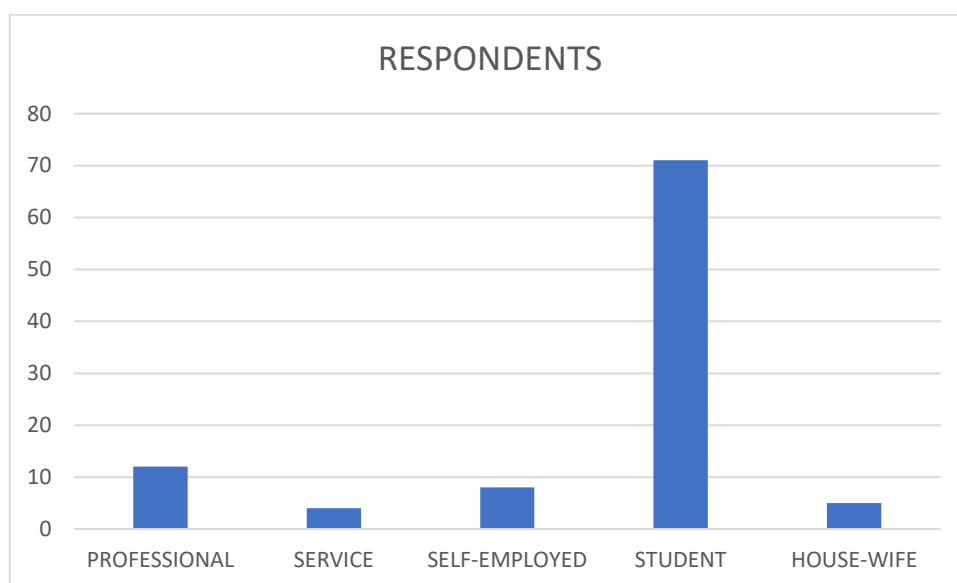


### INTERPRETATION:

Above table shows that 86 % of the respondents fall under the age group of “below under 25”. 9% of the respondents fall under the “age group of 35-45 years”, 2% % of the respondents fall under the age group of “25-35 years of age”, 3 %of the respondents are “45 and above years of age group”.

### 3. Occupations of the respondents

OCCUPATION	RESPONDENTS	PERCENTAGE
Professional	12	12%
Service	4	4%
Self-employed	8	8%
Student	71	71%
House-wife	5	5%
Total	100	100%



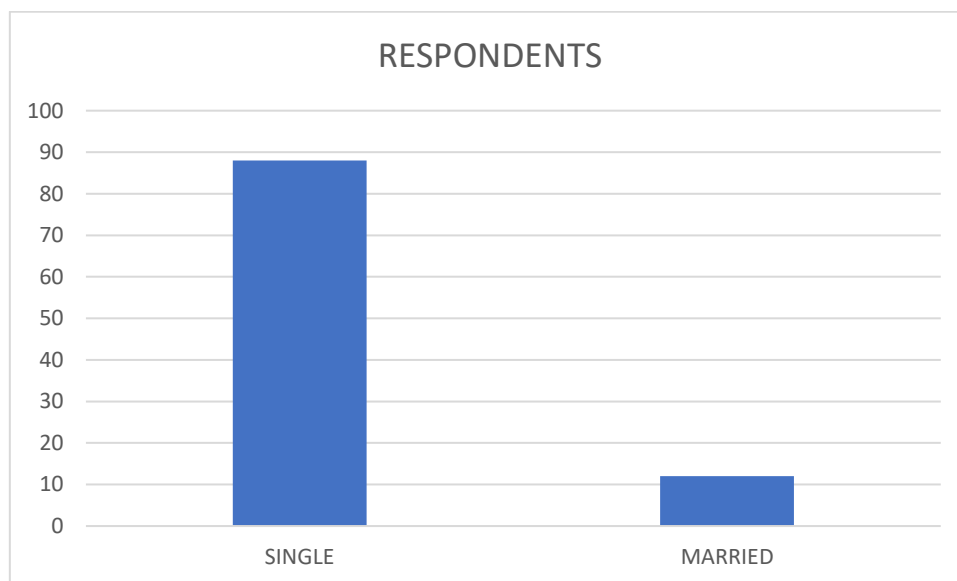
#### INTERPRETATION:

Above table shows that 71 % of the respondents are “students”, 12% of the customers are “professional”, 5 % of the respondents are “house-wife”, 8 % of the customers are “self-employed” and, 4 % of the customers are “service employees”.



#### 4.Marital status of customers

MARITAL-STATUS	RESPONDENTS	PERCENTAGE
Single	88	88%
Married	12	12%
Total	80	100%

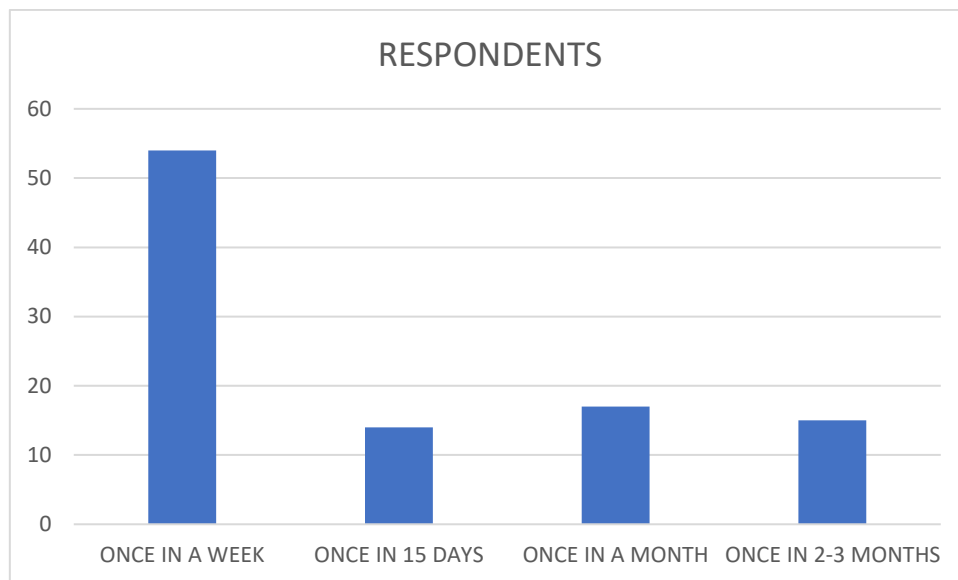


#### INTERPRETATION:

Above table shows that 22 % of the respondents are “married” and 88% of the respondents are “single”.

## 5. How frequently do you visit E- commerce sites

FREQUENCY	RESPONDENTS	PERCENTSGE
Once in a week	54	54%
Once in 15 days	14	14%
Once in a month	17	17%
Once in 2-3 months	15	15%
Total	100	100%

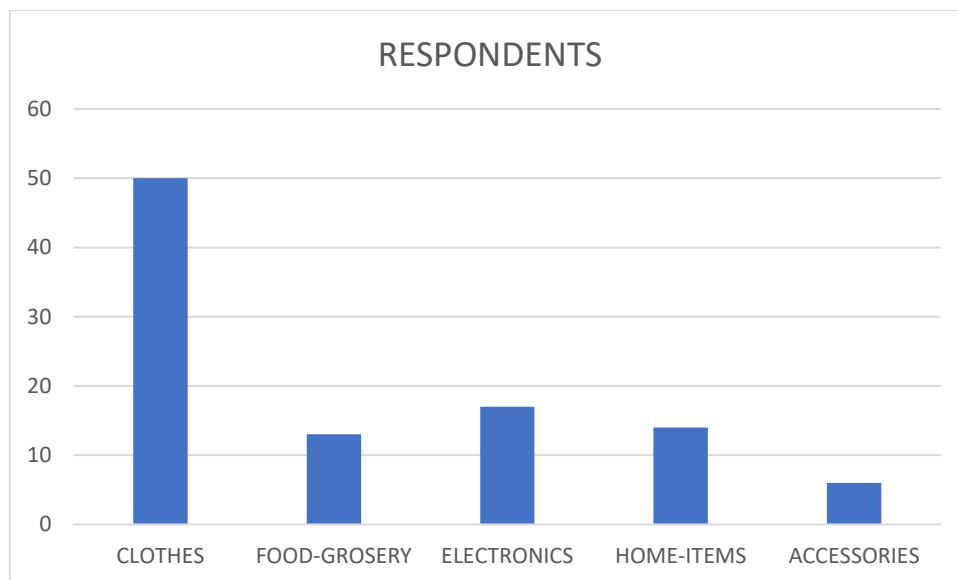


### INTERPRETATION:

The above table shows that 17% of the customers visit “once in a month”, 54% of the customers visit “once in week”, 14% of the customers visit “once in 15 days”, 15 % of the customers visit “once in 2-3 months”.

## 6. Which product do you purchase more often at E- commerce

PRODUCTS	RESPONDENTS	PERCENTAGE
Clothes	50	50%
Food-grocery	13	13%
Electronics	17	17%
Home-items	14	14%
Accessories	6	6%
Total	100	100%

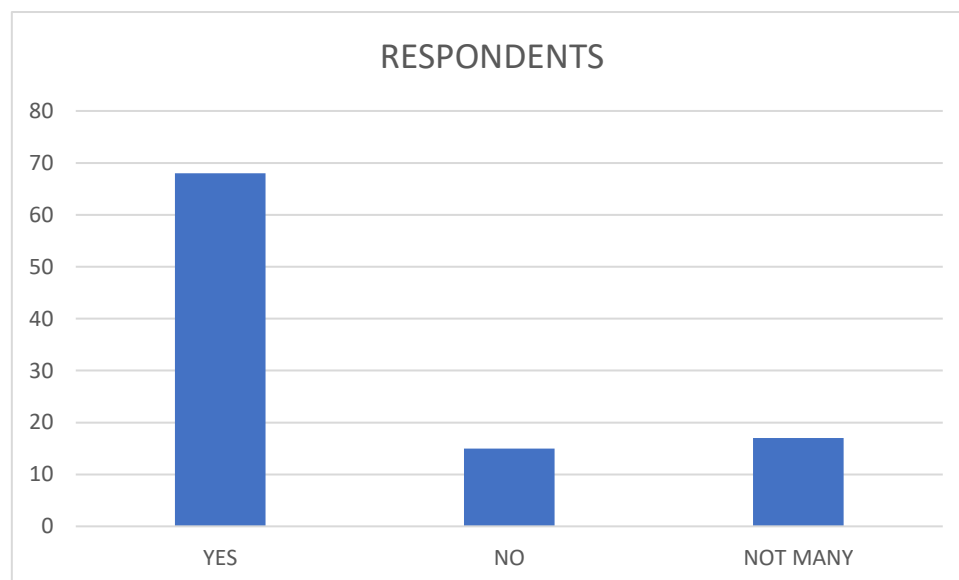


### INTERPRETATION:

Above Table shows that 50 % of the customers are purchasing “Clothes” at ecommerce sites , 13% of the customers “purchased food and grocery item” ,17% of the customers purchased “electronic items”. 14% of the customers purchased “home products”. 6% of the customers have purchased “accessories”.

**7. Will E- commerce apps provide more type of company products in one product category**

PRODUCT CATEGORY	RESPONDENTS	PERCENTAGE
Yes	68	68%
No	15	15%
Not many	17	17%
Total	100	100%



**INTERPRETATION:**

Above Table shows that 68 % of the customers are accept ecommerce sites are providing more type of company products, 15% of the customers not accepted ,17% of the customers are fall under not many.

**8. Why do you prefer to make purchase products from e- commerce rather than physical store**

REASON	RESPONDENTS	PERCENTAGE
Better-quality	34	40%
Low-price	30	37.5%
Variety of products	22	15%
Various brands	14	7.5%
Total	100	100%

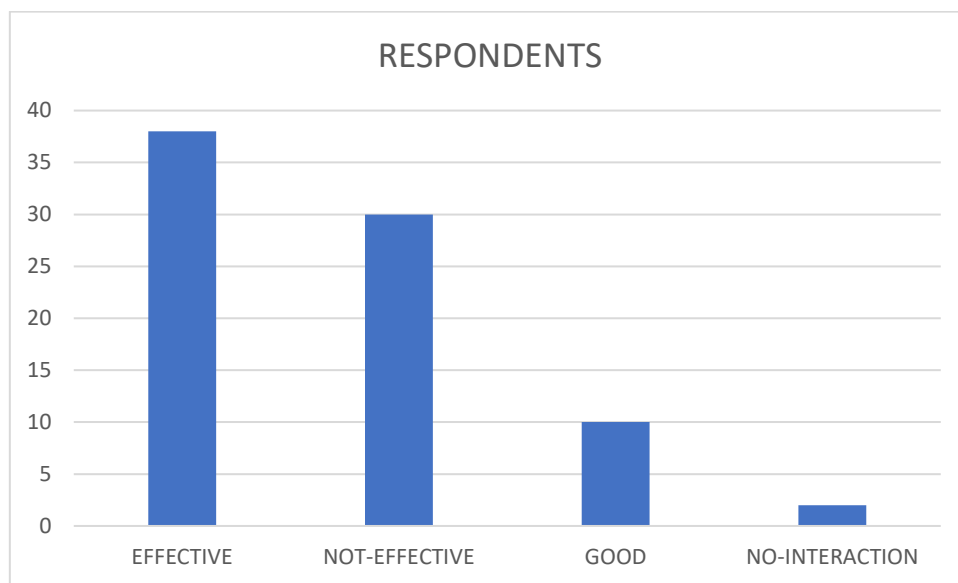


**INTERPRETATION:**

Above table shows that 40% of the customers approached Ecommerce sites due to “better-quality”, 37.5% of the customers approached due to “low-price” of products 15% of the customers approached due to “variety of products”, 7.5% of the customers approached due to availability “various brands”.

### 9. How does customer service responds to your queries at e- commerce apps

INTERACTION	RESPONDENTS	PERCENTAGE
Effective	38	47.5%
Not-effective	30	37.5%
Good	15	12.5%
No-interaction	7	2.5%
Total	100	100%

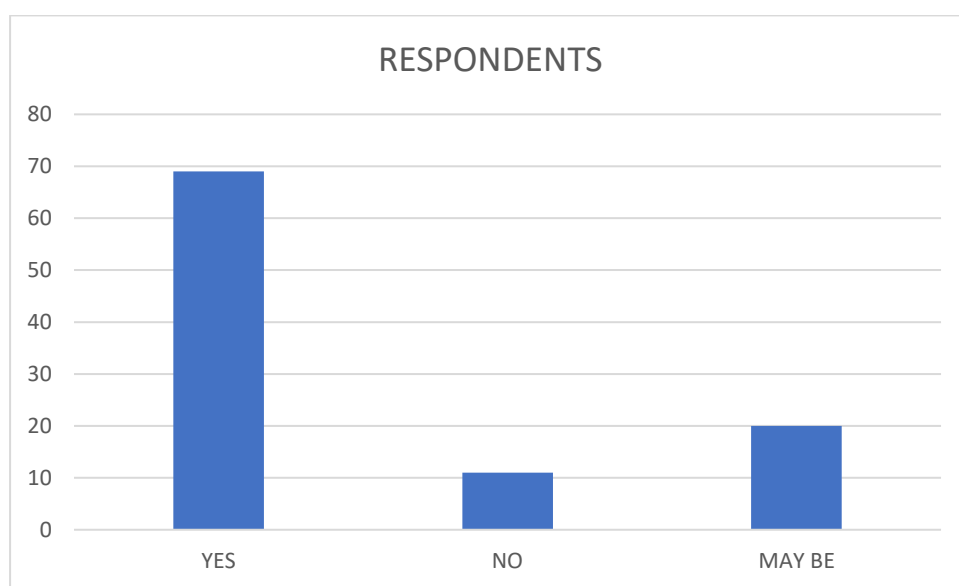


#### INTERPRETATION:

From above table shows 47.5% of the customers getting “effective” interaction from ecommerce representatives for products. 37.5% of the customers cannot get effective interaction from ecommerce representatives for products. 12.5% of the customers can get “Good” interaction from ecommerce representatives for products. 2.5% of the customers cannot get interaction from ecommerce representatives for products.

**10. Does e- commerce apps offer any special discount prices rather than physical store**

RESPONSE	RESPONDENTS	PERCENTAGE
Yes	69	69%
No	11	11%
May be	20	20%
Total	80	100%

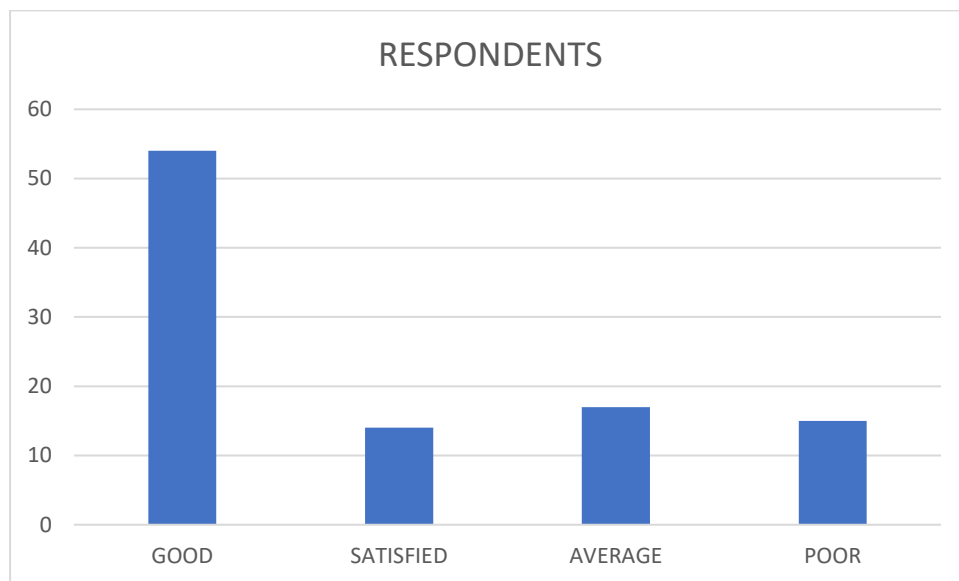


**INTERPRETATION:**

Above table shows that we conclude that the 69% of the customers respond to Ecommerce offering special discount prices 11% of the customers respond ecommerce when compared to stores did not offer special discount prices and 20% customers fall under may be category.

### 11. How do you rate e- commerce sites interface

RESPONSE	RESPONDENTS	PERCENTAGE
Good	54	54%
Satisfied	14	14%
Average	17	17%
Poor	15	15%
Total	100	100%



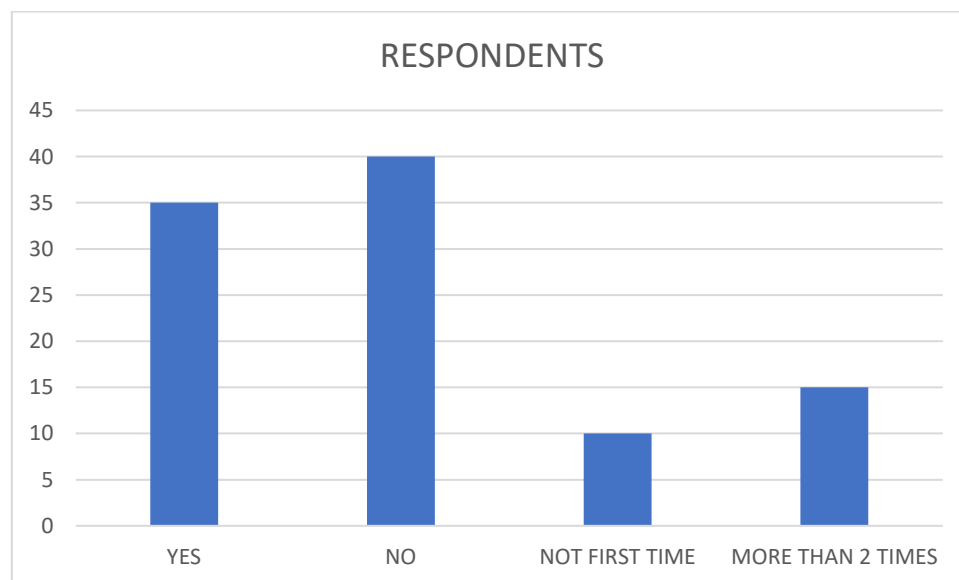
#### INTERPRETATION:

Above table shows that the 54% of the customers feel “good” about ecommerce interface after shopping. 14% of the customers respond they feel “satisfied”, and 17% customers feel “average” about the interface, and 15% of the customers fall under “poor” among interface.



**12. have you purchased any product at e- commerce just by visiting to the notification**

RESPONSE	RESPONDENTS	PERCENTAGE
Yes	35	35%
No	40	40%
Not first time	10	10%
More than 2 times	15	15%
Total	100	100%

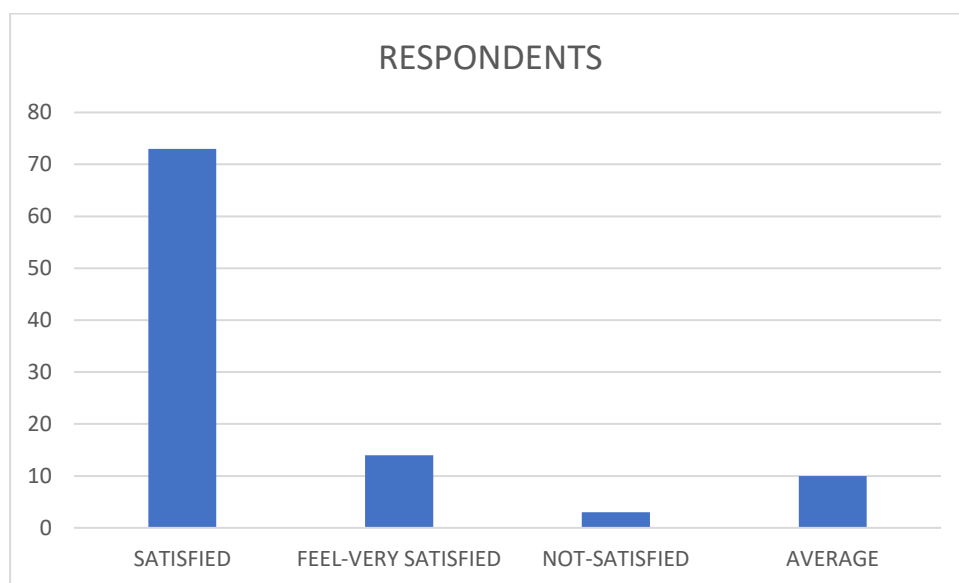


**INTERPRETATION:**

Above table shows that the 35% of customers saying “yes” for they are purchasing products at ecommerce by visiting the notification, and 40% customers saying “no” they don’t purchase products by just seen the notification, 10% of customers are not purchase first time by visit the notification, remaining 15 % of customers >2 times visit of notification category.

### 13. how do you feel after shopping at e-commerce sites

RESPONSE	RESPONDENTS	PERCENTAGE
Satisfied	73	73%
Very satisfied	14	14%
Not-satisfied	3	3%
Average	10	10%
Total	100	100%

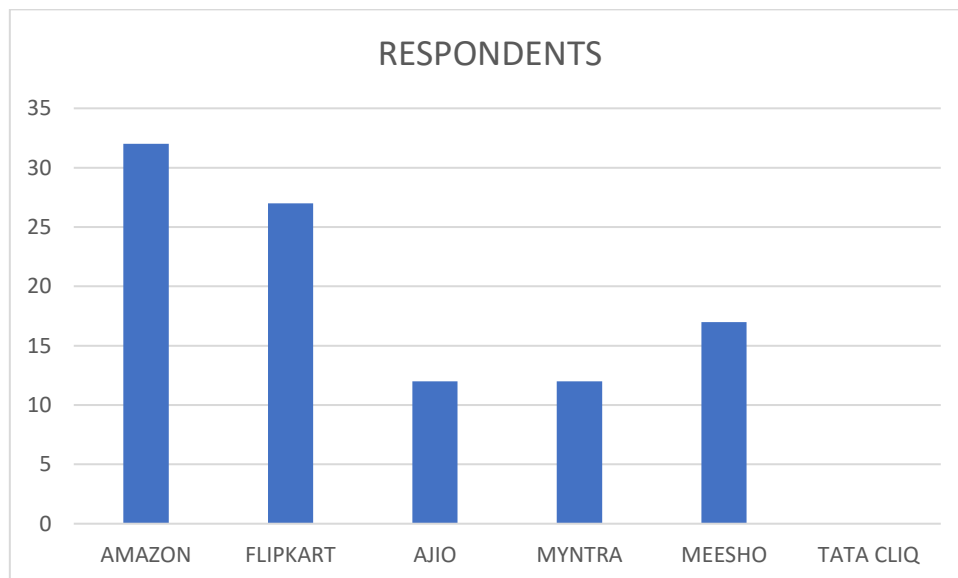


#### INTERPRETATION:

Above table shows that the 14% of the customers feel “very-satisfied” after shopping at ecommerce sites. 73% of the customers respond they feel “satisfied” after shopping at ecommerce, and 3% of customers are “not satisfied” and 10% of customers they feel “average” about shopping.

#### 14. which e- commerce app do you use more

RESPONSE	RESPONDENTS	PERCENTAGE
Amazon	32	32%
Flipkart	27	27%
Ajio	12	12%
Myntra	12	12%
Meesho	17	17%
Tata cliq	0	0%
Total	100	100%

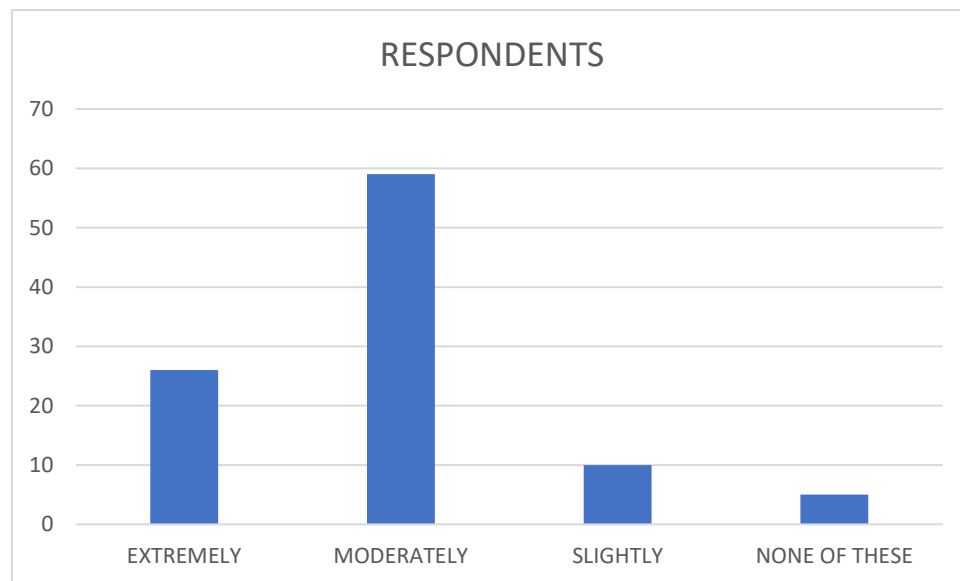


#### INTERPRETATION:

Above table shows that the 32% of customers are using “amazon”, 27% of customers are using “flipkart” many times when compared to other ecommerce apps, and 12% of customers are using “ajio”, and 12% of customers are using “myntra”, and 17% of customers are using “meesho” more than other apps.

### 15. How comfortable are you buying products through ecommerce apps

RESPONSE	RESPONDENTS	PERCENTAGE
Extremely	26	26%
Moderately	59	59%
Slightly	10	10%
None of these	5	5%
Total	100	100%

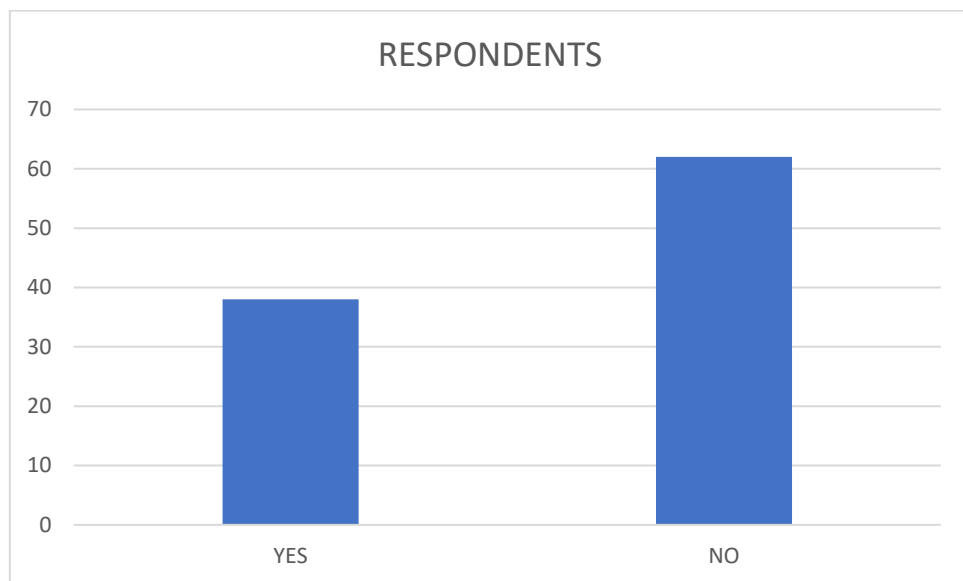


#### INTERPRETATION:

Above table shows that the 26% of customers are “extremely” comfortable for purchasing products through ecommerce apps, 59% of customers are “moderately” comfortable with ecommerce apps, and 10% of customers are “slightly” feel comfortable with ecommerce apps. and 5% are saying they are “not comfortable” with ecommerce apps.

**16. Have you received any damaged/wrong products from ecommerce apps**

RESPONSE	RESPONDENTS	PERCENTAGE
Yes	38	38%
No	62	62%
Total	100	100%



**INTERPRETATION:**

Above table shows that the 38% of customers are saying they are receiving damaged products from ecommerce apps, and 62% of customers are saying they do not receiving damaged products from E-commerce apps.

# **CHAPTER-V**

## **FINDINGS, SUGGESTIONS & CONCLUSION**

### **Findings:**

- Most of the buyers are professionals and students are using the using E-commerce sites.
- 94% of the respondents purchase new products at E-commerce sites only.
- About 87% of the respondents use E-commerce sites for their personal use.
- Many of the respondents are satisfied with regard to prices.
- E-commerce sites offer the convenience of shopping from anywhere at any time.  
Customers can browse through a wide range of products, compare prices, and make purchases without leaving their homes.
- E-commerce sites provide a vast selection of products from various brands and sellers.  
Customers can explore different options and find exactly what they're looking for, often at competitive prices.
- Customers rely on reviews and ratings from other shoppers to make informed purchasing decisions. Positive reviews and high ratings can build trust and confidence in a product or seller.
- Mostly youth are attracted to shopping by using different types of E-commerce sites.
- Customers are moderately satisfied by purchasing in E-commerce sites.
- 69% of the customers respond to E-commerce offering special discount prices. They are attracted to discounts, special offers etc.
- Many of the customers are using Amazon when compared to other E-commerce apps.

**Suggestions:**

- E-commerce sites should prioritize creating a user-friendly interface that is easy to navigate. Clear product categories, search filters, and intuitive design can enhance the shopping experience.
- Providing comprehensive product descriptions, specifications, and high-quality images can help customers make informed decisions and reduce the likelihood of returns or dissatisfaction.
- Offering secure and convenient payment options, such as encrypted transactions and trusted payment gateways, ensures customer trust and safeguards their financial information.
- Utilizing customer data and browsing behavior, e-commerce sites can offer personalized product recommendations. This can enhance the shopping experience and increase customer satisfaction.



## **Conclusion:**

The Indian electronic commerce market has experienced significant growth over the last two decades. The two key causes of this are increased use of internet access and cell phone penetration. Furthermore, the increase in acceptance of internet purchases, as well as favorable demographics, have altered how businesses connect, engage, and conduct business with consumers. It has changed the way India's e-commerce industry operates. As the Internet continues to play a significant role in connecting information and individuals, the demand on markets that have already adopted online services, especially markets where selling goods online is new, has increased. In conclusion, e-commerce sites offer convenience, variety, and access to customer reviews, making virtual shopping a popular choice. By focusing on user-friendly interfaces, detailed product information, secure payments, and personalized recommendations, e-commerce sites can enhance the overall shopping experience for customers.

E-commerce still represents one of the business methods that take advantage if done the right way, even if the stock market and commodities fell, but E-Commerce still able to survive and receive high transaction. E-commerce has a tremendous opportunity in the course of or business in Malaysia. In addition, it is also to introducing new techniques and styles in a transaction. Use the extensive E-Commerce in the Internet world is actually much better to bring the goodness of the individual or the state.

E-Commerce has undeniably become an important part of our society. The successful companies of the future will be those that take E-Commerce seriously, dedicating sufficient resources to its development. E-Commerce is not an IT issue but a whole business undertaking. Companies that use it as a reason for completely re-designing their business processes are likely to reap the greatest benefits. Moreover, E-Commerce is a helpful technology that gives the consumer access to business and companies all over the world.

In present competitive world, every business is making a continuous effort for achieving customer effort for achieving customer loyalty, it is total E-commerce industry culture, which face challenge. The E-commerce sites has to take up market Research frequently to know the changing needs & preference of the customers.

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# **ANNEXURE**

### **1. Gender**

- a) male
- b) Female

### **2.Age**

- a) under 25
- b) 25 to 35
- c) 35 to 45
- d) 45 and above

### **3. occupation**

- a) professional
- b) service
- c) self employed
- d) student
- e) house wife

### **4.Marital status**

- a) single
- b) married

### **5. How frequently do you visit E- commerce sites**

- a) once in a week
- b) once in 15 days
- c) once in a month
- d) once in 2-3 months

**6. Which product do you purchase more often at E- commerce**

- a) clothes
- b) food & grocery
- c) home items
- d) electronics
- e) accessories

**7. Will E- commerce apps provide more type of company products in one product category**

- a) yes
- b) no
- c) not many

**8. Why do you prefer to make purchase products from e- commerce rather than physical store**

- a) better quality
- b) low price
- c) variety of products
- d) variety of brands

**9. how does customer service responds to your queries at e- commerce apps**

- a) effective
- b) non- effective
- c) good
- d) no interaction

**10. does e- commerce apps offer any special discount prices rather than physical store**

- a) Yes
- b) No
- c ) Maybe

**11. how do you rate e- commerce sites interface**

- a) good
- b) satisfied
- c) average
- d) poor

**12. have you purchased any product at e- commerce just by visiting to the notification**

- a) Yes
- b) No
- c) not first time
- d) more than 2 times

**13. how do you feel after shopping at e-commerce sites**

- a) satisfied
- b) very satisfied
- c) not satisfied
- d) average

**14. which e- commerce app do you use more**

- a) Amazon
- d) flipkart
- c) Ajio
- d) Myntra
- e) Meesho
- f) TaTa cliq

**15. How comfortable are you buying products through ecommerce apps**

- a) Extremely
- b) Moderately
- c)Slightly
- d) None of these

**16. Have you received any damaged/wrong products from ecommerce apps**

- a) Yes
- b) No



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