"A STUDY ON THE IMPACT OF ONLINE SHOPPING ON STUDENTS WITH SPECIAL REFERENCE TO THODUPUZHA MUNICIPALITY"

A project report submitted to

MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of

DEGREE OF BACHELOR OF COMMERCE

SUBMITTED BY

NANDU SEKHARAN(220021060366)
NAVEEN BIJOY(220021060367)
SEBIN ROY(220021060368)

UNDER THE GUIDANCE OF

Mr. JOICE JOLLY

Assistant Professor

DEPARTMENT OF COMMERCE

ST. JOSEPH'S ACADEMY OF HIGHER EDUCATION AND RESEARCH

MOOLAMATTOM

MARCH 2025

"A STUDY ON THE IMPACT OF ONLINE SHOPPING ON STUDENTS WITH SPECIAL REFERENCE TO THODUPUZHA MUNICIPALITY"

A project report submitted to

MAHATMA GANDHI UNIVERSITY

In partial fulfillment of the requirements for the award of

DEGREE OF BACHELOR OF COMMERCE

SUBMITTED BY

NANDU SEKHARAN(220021060366)
NAVEEN BIJOY(220021060367)
SEBIN ROY(220021060368)

UNDER THE GUIDANCE OF

Mr. JOICE JOLLY

Assistant Professor

DEPARTMENT OF COMMERCE

ST. JOSEPH'S ACADEMY OF HIGHER EDUCATION AND RESEARCH

MOOLAMATTOM

MARCH 2025

ST. JOSEPH'S ACADEMY OF HIGHER EDUCATION AND RESEARCH MOOLAMATTOM

DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the project work entitled "**A STUDY ON THE IMPACT OF ONLINE SHOPPING ON STUDENTS WITH SPECIAL REFERENCE TO THODUPUZHA MUNICIPALITY**" is a bonafide piece of project work done by **NANDU SEKHARAN, NAVEEN BIJOY** and **SEBIN ROY** of St. Joseph's Academy of Higher Education and Research Moolamattom, under my guidance and supervision, submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the Degree of Bachelor of Commerce.

Dr. Thomson Joseph	Mr. Abin Thomas	Mr. Joice Jolly
Principal	**Head of the Department**	**Guide**

DECLARATION

We, **NANDU SEKHARAN, NAVEEN BIJO**Y and **SEBIN ROY** hereby declare that the project entitled **"A STUDY ON THE IMPACT OF ONLINE SHOPPING ON STUDENTS WITH SPECIAL REFERENCE TO THODUPUZHA MUNICIPALITY"** submitted to the Mahatma Gandhi University, for the award of the degree of Bachelor of Commerce is the record of original and independent work done by ourself during the academic year 2022-2025 under the supervision and guidance of Joice Jolly, Assistant Professor, Department of Commerce. St. Joseph's Academy of Higher Education and Research, Moolamattom.

NANDUSEKHARAN

NAVEEN BIJOY

SEBIN ROY

Place: Moolamattom

Date:

ACKNOWLEDGEMENT

First of all, we would like to thank the Lord Almighty for being with us throughout the period of this project work.

We were extremely grateful and sincerely thankful to our faculty guide **Mr. Joice Jolly**, Department of commerce, St. Joseph's Academy of Higher Education and Research, Moolamattom for his scholarly guidance, valuable suggestions and constant encouragement throughout the course of this work.

We would like to extend our gratitude to **Dr. Thomson Joseph**, the Principal, St. Joseph's Academy of Higher Education and Research, Moolamattom for granting the permission to do the project work.

We would like to extend our gratitude to **Mr. Abin Thomas**, the Head of the Department of Commerce, St. Joseph's Academy of Higher Education and Research, Moolamattom for granting the permission to do the project work.

We also express my thanks to the teachers of Department of Commerce and Library Staff of St. Joseph's Academy of Higher Education and Research, Moolamattom. We extend my sincere thanks to our parents and dear friends for their co-operation to complete this project work.

NANDU SEKHARAN

NAVEEN BIJOY

SEBIN ROY

CONTENTS

LIST OF TABLES

LIST OF FIGURES

CHAPTER 1
INTRODUCTION

1.1 INTRODUCTION

Online shopping has become a new trend of shopping in today. It is quickly becoming an important part of lifestyle also. Now the world youth contribute a major portion or more attention in online shopping. Out of 100, there may be 90% are come under the youth category. Due to wide spread internet access by people and e commerce usage by traders, online shopping has seen a massive growth in recent years. Young people been the majority shoppers in online and this study may focus on buying behavior of youth towards online shopping.

Online shopping is a process of buying and selling of products and services through the internet. Online shopping has become the fastest growing industry and internet users have reported that the online shopping is one of their primary uses of internet. With the help of online shopping, the youth can purchase clothing, shoes, hooks, cosmetic items, computer hardware etc. This study concern with the analysis of online buying behavior of youth and the different means or factors such as linkage of buying behavior with internet access, motivation factors etc. With the growth of online shopping, there are various opportunities and challenges to online business retailers and consumers.

Online shopping is defined as the act of purchasing product or services over the internet. This alleviates the need to wait a long lines or search from store to store for a particular item. E shopping or online shopping has taken a different shape in India. The apps are cutting the consumers each other, cash on delivery, enhanced mobile penetration, convenience, wider coverage, after sales service etc. affect the growth of online shopping.

Online shopping is a form of electronic commerce which allows consumers to directly by goods or services from a seller over the internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternating vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.

1.2 STATEMENT OF THE PROBLEM

Through this study we examine the perception of consumers towards online shopping. Online shopping is a modern technology in shopping and also It has some advantages and disadvantages . The people can earn discounts and reduce unwanted expenses through online shopping but also they have face little risks in this online shopping technology, In online shopping, there is no need of middleman in the shopping process and the customer can directly purchase the product from a online shopping website or application. This is the main reason why today's generation more interested in online shopping. The focus of the study is to identify the perception of various people towards online shopping and also to find out the factors influencing the customers to buy online. The study titled "A Study On the impact Of online Shopping on Students With Special Reference to Thodupuzha Municipality'' focus to find the advantages disadvantages of online shopping.

1.3 OBJECTIVES

- To study the awareness and preferences of online shopping among youth.
- To identify the buying behaviour of youth towards online shopping.
- To identify the factors that contribute towards choosing a particular ecommerce portal.
- To understand the online purchase pattern of youth.

1.4 SIGNIFICANES OF THE STUDY

In today youth spend more and more time in online shopping platforms. The growth of technology has made these a part and parcel of everyday life style. Studying consumer behavior is important because it helps marketers to understand what influences consumers buying decisions. By understanding how consumers decide on a product, they can fill the gap in the market and identify the products that are needed and the products that are obsolete. Buyer behavior is studied to predict buyer reaction in markets. If a firm understands its customers, it becomes successful in the market place. The success of any business is based on understanding the consumer and providing the kind of products that the consumer wants. Online shopping is a virtual shopping which enables the consumer to shop across multiple market places on 24*7 basis through internet. It facilitates the consumers to shop at online stores by simply clicking at the tip of a mouse. Consumers can purchase any item online.

1.5 SCOPE OF THE STUDY

The present study has been undertaken to analyze the online buying behavior among youth. The geographical scope of the study extends to Thodupuzha municipality

1.6 RESEARCH METHODOLOGY

1.6.1 DESIGN

The study is descriptive in nature.

1.6.2 DATA BASE DESIGN

This data is collected from primary and secondary data.

1.6.2.1 PRIMARY DATA

The required primary data were collected from the youngsters by using a structured questionnaire.

1.6.2.2 SECONDARY DATA

The required secondary data were collected from the academic journals, magazine, books, online medias and publications related to online shopping.

1.6.3 SAMPLE DESIGN

Convenience sampling method is used to collect data from the population. the data were collected from youngsters in Thodupuzha Muncipality. The study was conducted among 50 respondents.

1.6.4 ANALYTICAL TOOLS

The data collected from the various sources will be analyzed and presented with the help of

- ➢ Bar Graphs
- ➢ Tables
- ➢ Pie Diagrams

1.6.5 SAMPLING TECHNIQUES

Convenience method is used for the collection of the data

1.7 LIMITATIONS OF THE STUDY

- The Study in conducted only in Thodupuzha Municipality .

- The study is only confined among youth, because the results cannot be generalized.

- Some of the respondents were not interest to answer. The respondents are hesitated to give actual information.

1.8 CHAPTERISATION

Chapter 1: Introduction

Chapter 2: Theoretical Framework

Chapter 3: Data analysis and interpretation

Chapter 4: Finding suggestions and conclusion

CHAPTER 2
THEORETICAL FRAMEWORK

2.1 INTRODUCTION TO ONLINE SHOPPING

In simple word, online shopping is a unique form of electronic commerce (known as e-commerce) which connects customers and sellers on all Comers of the internet with the use of a web browser. Today, it is not uncommon to come across online stores that present a range of products, along with specifications, features, photos and prices to prospective customers.

As usual there are two forms an online shopping. That is B2C And B2B. B2C Means Connection Between Business To Customers. B2B Means Business To Business.

2.2 HISTORY OF ONLINE SHOPPING

Electronic shopping was invented by an English inventor called Michael Aldrich. In 1979, he invented the earliest form of e-commerce which allowed online transaction processing between business and customers, as well as between business and business. The invention of the first ever web browser, the World Wide Web in 1990 is the second major proponent of online shopping. Without an interconnected internet, there would be no online marketplace at al.1995 welcomed the biggest transformation of online shopping's, The first online marketplaces were established. First came Amazon.com, arguably the biggest online marketplace launched by Jef Bezos Can't be a monopoly, s0eBay.com joined the party, At the turn of the 21* century in 2000, Google launched Adwords, an advertising service that allows sellers to place adverts in Google search result related to viewers' search preference. In 2004, Shopif, a prominent online storefront service made it possible for low-capital sellers to set up online stores. In 2006, PayPal launched a new way for people to exchange money and buy things they want online directly from their cell phones. As of 2020, it's clear that the e-commerce is now a virtual shopping mall. With people choosing to carry out trades on Instagram, WhatsApp and Facebook, it's safe to say that we are in the online shopping era.

2.3 IMPORTANCE OF ONLINE SHOPPING

Because of the numerous advantages and benefits, more and more people say

they prefer online shopping over conventional shopping these days. Buyers are also making more direct purchases online and via their smartphone, never stepping foot into traditional brick-and-mortar locations. The internet makes doing business much cashier and faster, It's led to changes in the way people do business with a rapidly growing world wide trend towards online shopping. Nowadays with the help of the new technology and the support of the internet, people from all around the world started to purchase items online by simply sitting in their homes . Purchasing items and products through the Web is a very easy task to do. It is now playing a very important role in everybody's life.

There are a lot of reasons why customers today

prefer shopping online:

- Convenience: Online shops give us the opportunity to shop 24/7, and also reward us with a 'no pollution' shopping experience, there is no better place to buy informational products like e-books, which are available to you instantly, as soon as the payment goes through.
- Price comparisons: Comparing and researching products and their prices is so much easier online
- No need to travel: People don't usually like to move a lot to get what they want. Customers don't usually leave near the shops they would want to visit, but today they have an option to visit the shop online.
- Costs Saving: Although some people go out of their way to buy extravagant items, most people are always looking for ways to save money. Online shopping sites help you lower your budget to the lowest possible figure.

2.4 THEORIES OF CONSUMER BEHAVIOUR

- Solomon (1998) studied the consumer behavior and said that it is the study of the processes involved when an individual selects, purchases, uses or disposes of products, services, ideas, or experiences to satisfy needs and desires. In view for the internet to spread out as a retail channel, it is imperative to realize the consumer's mind set intention and conduct in light of the online buying practice.

- Lepkowska-White and Rao (1999): referred vendor characteristics, security

of privacy and customer characteristics as factors influencing electronic exchange

- Sylke et al (2004) the growth rate of electronic commerce in India, however has yet been much below anticipation; its proportion of total retail business is still small due to its certain limitations.

- Garbarino & Strah Levitz(2004) Korgaonkar&Wolin(1999): previous researches suggested that men are more likely to purchase products and services from the internet than women.

- Na Li &Ping Zhang(2002): found that men are more adopting in online shopping. Female shoppers are found to prefer using catalogues to shop.

2.5 FACTORS AFFECTING CONSUMER BEHAVIOUR

The factors which influence consumer behavior:
- Psychological (Motivation perception, learning, beliefs and attitudes)
- Personal (age and life-cycle stage, occupation, economic circumstances, lifestyle, personality and self-concept)
- Social (reference groups, family roles and status) Cultural (cultural, subculture, social class system)
- Cultural (cultural, subculture, social class system)

2.6 ONLINE SHOPPING PLATFORMS

- AMAZON

Amazon has significantly altered the landscape of the internet business, it offers a broad range of products. They sell various products, including household goods electronics, appliances, apparel toys, and sportswear. They provide a prime membership that includes numerous benefits like free shipping and expedited delivery. It is home to the amazon great Indian sale which is their best selling event of the year without question amazon is a widely used service in India and throughout the world.

- MYNTRA

Myntra sells a variety of products, including luxury goods, beauty, accessories, and clothes. Their aggressive advertising and large-scale sales events have expanded their reach and established them as a reputable internet shopping destination. Not to mention how easy it is for them to exchange or return things. Flipkart owns Myntra and has a reward programe called Myntra Insider to encourage customer engagernent. Customers can redeem their Insider points for discounts and other goodies as a token of their appreciation.

- FLIPKART

Flipkart is an all-in-one destination for all of your daily needs. Their online store sells apparel, appliances, sporting goods, furniture, laptops, and electronics. They provide significant discounts on the bulk of their products and a range of convenient payment options. They have gained phenomenal success as a consequence of their unbelievable daily deals.

4.LENSKART

 Lenskart is an Indian online eyewear store that sells various products to the general public, ranging from prescription eyeglasses to sunglasses and contact lenses. Lenskart produces and assembles lenses in- house, utilizing robotics to ensure the highest level of perfection. The largest eyewear ecommerce site follows an omnichannel approach, with a fast growing offline presence in addition to an online presence. Apart from eyewear, Lenskart also sells accessories, which are all delivered directly to your home. Sunglasses and eyeglasses for men and women are available in a range of styles and colours.

`5. AJIO

Ajio is a fashion e-commerce platform that began in 2016. The broadest collection of women's private label clothing is of this online shopping website. The merchandise includes clothing and accessories from throughout the country, the world, and India. The online store features over 200 national and international

brands, including apparel, footwear, accessories, and jewelry.

- NYKAA

Nykaa has quickly established itself as India's foremost beauty destination. This internet shopping website carries about everything imaginable. There is something for everyone there, from soaps to high- end cosmetics. Over the years, the company has cooperated with several worldwide brands, launching these products exclusively on their website. It's an excellent location to shop for cosmetics, personal hygiene, grooming, toiletries, and skincare items, all of which are available at high discounts. They also have their own brand, which sells anything from body wash to shampoo, lipsticks and shampoo.

- SNAPDEAL

Snapdeal is another online marketplace that sells a variety of things at discount prices, including electronics, mobile phones, men's and women's clothes, footwear, and home appliances. They offer daily promotions that allow you to save money while still purchasing high-quality products. Snapdeal offers specific products for no shipping fees and provides next day delivery.

- MEESHO

Meesho is reimagining how online marketplaces operate. This Indian marketplace provides an interface for small enterprises to sell their goods. It provides a platform for anyone to become a vendor and operate a business from their home. It utilized social media networks to assist its merchants in connecting with purchasers. It offers products in a wide variety of categories. This shopping website is straightforward to navigate and shop from.

2.7 REASON FOR BUYING THROUGH INTERNET

- Saves time and efforts.
- Convenience of Shopping at home.
- Wide variety/range of products are available.
- Good discounts lower prices.
- Get detailed information of the product.

- We can compare various models/brands

2.8 ADVANTAGES

- Good discounts / lower prices / online deals / great bargains and promotions - Many companies send coupons to their customers who have opted into their email marketing campaigns, delivering them with the latest product or service information and what current promotions they are currently holding.

- Variety- On the internet you can find pretty much anything you're looking for. The amount of items available is astounding. And many and those items aren't even available in traditional stores. It's easier to find rare products: shopping online gives you access to international goods. If you can't find the right product in your home country, then you can look abroad.

- Save Time + energy - With just a couple of clicks of the mouse, you can purchase your shopping orders and instantly move to other important things, which can save time.

- Save Fuel - The market of fuel industries battles from increasing and decreasing its cost every now and again, but no matter how much the cost of fuel is, it does not affect your shopping errands.

- Comparison of Prices The advanced innovation of search engine allows you to easily check prices and compare with just a few clicks. It is very straightforward to conduct price comparisons from one online shopping website to another. This gives you the freedom to determine which online store offers the most affordable item you are going to buy.

- No pressure shopping - Generally, in physical stores, the sales representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in

any way in online stores.

- 24/7 Availability - Online shopping stores are open round the clock of 24/7, 7 days a week and 365 days. It is very rare to find any conventional retail stores that are open 24/7. The availability of online stores give you the freedom to shop at your own pace and convenience. Hate Waiting in Lines - When buying items online, there are no long lines you have to endure, just to buy your merchandise. The idea of shopping online is cutting down those bad habits of standing in a long line and just waiting. Every online store is designed with unique individual ordering features to purchase the item.

- Shopping online allows you privacy: There are some things that you just don't want to buy publicly. You can buy any kind of product online while maintaining your privacy.

- Easy to Search Merchandise You Want to Buy - You are able to look for specific merchandise that includes model number, style, size, and colour that you want to purchase. In addition, it is easy to determine whether the products are available or out of stock

- You can support e-businesses: The progress of online business is actually helping countless people. Now people who cannot afford to buy or rent a shop can easily open an online store and sell items from their homes.

2.9 DISADVANTAGES

- Delay in delivery: Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes; the delivery of the product to customer's doorstep takes about 1-3 weeks. This frustrates the customer and prevents them from shopping online.

- Lack of significant discounts in online shops: Physical stores offer

discounts to customers and attract them so this makes it difficult for e-tailers to compete with the offline platforms.

- Lack of touch and feel of merchandise in online shopping: Lack of touch feel-try creates concerns over the quality of the product on offer. Online shopping is not quite suitable for clothes as the customers cannot try them on.

- Lack of interactivity in online shopping: Physical stores allow price negotiations between buyers and the seller. The show room sales attendant representatives provide personal attention to customers and help them in purchasing goods. Certain online shopping mart offers service to talk to a sales representative.

- Lack of shopping experience: The traditional shopping exercise provides lot of fun in the form of show-room atmosphere, smart sales attendants, scent and sounds that cannot be experienced through a website. Indians generally enjoy shopping Consumers look forward to it as an opportunity to go out and shop.

- Lack of close examination in online shopping: A customer has to buy a product without seeing actually how it looks like. Customers may click and buy some product that is not really required by them. The electronic images of a product are sometimes misleading. The colour, appearance in real may not match with the electronic images. People like to visit physical stores and prefer to have close examination of good, though it consumes time. The electronic images vary from physical appearance when people buy goods based on electronic images.

- Frauds in online shopping: Sometimes, there is disappearance of shopping site itself. In addition to above, the online payments are not much secured. So, it is essential for marketers and retailers to pay attention to this issue to boost the growth of ecommerce.

- The rate of cyber crimes has been increasing and customers' credit card details and bank details have been misused which raise privacy issues. Customers have to be careful in revealing their personal information.

Some of the retailers are unreliable. The disadvantages of online shopping will not hinder its growth, Online shopping helped businesses to recover from the recession. Merchants should pay attention to the stumbling blocks and ensure secure payment system to make online shopping effective. The following advice may be followed by e merchants and by the online shoppers.

CHAPTER 3
DATA ANALYSIS AND
INTERPRETATION

Table 3.1

GENDER WISE CLASSIFICATION

Gender	No. Of Respondents	Percentage (%)
Male	31	62
Female	19	38
Total	50	100

Source*: Primary Data*

Interpretation

From the above table it is clear that 62% respondents are male and 36% are female.
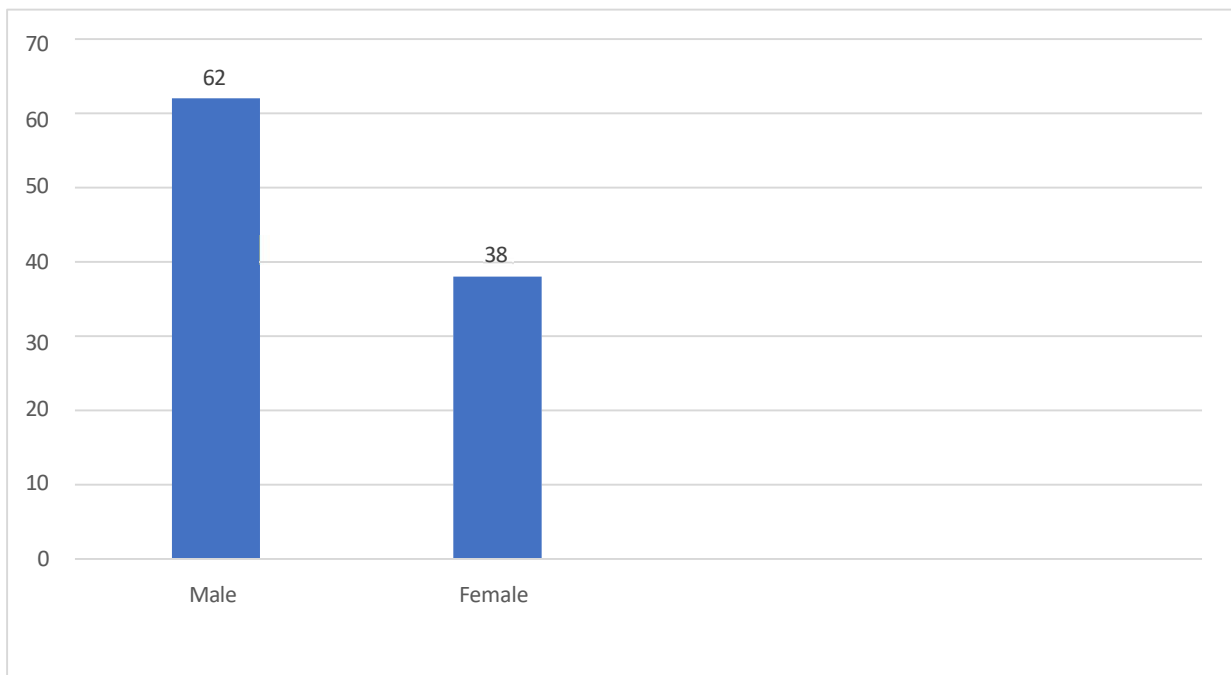
Figure 3.1

GENDER WISE CLASSIFICATION

Table 3.2

EDUCATION WISE CLASSIFICATION

Education Qualification	No. Of Respondents	Percentage (%)
Below High School	2	4
Plus Two	10	20
Master's Degree	3	6
Bachelor's Degree	27	54
Others	8	16
Total	50	100

Source: *Primary Data*

Interpretation

The above table shows that 54% of respondents have Bachelor's Degree.20% of respondents have qualification up to Plus Two.6% of respondents have Master's Degree. 16% of respondents belongs to other category.
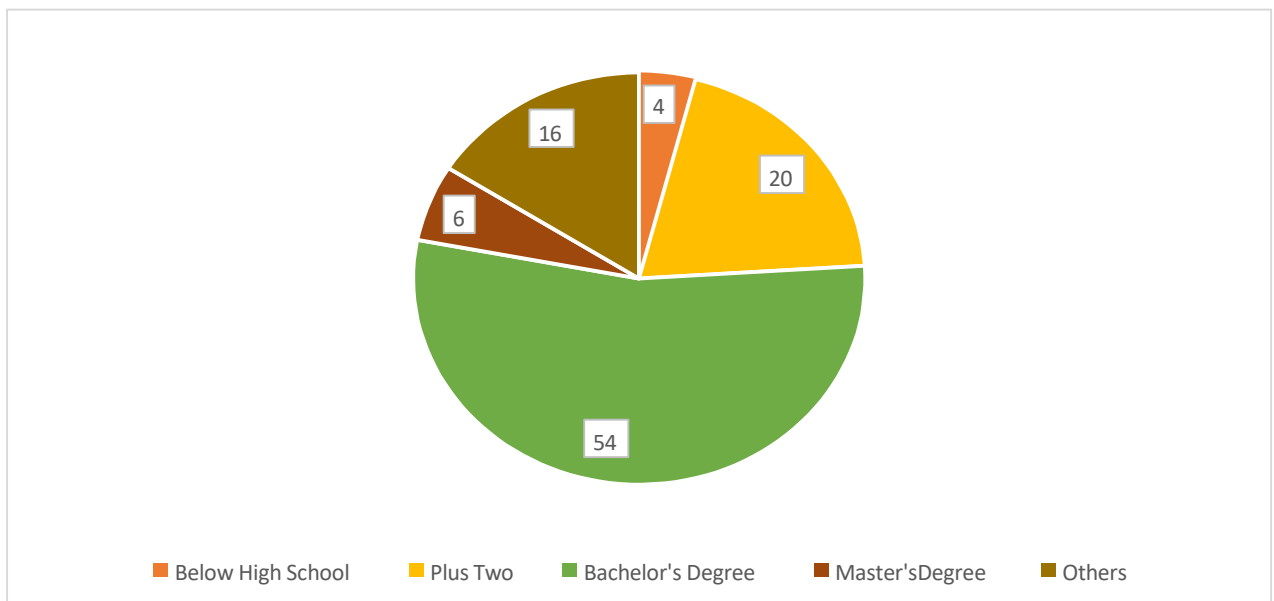
Figure 3.2

EDUCATION WISE CLASSIFICATION

Table 3.3

AGE WISE CLASSIFICATION

Age	No. Of Respondents	Percentage (%)
Below 20	13	26
20-30	36	72
Above 30	1	2
Total	50	100

Source: *Primary Data*

Interpretation

The above table shows that 72% of respondents belong to the age group of 20-30. 26% of respondents belong to the age group of below 20. 2% of respondents belong to the age group of above 30.
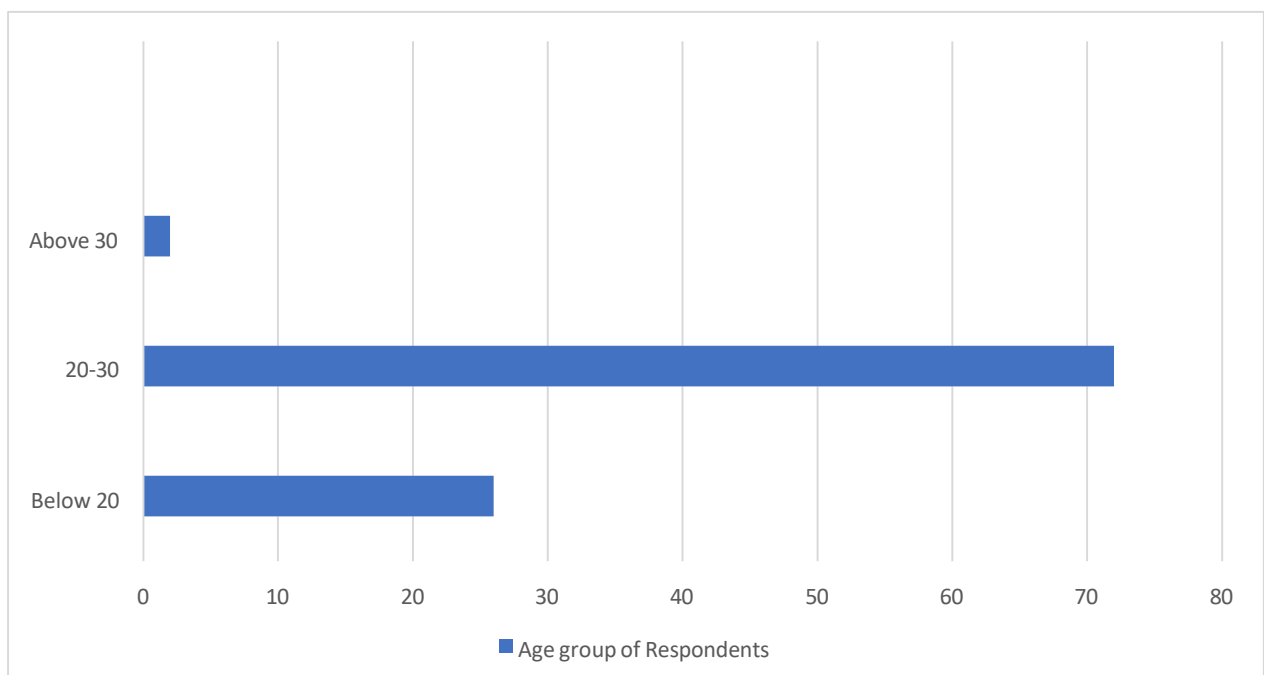
Figure 3.3

AGE WISE CLASSIFICATION

Age group of Respondents

Table 3.4

COMMODITY PURCHASE CLASSIFICATION

Commodity	No. Of Respondents	Percentage (%)
Fashion Accessories/Clothing/Shoe's/Cosmetics	24	48
Books/Magazines	3	6
Sports/Game accessories	14	28
Electronic items	8	16
Others	1	2
Total	50	100

Source: *Primary Data*

Interpretation

The above table shows that 48% of commodity purchased are Fashion Accessories/clothing/shoe's/cosmetics. 28% of commodity purchased are Sports/games accessories. 16% of commodity purchased are Electronic items. 6% of commodity purchased are Books/Magazines. 2% of commodity belongs to Others.
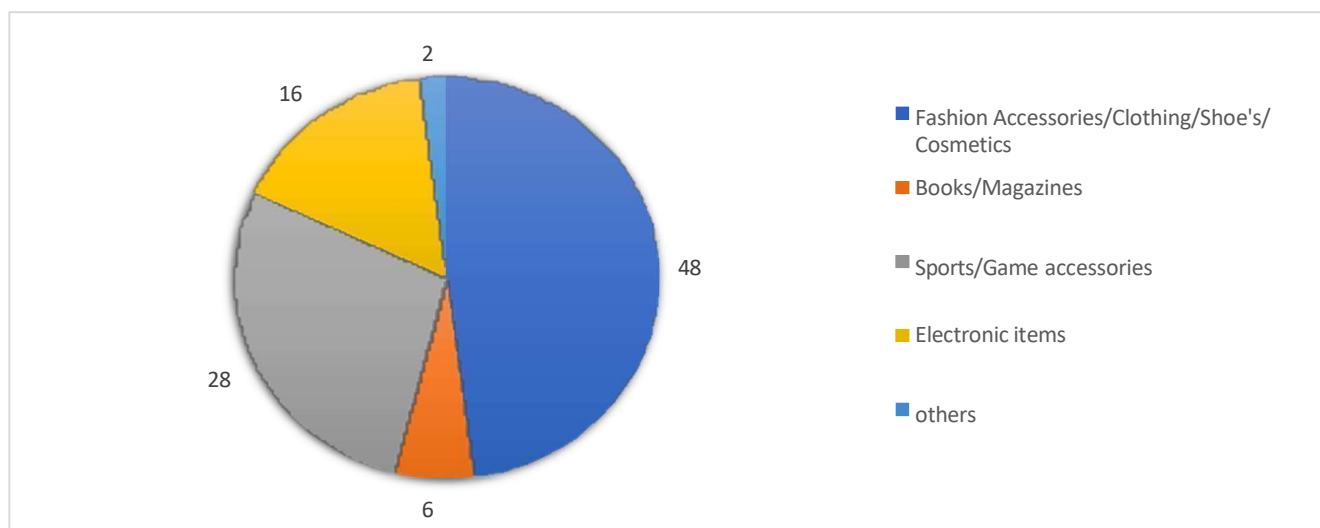
Figure 3.4

COMMODITY PURCHASE CLASSIFICATION

Table 3.5

PROBLEM FACED BY CUSTOMER

Chances	No. Of Respondents	Percentage (%)
Never	13	26
Rarely	12	24
Sometimes	20	40
Always	4	8
Often	1	2
Total	50	100

Source: *Primary Data*

Interpretation

The above table shows that 40% of customers sometimes face problems while conducting online purchases, 26% never face problems, 24% rarely face problems, 8% always face problems, and 2% often face problems.
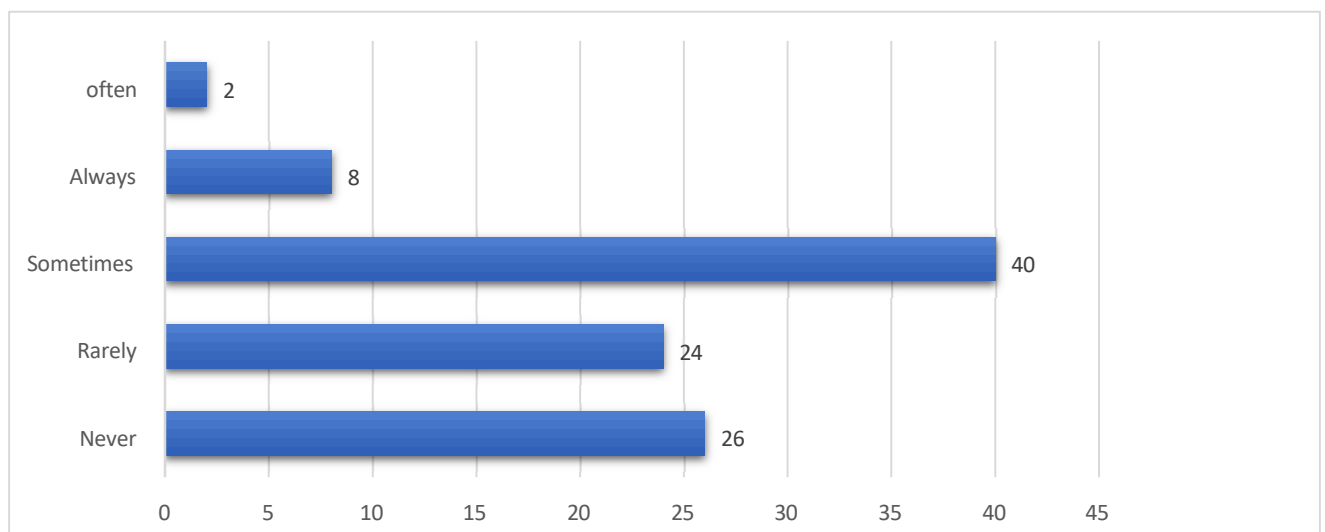
Figure 3.5

PROBLEM FACED BY CUSTOMER CLASSIFICATION

Table 3.6

PROBLEMS EXPERIENCED BY CUSTOMER

Problems	No. Of Respondents	Percentage (%)
Cheap Quality Product	19	38
Delay in Delivery	15	30
Damaged Product	9	18
Non-delivery	1	2
Others	6	12
Total	50	100

Source: *Primary Data*

Interpretation

The above table shows that 38% of customers receive cheap quality products, 30% face delay in delivery, 18% receive damaged products, 12% with other problems, and 2% with non-delivery issue.

Figure 3.6

PROBLEMS EXPERIENCED BY CUSTOMER CLASSIFICATION

<div align="center">

Table 3.7

HINDRANCES IN SHOPPING

</div>

Hindrances	No. Of Respondents	Percentage (%)
Risk of Credit Card Transactions	9	18
Risk of Identity Theft	8	16
Internet illiteracy	15	30
Others	18	36
Total	50	100

Source: *Primary Data*

Interpretation

The above table shows that 18% of customers are concerned about the risk of credit card transactions, 16% worry about identity theft, 30% face issues due to internet illiteracy, and 36% mention other risks
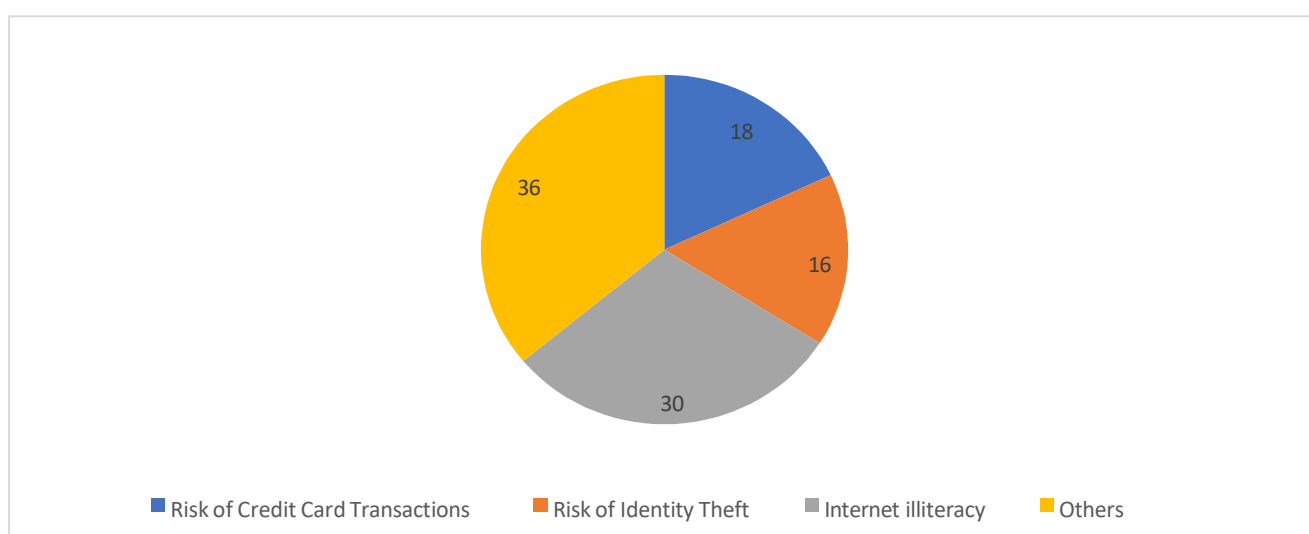
<div align="center">

Figure 3.7

HINDRANCES IN SHOPPING CLASSIFICATION

</div>

Table 3.8

REASON FOR ONLINE SHOPPING

Reason	No. Of Respondents	Percentage (%)
Easy Payment	9	18
No Hidden Cost	5	10
Wide Range of Products	16	32
No travel to shop	19	38
Others	1	2
Total	50	100

Source: *Primary Data*

Interpretation

The above table shows that 18% of customers prefer online shopping for easy payment, 10% value no hidden costs, 32% enjoy the wide range of products, 38% appreciate not having to travel to shop, and 2% have other reasons.
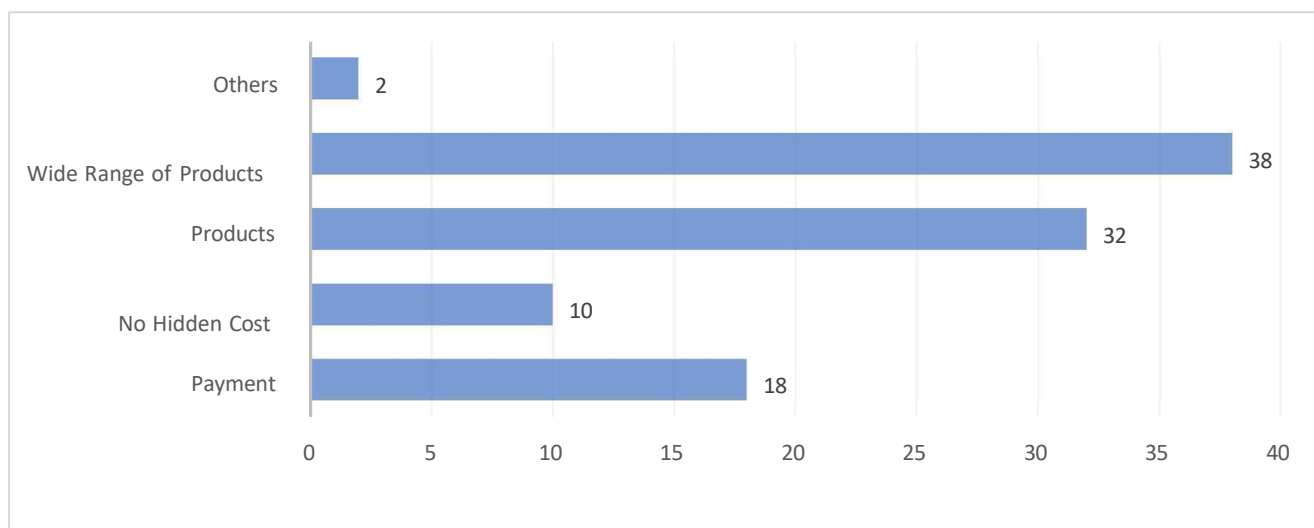
Figure 3.8

REASON FOR ONLINE SHOPPING CLASSIFICATION

Table 3.9

ONLINE PRODUCT PURCHASE BY CUSTOMER

Chances	No. Of Respondents	Percentage (%)
Never	2	4
Rarely	11	22
Sometimes	30	60
Always	5	10
Often	2	4
Total	50	100

Source: *Primary Data*

Interpretation

The above table shows that 4% of customers never shop online for certain reasons, 22% of them rarely shop, 60% shop sometimes, while 10% always purchase online and 4% often choose online shopping.

Figure 3.9
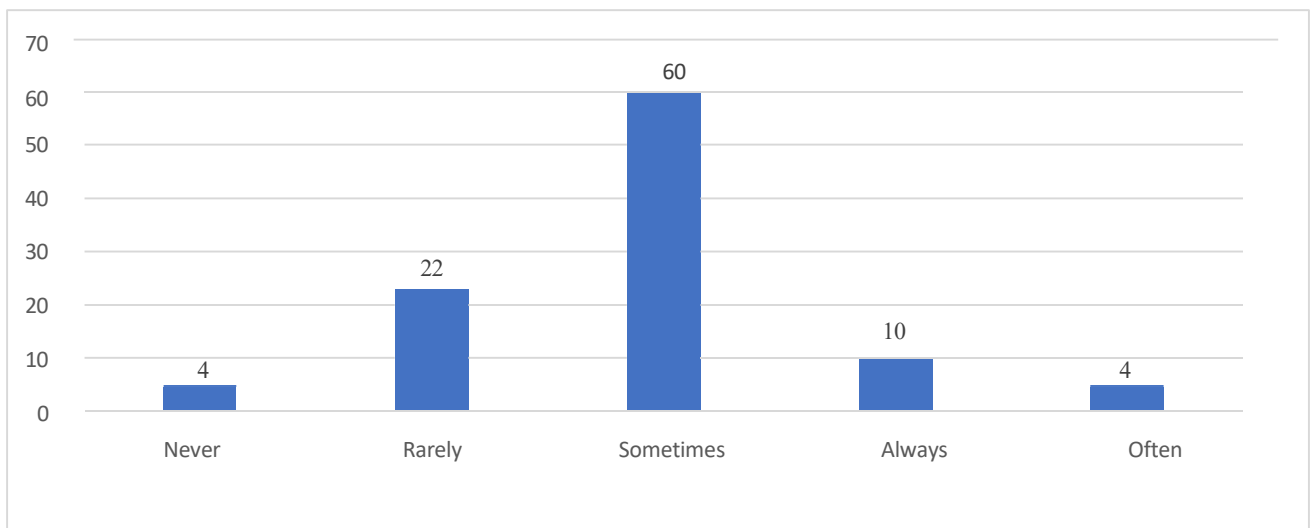
ONLINE PRODUCT PURCHASE BY CUSTOMER CLASSIFICATION

Table 3.10

ONLINE PLATFORM PREFERRED BY CUSTOMER

Platform	No. Of Respondents	Percentage (%)
Flipkart	31	62
Meesho	7	14
Myntra	5	10
Amazon	5	10
Others	2	4
Total	50	100

Source: *Primary Data*

Interpretation

The above table shows that 62% prefer Flipkart, 14% of customers prefer Meesho, 10% prefer Myntra, 10% prefer Amazon, and 4% prefer other platforms.
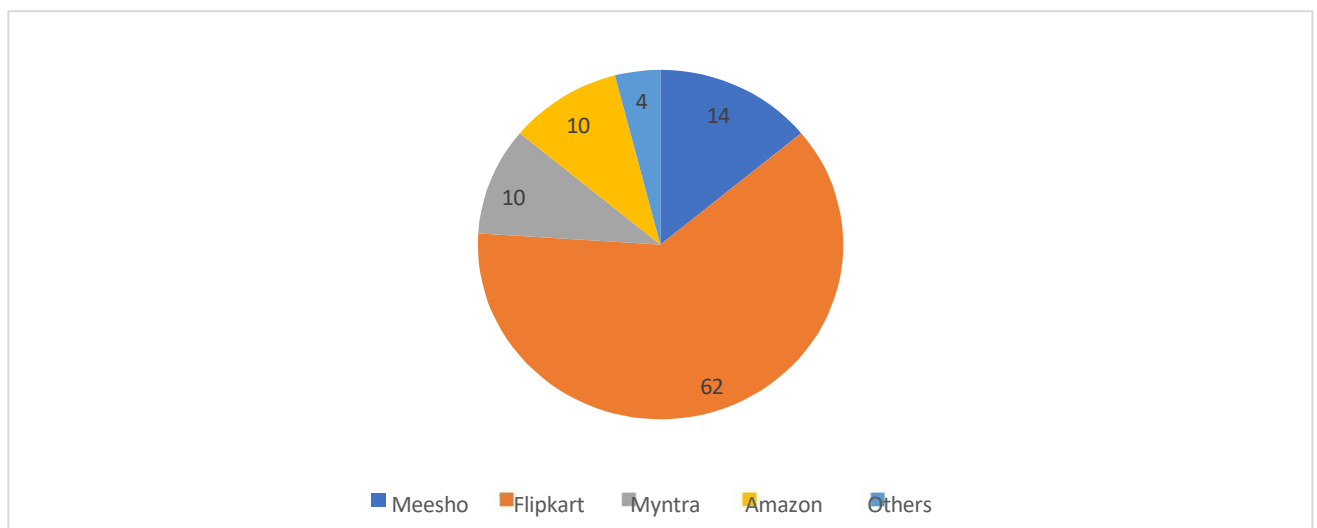
Figure 3.10

ONLINE PLATFORM PREFERRED BY CUSTOMER CLASSIFICATION

<p style="text-align:center;">Table 3.11</p>

MONTHLY EXPENDITURE BY CUSTOMER

Expense	No. Of Respondents	Percentage (%)
Below 500	15	30
500-2500	21	42
2500-5000	10	20
5000-10,000	3	6
Above 10,000	1	2
Total	50	100

Source: *Primary Data*

Interpretation

The above table shows the distribution of monthly expenditure by customers. According to the data, 30% of customers spend below 500, 42% spend between 500 and 2500, 20% spend between 2500 and 5000, 6% spend between 5000 and 10,000, and 2% of customers spend above 10,000 on their monthly purchases.
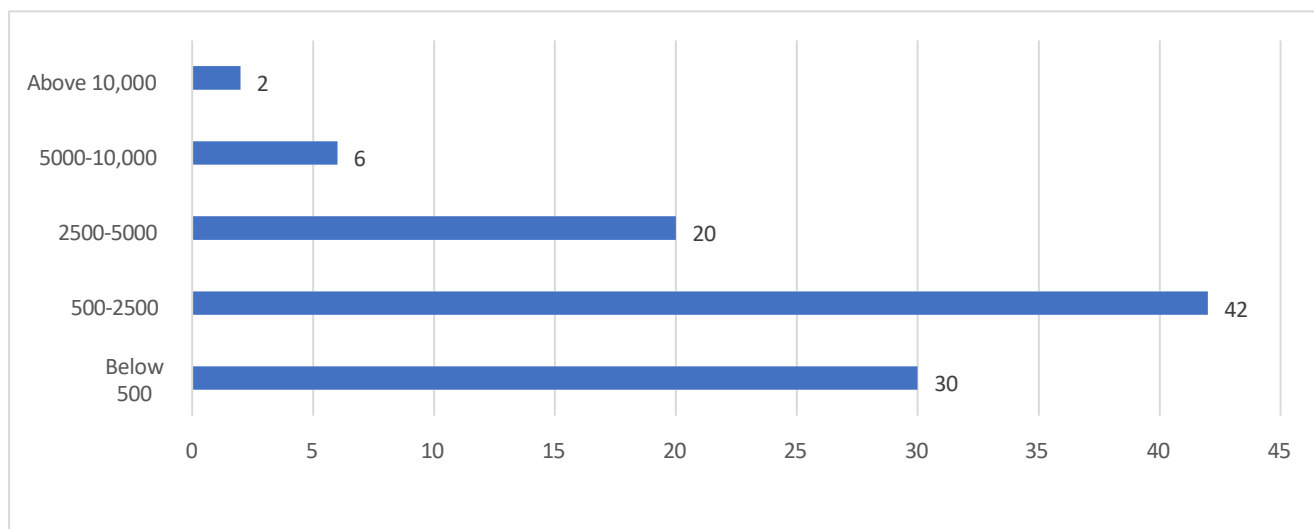
<p style="text-align:center;">Figure 3.11</p>

MONTHLY EXPENDITURE BY CUSTOMER CLASSIFICATION

Table 3.12

PREFERRED PAYMENT METHODS BY CUSTOMER

Methods	No. Of Respondents	Percentage (%)
Credit/Debit card	8	16
E-Wallet	3	6
Cash on Delivery	29	58
Internet Banking	8	16
Others	2	4
Total	50	100

Source: *Primary Data*

Interpretation

The above table illustrates the payment methods used by customers for their monthly expenditures. According to the data, 16% of customers use Credit/Debit cards, 6% prefer e-wallets, 58% opt for Cash on Delivery, 16% use Internet Banking, and 4% choose other payment methods based on their preferences.
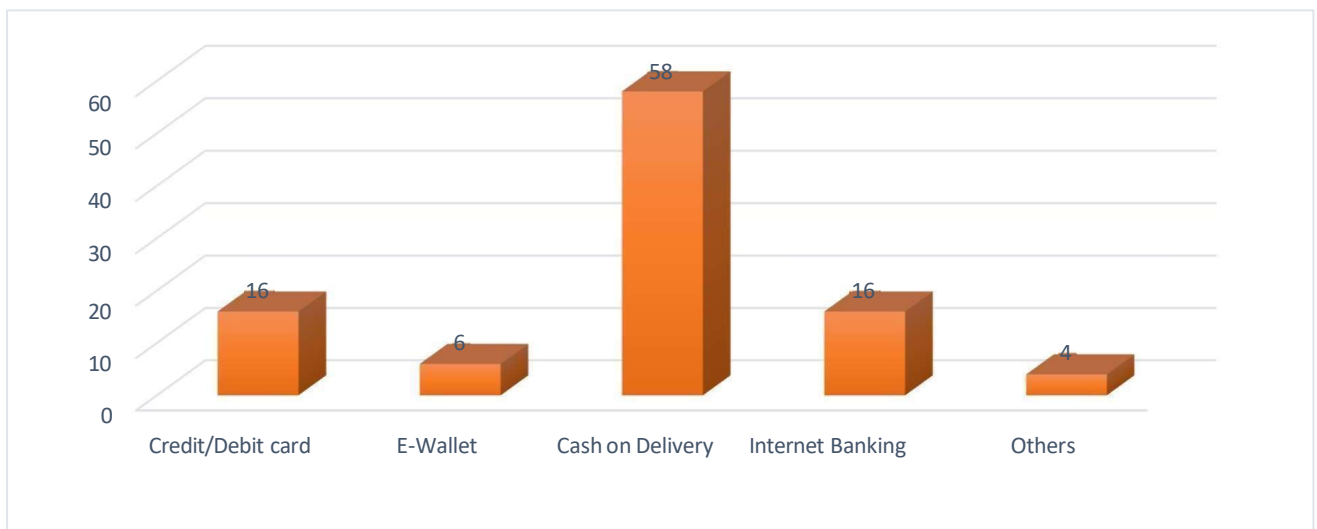
Figure 3.12

PREFERRED PAYMENT METHODS BY CUSTOMER CLASSIFICATION

Table 3.14

OVERALL RATING OF SHOPPING BY CUSTOMER

Rating	No. Of Respondents	Percentage (%)
Highly Satisfied	6	12
Satisfied	19	38
Neutral	22	44
Dissatisfied	1	2
Highly Dissatisfied	2	4
Total	50	100

Source: *Primary Data*

Interpretation

The above table illustrates the customer satisfaction ratings based on their experiences. According to the data, 12% of customers are highly satisfied with the services, while 38% are satisfied. A larger portion, 44%, remain neutral regarding their satisfaction. Additionally, 2% of customers expressed dissatisfaction, and 4% are highly dissatisfied with the overall experience.
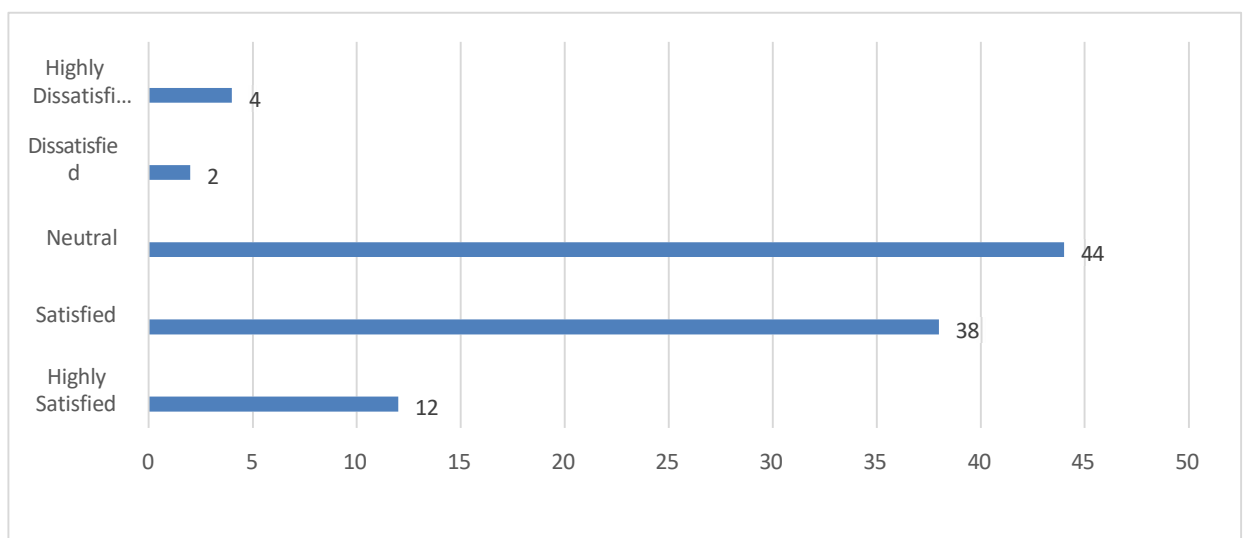
Figure 3.13

OVERALL RATING OF SHOPPING BY CUSTOMER CLASSIFICATION

Table 3.14

SATISFACTION OF BUYING PROCESS BY CUSTOMER

Rating	No. Of Respondents	Percentage (%)
Highly Satisfied	4	8
Satisfied Neutrally	20	40
Neutral	26	52
Dissatisfied	0	0
Highly Dissatisfied	0	0
Total	50	100

Source: *Primary Data*

Interpretation

According to the data, 8% of customers are Highly Satisfied with the efficiency and ease of the process, while 40% are Satisfied Neutrally. 52% of customers are Neutral, indicating that they neither had a particularly positive nor negative experience.

Figure 3.14

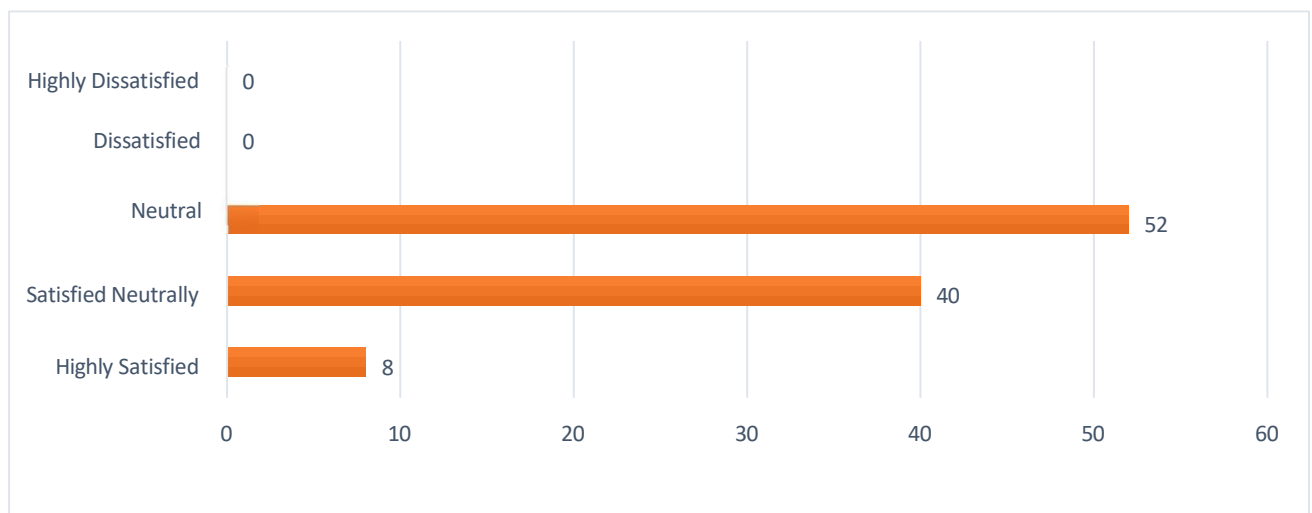## SATISFACTION OF BUYING PROCESS BY CUSTOMER CLASSIFICATION

Table 3.15

CUSTOMER AGREEMENT ON ONLINE SHOPPING BETTER THAN PHYICAL SHOPPING

Opinion	No. Of Respondents	Percentage (%)
Agreed	30	60
Disagreed	20	40
Total	50	100

Source: *Primary Data*

Interpretation

The data reveals customer opinions on whether online shopping is better than physical shopping. According to the findings, 60% of customers agreed that online shopping offers a better experience, while 40% disagreed, still preferring the traditional in-store shopping experience.

Figure 3.15

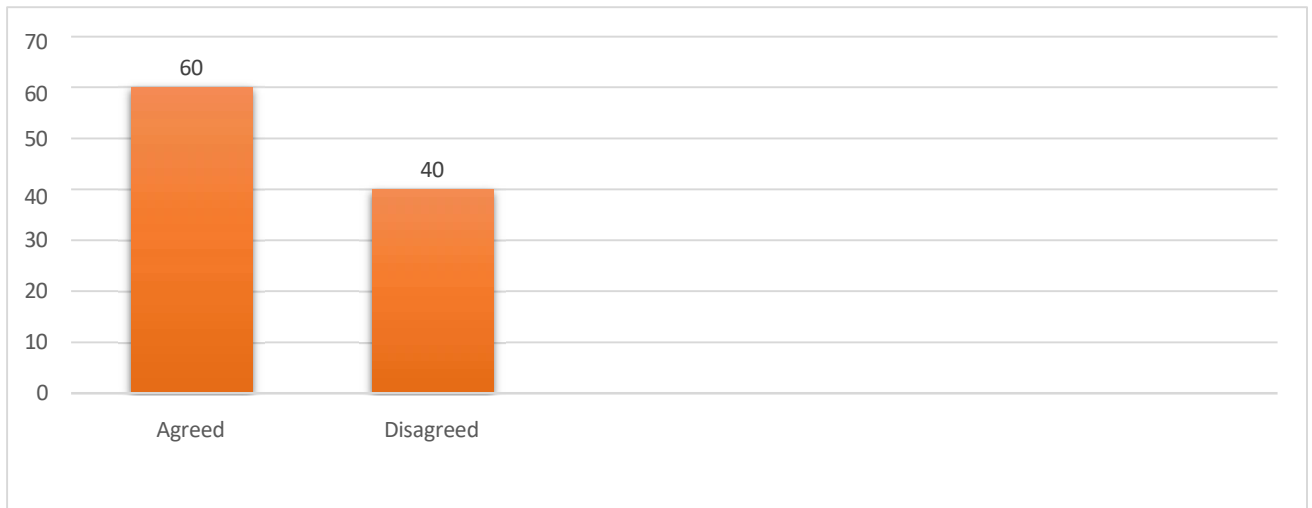## CUSTOMER AGREEMENT ON ONLINE SHOPPING BETTER THAN PHYICAL SHOPPING

Table 3.16

FREQUENCY OF ONLINE SHOPPING BY CUSTOMER

Frequency	No. Of Respondents	Percentage (%)
Regularly	4	8
Occasionally	28	56
Rarely	16	32
Never	2	4
Total	50	100

Source: *Primary Data*

Interpretation

According to the findings, 8% of customers shop online regularly, making it a common choice for many.56% of customers shop online occasionally, indicating that online shopping is still a frequent option. 32%, shop online rarely, suggesting they prefer other shopping methods or only turn to online shopping on occasion. Finally, 4% of customers reported that they never shop online.
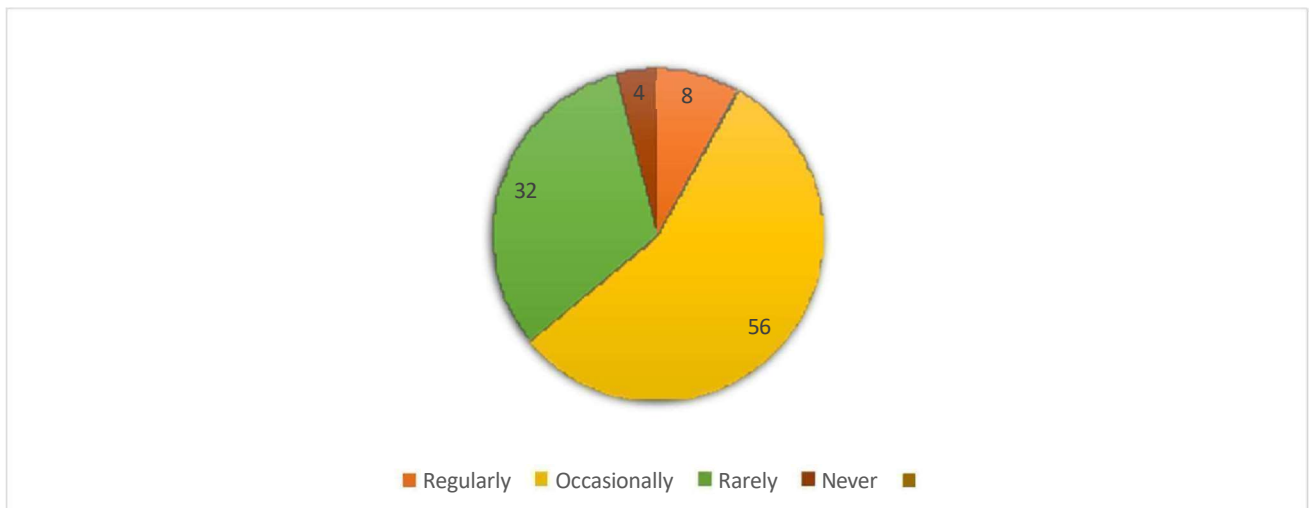
Figure 3.16

FREQUENCY OF ONLINE SHOPPING BY CUSTOMER

Regularly Occasionally Rarely Never

Table 3.17

OPINION WHETHER ONLINE SHOPPING IS RISKY BY CUSTOMER

Opinion	No. Of Respondents	Percentage (%)
Agree	6	12
Disagree	4	8
Neutral	40	80
Total	50	100

Source: *Primary Data*

Interpretation

According to the findings, 12% of customers agree that online shopping can be risky, highlighting concerns over factors like security and product authenticity. On the other hand, 8% of customers disagree, feeling confident in their online shopping experiences and trusting the platforms they use. Meanwhile, 80% of customers remain neutral, neither agreeing nor disagreeing.

Figure 3.17
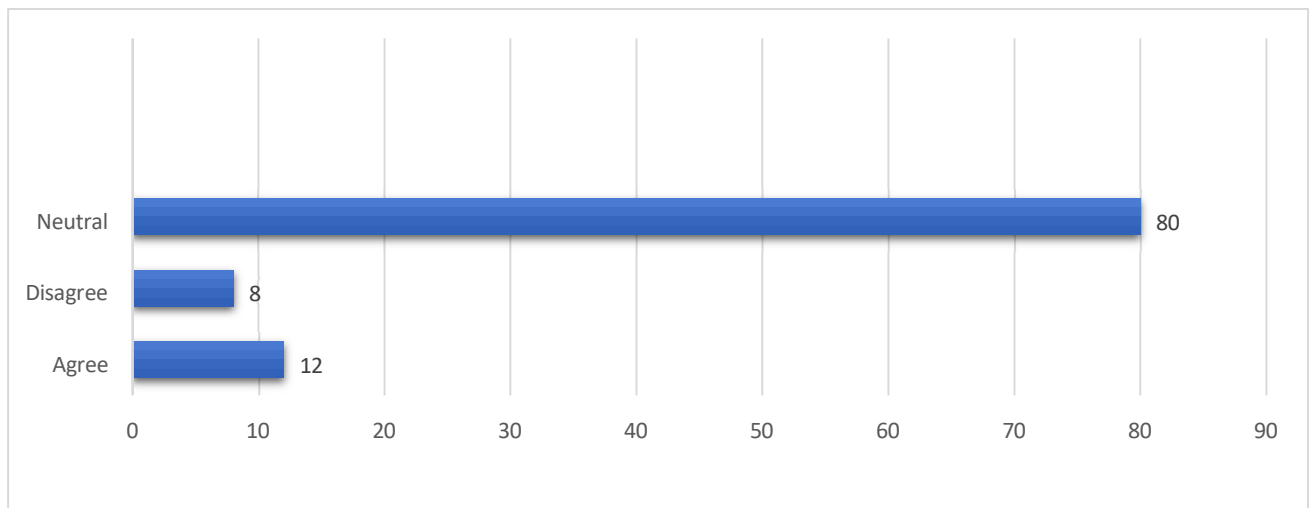
OPINION WHETHER ONLINE SHOPPING IS RISKY BY CUSTOMER

Table 3.18

BUYING PATTERN IN ONLINE SHOPPING BY CUSTOMER

Pattern	No. Of Respondents	Percentage (%)
Search online and buy offline	16	32
Search offline and buy online	27	54
Others	7	14
Total	50	100

Source: *Primary Data*

Interpretation

According to the findings, 32% of customers search online and buy offline, indicating they often research products online but prefer purchasing them in physical stores. Meanwhile, 54% of customers search offline and buy online, showing that they may explore products in-store but choose the convenience and potential savings of buying online. The remaining 14% of customers fall into the others category.
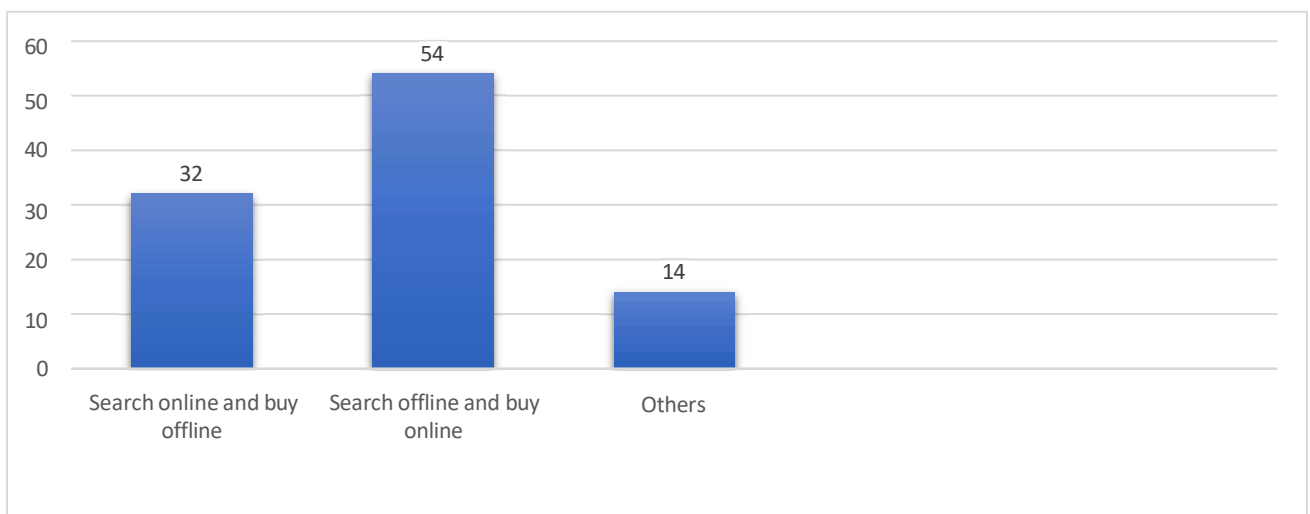
Figure 3.18

BUYING PATTERN IN ONLINE SHOPPING BY CUSTOMER

PREFERRED TIME FOR ONLINE PURCHASE FOR CUSTOMER

Time	No. Of Respondents	Percentage (%)
Morning	4	8
Afternoon	4	8
Evening	12	24
Break Hours	8	16
Any time/No Preferred Time	22	44
Total	50	100

Source: *Primary Data*

Interpretation

From the above table ,8% of customers prefer to make online purchases in the morning. 8% prefer shopping in the afternoon.24% of customers prefer shopping in the evening. 16% of customers shop during break hours.44%, indicated that they have no preferred time for shopping online.

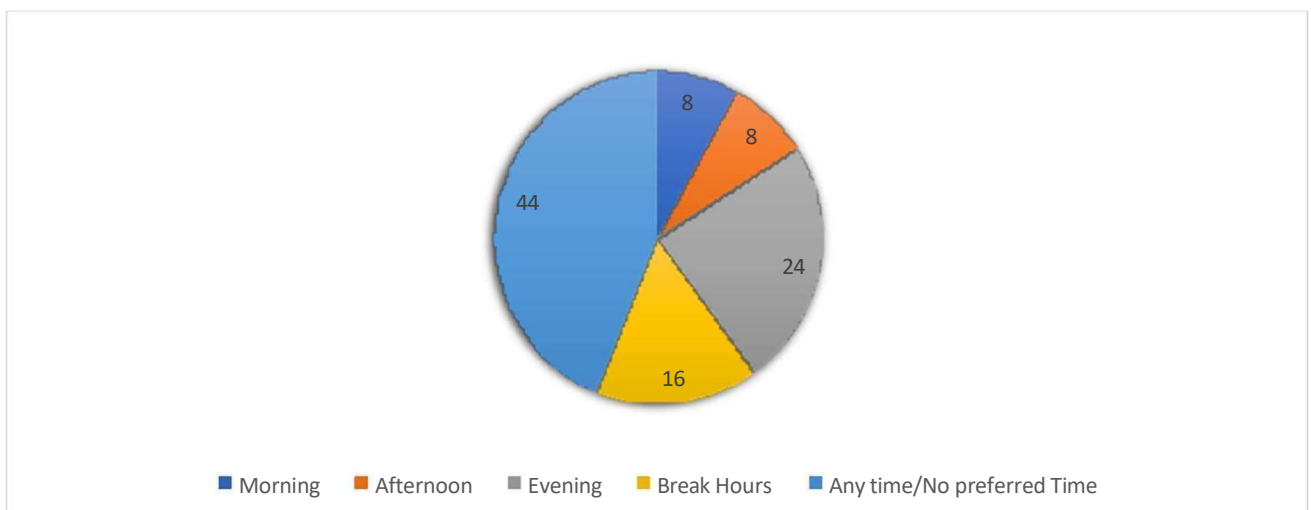Figure 3.19

PREFERRED TIME FOR ONLINE PURCHASE FOR CUSTOMER

- Morning
- Afternoon
- Evening
- Break Hours
- Any time/No preferred Time

Table 3.20

FACTORS INFLUENCING CHOICE OF ONLINE SHOPPING SITES

Factors	No. Of Respondents	Percentage (%)
Search Engine	7	14
Personal Recommendation	17	34
Special offer on Sites	16	32
Online Advertising	4	8
Others	6	12
Total	50	100

Source: *Primary Data*

Interpretation

From the above table, 14% of customers are influenced by search engines. Personal recommendations play a significant role for 34% of customers. 32% of customers, special offers on sites are the deciding. 8% are influenced by online advertising.12% of customers fall into the others category.

Figure 3.20

FACTORS INFLUENCING CHOICE OF ONLINE SHOPPING SITES
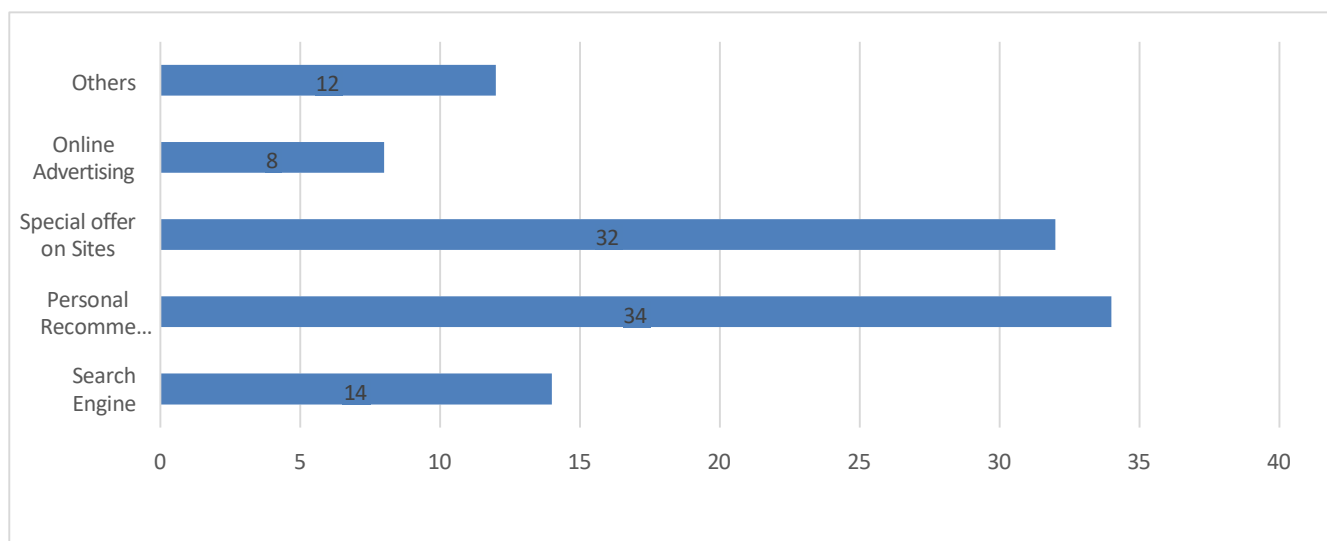
CHAPTER 4
FINDINGS, SUGGESTIONS
AND CONCLUSION

4.1 FINDINGS

- Majority i.e., 62% of respondents are male.
- 72% of the respondents belongs to the age group between 20-30.
- Majority of the respondents ie, 88% of the respondents have degree as their educational qualification through online.
- 88% Respondents Are Students.
- 48% of the respondents purchase fashion accessories/cloth's/shoe's/cosmetics
- 40% of the respondent's opinion that they sometimes face problem with regard to online shopping.
- 38% Of Respondents Suffer Cheap Quality of Product While Online Purchases.
- 36% of respondents free hindrance with regards to other problems and another 30% of the respondents face risk of internet illiteracy on online purchase.
- 38% of the respondent's opinion that online shopping helps to Reduce Travelling Cost.
- 60% of the respondent's opinion that Some Times prefer branded products from online.
- 62% of the respondents suggest Flipkart platform for their online shopping.
- 42% of the respondents spend money below Rs 500-2500 amount for online shopping in every month.
- 58% of the respondents prefer Cash on Delivery for their online payment.
- 44%of the respondents rate their online shopping experience as Neutral
- 52% of the respondents maintain a neutral attitude toward their online purchase.
- 60% of the respondents Have Agreed That online shopping is better than physical stores.
- 56% of the respondent's opinion that They Occasionally done their online purchase.
- 80% of the respondents maintain a Neutral attitude regarding the statement that online shopping is a risky one.
- 40% of the respondents prefer that search online and buy online. And the another.
- 54% of the respondents prefer that search Offline and buy Online.

- 44% of the respondents preferred to done their online shopping at Any Time/No Preferred Time.

- 34% Respondents Consider Personal Consideration to Purchase A product.

4.2 SUGGESTIONS

- Wide expansion of internet services facilities in rural area can bring more customers.

- Remove the fear of product quality, durability and payments etc,
from the mind of customers in regards of online shopping.

- Through prompt service, wide variety in rural area can bring the more customer from the remote area

- Transaction security and consumers data safety are the principal concerns of online customers purchasing products or services online. Therefore online vendors can assure their consumers by providing them guarantee, delivery on time, special offers, by improving their technological system.

4.3 CONCLUSION

Online shopping is extremely convenient and has become extremely popular. Consumers have shown different buying behaviors when shopping online as compared to when they are shopping in a physical store. Online shopping is very convenient and beneficial. People who come from villages and are living in cities are prone to use online options. Service class is more interested in doing shopping online. Customer's age, online transaction security, personal privacy. Convenience, price transparency, accessibility, time saving, trust etc. are several factors which doesn't remain same all the time but they cannot be ignored. Customer should be given a free orientation for how to use debit card, credit card and inter banking fund transfer so that most of people can use digital mode of payment while doing online shopping and they would not feel any risk with online transaction. Most of the people are aware about online shopping and the majority of them are using online shopping more than offline shopping. The majority of the users are satisfied with online shopping. Some people are worried about safety when shopping through online and also there is some merits and demerits too. But customer believed that online shopping is better option than manual shopping. So it can be concluded that there are many Online shopping is extremely convenient and has become extremely popular. Consumers have shown different buying behaviors when shopping online as compared to when they are shopping in a physical store. Online shopping is very convenient and beneficial. People who come from villages and are living in cities are prone to use online options. Service class is more interested in doing shopping online. Customer's age, online transaction security, personal privacy. Convenience, price transparency, accessibility, time saving, trust etc. are several factors which doesn't remain same all the time but they cannot be ignored. Customer should be given a free orientation for how to use debit card, credit card and inter banking fund transfer so that most of people can use digital mode of payment while doing online shopping and they would not feel any risk with online transaction. Most of the people are aware about online shopping and the majority of them are using online shopping more than offline shopping. The majority of the users are satisfied with online shopping. Some people are

worried about safety when shopping through online and also there is some merits and demerits too. But customer believed that online shopping is better option than manual shopping. So it can be concluded that there are many factors which consumers keep in mind while purchasing online.

BIBLIOGRAPHY

BIBILOGRAPHY

- https://en.wikipedia.org/wiki/Online_shopping

- JAYAN. *"Quantitative technique's for business- 1"*. Chand Publications, 2018

- NAIR, K.G.C. *"Quantitative technique's for business- 2"*. Prakash Publications ,2018, May

APPENDIX

APPENDIX

1. Name

2. Age
   - Below 20 ☐
   - 20-30 ☐
   - Above 30 ☐

3. Gender
   - Male ☐
   - Female ☐

4. Education
   - SSLC ☐
   - +2 ☐
   - UG ☐
   - PG ☐
   - Others ☐

5. What Type of Commodity Did You Purchase Through Online?
   - Fashion Accessories/clothing/shoes/cosmetics ☐
   - Books/Magazines ☐
   - Sports/games/accessories ☐
   - Electronic items ☐
   - Others ☐

6. Have you Felt Any Problem While Conducting Online Purchase?
   - Never ☐
   - Rarely ☐
   - Sometimes ☐
   - Always ☐
   - Often ☐

7. Have You Experienced Which of These Problems While Conducting Online Shopping?
   - Delay In delivery ☐
   - Product Damage ☐
   - Cheap Quality of Products ☐
   - Non Delivery ☐
   - Others ☐

8. Do You Have Any Hindrances on Online Shopping?
   - Risk Of Credit Card Transactions ☐
   - Risk Of Identity Theft ☐
   - Internet illiteracy ☐

- Others   □

9. What Is Your Reason for Online Shopping?
   - Easy Payment
   - No hidden cost
   - Wide range of products
   - No travel to shop
   - Others

10. Do You Buy Online Branded Products?
    - Never
    - Rarely
    - Sometimes
    - Always
    - Often

11. Which Platform Do You Use for Online Shopping?
    - Meesho
    - Flipkart
    - Myntra
    - Amazon
    - Others

12. How Much Do You Spend on Online Shopping Every Month?
    - Below 500
    - 500-2500
    - 2500-5000
    - 5000-10000
    - Above 10000

13. Which Payment Method Do You Prefer for Online Shopping?
    - Credit/debit card
    - E-wallet
    - Cash on delivery
    - Internet banking
    - Others

14. How Would You Rate Your Overall Online Shopping Experience?
    - Highly Satisfied
    - Satisfied
    - Neutral
    - Highly Dissatisfied
    - Dissatisfied

15. Are You Satisfied with the Online Buying Process?
    - Highly Satisfied
    - Satisfied
    - Neutral
    - Highly Dissatisfied
    - Dissatisfied

16. Do You Agree That Online Shopping Is Better Than Shopping at Physical Stores?
    - Agreed
    - Disagreed

17. How Often Do You Do Online Purchases?
    - Regularly
    - Occasionally
    - Rarely
    - Never

18. Do You Think Online Shopping Is Risky?
    - Agree
    - Neutral
    - Disagree

19. What Is Your Usual Buying Pattern for Online Shopping?
    - Search offline and buy online
    - Search online and buy offline
    - Others

20. What Is Your Preferred Time for Online Shopping?
    - Morning
    - Afternoon
    - Evening
    - Break hours
    - Any time/no preferred time

21. What Factor Helps You Decide Which Site to Use for Online Shopping?
    - Search engine
    - Personal recommendation
    - Special offer on sites
    - Online advertising
    - Others