

# **A STUDY ON CUSTOMER'S PREFERENCE TOWARDS ONLINE SHOPPING IN CHENNAI CITY**

Submitted in partial fulfillment of the requirements for the award of

**BACHELOR OF COMMERCE**

**By**

**SHIVRANJANI. R**

**39740218**



**BACHELOR OF COMMERCE SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA  
INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE**

**Jeppiaar Nagar, RAJIV GANDHI SALAI, CHENNAI - 600119**

**MAY 2022**



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**[www.sathyabama.ac.in](http://www.sathyabama.ac.in)**

## **SCHOOL OF MANAGEMENT STUDIES**

### **BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of **SHIVRANJANI.R (39740218)** who has done the Project work entitled **A STUDY ON CUSTOMER'S PREFERENCES TOWARDS ONLINE SHOPPING IN CHENNAI CITY** under my supervision from December 2021 to February 2022.

**Internal guide**

**External Guide**

**Dr. BHUVANESWARI .G**

**Dean, School of Management Studies**

**Submitted for Viva voice Examination held on\_\_\_\_\_**

**Internal Examiner**

**External Examiner**

## **DECLARATION**

I **SHIVRANJANI.R (39740218)**. Hereby declare that the Project Report entitled “**A STUDY ON CUSTOMER’S PREFERENCE TOWARDS ONLINE SHOPPING**” done by me under the guidance of **Dr. YASMEEN BANO, MBA, M.Phil, Ph.D** Assistant Professor, School of management Administration is submitted in partial fulfillment of the requirements for the award of Bachelor of Commerce degree.

**DATE:**

**PLACE: CHENNAI**

**SHIVRANJANI.R**

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I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. YASMEEN BANO MBA, M.Phil., Ph.D, Assistant Professor, School of Management Studies** for his valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

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**SHIVRANJANI.R**

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## **ABSTRACT**

Now a days the life style of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available in online. So the researcher want to know the preference of the consumers. The sample size of the study is 130 respondents. The sampling technique used was convenient sampling. The research is Descriptive in nature. The statistical tools used for analyzing hypothesis is CHI – SQUARE test method. From this study the satisfaction level of the customers in online shopping and awareness about the online shopping. The study also collects respondents suggestions about online shopping.

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## CHAPTER 1

### 1.1 INTRODUCTION:

- ❖ Online shopping is becoming increasingly popular for variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increased interest in online shopping.
- ❖ Consumers can get full information about the product with its reviews being passed by the existing users. If one wants to buy a product he/she is no longer limited to asking the friends and families because there are many products reviews on the web which gives opinions of the existing users of the product.
- ❖ Online shopping sites contain wide variety of goods both high quality and mild quality keeping in mind the level of people.
- ❖ Online customer must have access to the internet and a valid method of payment in order to complete a transaction
- ❖ Generally, higher levels of education and personal income correspond to more favorable perception of shopping online. Increased exposure to technology also increases the probability of developing favorable attitude towards new shopping channels.
- ❖ There are no national and International Barriers.
- ❖ In online shopping the consumers will be in a demanding position and suppliers will not be in a commanding position.
- ❖ There is enormous employment opportunities in online shopping.

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

- ✘ An increasing number and variety of firms and organizations are exploiting and creating business opportunities on the internet statistics indicate the repaid growth in the field of virtual shopping.
- ✘ With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to shop online.
- ✘ As online shopping is a new medium so the consumers behavior in the field of online shopping in order to gain competitive edge in the market, marketers need to know the consumer behavior in the field of online shopping.
- ✘ Other than the factors which influence consumers to shop online, online shopper's demography in terms of Age, gender, income and education is equally important to define their strategies accordingly.

## **1.3 DEFINITION OF CONSUMER PREFERENCE:**

Consumer preference refers to, "how customers select goods and services in relation to factors like taste, preference and individual choices. Factors such as the customers income and price of goods do not influence the customers preferred product or services".

## **1.4 WHAT IS CONSUMER PREFERENCE?**

Consumer preference for a product can make or break a company. If consumers generally like a product, it may stay around for years and sell millions of copies. However if consumer do not like a product, it could disappear very quickly.

## **1.5 SCOPE OF THE STUDY:**

- ❖ The present study has made an attempt to understand the customer's preference towards online shopping.
- ❖ Online shopping is an emerging concept in the study area.
- ❖ This study enables to understand the customers preference towards shopping and provides insight about online shopping.
- ❖ This study helps to know about the opinion of the customers about online shopping.
- ❖ To know what will customers prefer in the online shopping
- ❖ It helps to online shops to carry out their business successfully by understanding customer's perception, taste and preference towards products and services offered at the online shops.

## **1.6 OBJECTIVES OF THE STUDY:**

- ✓ To know why the customers do online shopping.
- ✓ To know the level of satisfaction the customers have.
- ✓ To identify customers interest towards online shopping.
- ✓ To understand the consumer awareness of the online shopping.
- ✓ To be able to easily save money and compare prices from website to website.
- ✓ To know the factors which affect decision making process of customer while purchasing products in online.
- ✓ To examine whether customer prefer online shopping / offline shopping.
- ✓ To know what are the problems they face during online shopping

## **1.7 CHAPTER FRAMEWORK**

### **CHAPTER 1 : INTRODUCTION:**

This chapter consists of the introduction to the study, scope and objectives of the study along with its limitations and also includes the chapter framework of the study.

### **CHAPTER 2 : REVIEW OF LITERATURE:**

This chapter consists of research paper of Authors who have conducted detailed research study into the customer preference towards online shopping.

### **CHAPTER 3 : RESEARCH METHODOLOGY:**

This chapter consists of research design, methods of data collection, sample size, period of study, statistical tools used in this study.

### **CHAPTER 4 : DATA ANALYSIS AND INTERPRETATION:**

This chapter consists of analysis of the data which was collected through the questionnaire and Chi Square analysis, coo

### **CHAPTER 5 : FINDINGS, SUGGESTIONS AND CONCLUSIONS:**

This chapter consists of the findings, suggestions and the conclusions of the study.

## CHAPTER 2

### 2.1 LITERATURE REVIEW:

The secondary data was taken from review of literature. Such literature review is given below. Researchers have made studies on the customers preference towards online shopping. The focus has mostly remained on core factors such as age, gender, income, profession, and awareness about online shopping.

**Hirschman and Holbrook ,(1982)** , suggest that “Motivations of Consumers to engage in online shopping include both utilitarian and hedonic dimension. Whereas some Internet shoppers can be described as “problem solvers” others can be termed seeking for ‘fun, fantasy, arousal, sensory stimulation and enjoyment’.”

**Kim and Park (1991)** stated that the consumers spend more time online for information search and they also found that the Internet is easily accessible Price which is a part of the marketing mix is a factor used to stimulate the consumer and is also communicator, to negotiate and a competitive weapon. The consumer can use price as a means to compare products, judge relative value for the money, and the judge quality of products. It is estimated that this factor has a considerable influence on the consumers during their online shopping.

**Babinetal., (1994)** suggest that, “The problem solvers merely shop online in order to acquire a specific product or service, in which case shopping is considered to be ‘an errand’ or ‘work’.

**Holbrook (1994)** says that, “Their main concern is to purchase products in an efficient and timely manner to achieve their goals with a minimum of irritation of irritation. In contrast the second category sees online shopping as ‘enjoyment’ and seeks for the potential entertainment resulting from the fun and play arising from the Internet shopping experience for its own sake apart from any other consequence ”

**Bellman et al (1999)** examined various predictors for whether an individual will purchase online and they concluded that demographic variables such as

education, age and income, have a modest impact on the decision of whether to buy online, where as the most important determinant of online shopping was previous behavior, such as earlier purchases. Therefore demographic factors are not much influenced on the purchases.

**Jarvenpaa, Tractinsky and Vitale (2000)** explore how customers professed store size and status inspire their trust in risk perception, attitudes and willingness to purchase from the specific store. They realize that there is a positive correlation between customer belief in internet stores and the stores supposed reputation and scope. Higher customer belief correspondingly decreases perceived risks related to internet shopping and produces more promising attitudes near to shopping at a specific store, which in turn raises readiness to buying from store.

**Bhatnagar et al. (2000)** Suggest that shopping online is perceived to be quite risky. Perceived risk includes fear of technology use and information overloading, feeling of uncertainty and confusion, feeling of insecurity when engaging in online transations (e.g. credit card fraud). Because technology for secure transactions (e.g. online payment) is not yet mature, security and privacy are major issues that should be addressed satisfactorily in this medium.

**Ernst and Young (2000)** reported that Internet users purchased online because of good product selection, competitive prices, and ease of use, but were concerned about shipping costs, lack of opportunity to prior examining the products, as well as, the confidentiality of credit card and personal information.

**Hsin (2000) and Rowley (2000)** stated that Electronic retailing over the Internet or online shopping first started in 1994 and it is considered as one form of direct consumer marketing of non-store retailing using online channels. This new concept of retailing has captured the interest of many retailers and merchants because of the general recognition that online shopping will establish itself as an alternative channel alongside traditional offline retail channels such as physical retail stores (Rowley, 2000).

**Venkatesh (2000)** reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they perceive Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great potential for youth marketers.

**Song and Zahedi (2001)** classify website quality elements into five categories according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. These investigators find that each of the five significantly and positively reinforces the consumers. Perceptions in these factors, which in turn positively influence consumer online shopping attitudes and behaviour.

**Childers et al.,(2001)** found “ ‘enjoyment’ to be a consistent and strong predictor of attitude towards online shopping. If consumers enjoy their online shopping experience, they have a more likely to adopt the Internet as a shopping medium”

**Benedict et al (2001)** in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by external factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

**Bhattacharjee (2001)** stated that satisfied users are more likely to continue the IS use. Thus, we point that adoption and continuance are connected to each other through several mediating and moderating factors such as trust and satisfaction.

**Mathwick et al., (2002)** , “If online shopping meets this ideal by enabling the consumer to accomplish the shopping task he or she has set out to perform , then consumers will judge the Internet shopping performance positively.”

**Sami Alsmadi” (2002)** carried out the convenience sampling for Consumer Attitudes towards Online Shopping in Jordan: Opportunities and Challenges. The research was drawn from 500 Self-administered questionnaire distributed in Ibrid Jordan.

Through research the writer concluded that Security of online users is important factor that stops the willingness of online purchasers. The study also concluded that the higher the income the more positive will be the attitude towards online shopping is there.

**Dholakia and Uusitalo (2002)** study examined the relationship between age and Internet shopping; found that younger consumers reported more linen to the online shopping. They also found that younger consumers searched for more products online and they were more likely to agree that online shopping was more convenient.

**Anita desai (2003)** in her study E-tailing is the practice of selling retail goods on the Internet explores that emarketing is the reduced version of “electronic retailing” which basically creates business to buyer business. While the concept of e-tailing is no longer in its budding stage; it remains to change, as progressive e-commerce requests act as a strong promoter in developing e- marketing. The idea of e-marketing differs from a diverse range of products and services as against direct shopping experience. Therefore, etailing/ online marketing is just not restricted to consumers purchase. As consumers are well-informed, they can take good decisions. This includes a fair price comparison, product research, and proving the credibility of the e-store online shopping.

**Wang and Emuian (2004)** defined online shopping as buying stuff through the internet. The items are usually sent to the buyers door step that you have purchased online

**“Shergill and Chen” (2005)** carried out the Non Probability and convenience sampling for Customers Attitudes towards Online Shopping in New Zealand. The sample was drawn from 149 online shoppers selected but only 102 usable questionnaires collected. Through their research they found one of the major reasons of not shopping online is security issues. The study concluded that many online shoppers are less satisfied with website design.

**“Alzola and Robaina” (2006)** carried out research and finds about attitude of customers regarding security purposes of online shopping that to reduce insecurity in



online shopping, designers must take note of consumers' needs because the usability is the starting point to get the confidence and support of the consumers; besides that, tangibility also helps to reduce heterogeneity of the web site in the supply of the service and to improve quality control.

**Petrovic Dejan (2006)** in his study on Analysis of consumer behaviour online explained that the most appropriate behavioural appearances of online customers and inspect the ways they find, associate and estimate product information. Comparison of survey data with the present customer performance theory stemmed in detection of an amount of issues related to an explicit customer group. The objective of this report is to transform these results into a set of execution activities at strategic and technical level. Implementation of these recommendations will end in better adaptation of customers.

**Shun & Yunjie (2006)** in their study revealed that there are different kinds of product, which are additional possible to be sold online such as book, software, electronics and music. Motive for such belongings is that when buying these kinds of products, one does not need individual examination, if not all products, can be drawn in the product explanation and descriptions. Most goods in the mobile phone family fit to this group. According to the new study on customer behaviour, there are four different customer groups with diverse purposes and motivations. They also found that regular efficient collection of music videos. A great level of technical assurance inside this cluster tends to be a hopeful feature when it comes to product evidence research online.

**Sita Mishra (2007)** Study examines "Consumers Attitude towards Online Shopping for clothing" examines the demographic characteristics of online consumers and their attitude towards online shopping behaviour for clothing. This study is based on a sample of 200 internet users in NCR Delhi. The findings show that consumers have positive attitude towards online shopping but low attitude towards online purchase of clothes. The analysis shows that city and sex do not affect consumers' attitude but age and income indicates a significant association. The issue of trust enjoys ability and trail policy seems to be major concerns for the consumer but convenience and technological advancement play a major role in online shopping.

**Jayawardhena”(2009)** carried out the convenience sampling for customers attitude about convenience of online shopping that Shoppers may save their time in e-shopping because they do not have to go through any effort on travelling to a mall or saving their time in other psychology factors such as traffic jam etc. Online shopping increases search efficiency by eliminating travelling costs and psychological costs brings convenience in e-shopping.

**Sharma and Mittal (2009)** said that India is showing tremendous growth in the Ecommerce, in their study Prospects of e-commerce in India. Online shopping shows unlimited potential in India with the population of millions of people. E-commerce has become an integral part of our daily life and it is a common word in Indian society with websites providing a number of goods and services. Some of these portals provide specific product along with its allied services.

**“ShahriarAzizi and MasoudJavidani” (2010)**carried out the descriptive study through stratified sampling formeasuring e-shopping intention: An Iranian perspective. The sample was drawn from 120 people households in Tehran. Through their research they concluded that Ecommerce impact on attitude towards online shopping in Iran. The results showed that Iranian users have not confronted any risky situations while shopping online.

**“Osman, Yin-Fah and Hooi-Choo” (2010)** carried out the convenience sampling for Undergraduates and their Online Purchasing attitude. The sample was drawn from 100 undergraduate students. Through their study they concluded that mostly students buy books, cloths, travel bookings and computer hardware. Website quality and purchase perception have significant relationship with online shopping.

**“Ha sejin and Stoel Leslie” (2011)** Among four e-shopping quality factors identified (privacy/security, web site content/functionality, customer service, and experiential/atmospheric), web site content/functionality and atmospheric/experiential quality have significant impact on e-shopping satisfaction contributing to e-shopping intention, while privacy/security and customer service have significant impact on e-shopping intention but not on e-shopping satisfaction. Furthermore, this study

provides some support for the moderating roles that experiential e-shopping motives plays in the e-shopping quality e-shopping outcomes links.

**Kuester, Sabine (2012)** in his study considers, Consumer behaviour as the study of individuals, groups, process and organizations they use to secure, select, and arrange of experience, products, services, experiences, or ideas to satisfy the consumer and society. It balances components from sociology, psychology, management and economics. It tries to know the decision-making processes of consumers, both exclusively and in clusters. It makes emphasis on individual consumers and their characteristics such as demographics and behavioural variables to understand customers' want. It also tries to assess the effects on the consumer from family, friends, groups, and also society in general.

**Prashant singh (2014)** made study on consumer's buying behavior on flipkart (India) and found that any e-tailer will be get success depends on fair policies, brand image and popularity.

According to the **Alina Babar et.al (2014)**, behaviour of the consumers regarding technology of internet is medium level and in other hand it should be free from physical and mental effort and even if online shopping not make any financial risk, there consumer attitude towards online shopping will be positive.

**Alka Kumawat and Tandon (2014)** made study using questionnaire with 200 customers as a sample. The study reveled that customers are very satisfied towards online shopping because of the delivery system is working effectively therefore customers are doing shopping again and again.

**"Dahiya Monika"" (2015)** According to the study the trend of online shopping has become very popular especially among youngsters not even in big cities but also in small cities. The study has discussed the current scenario and the position of India in the same context.

## CHAPTER – 3

### RESEARCH METHODOLOGY

#### 3.1. RESEARH DESIGN:

The research is descriptive in nature. It is descriptive in the sense it exist at present and it includes facts and findings. The researcher used the method of **convenient sampling technique**. This research identifies the customer's preferences and customers opinion in online shopping.

#### 3.2 SOURCES OF DATA:

The research uses both Primary and Secondary data.

##### **3.2.1 Primary Data:**

- Primary data were collected by means of systematically prepared questionnaire from online purchasers in Chennai city.
- In order to carryout statistical enquires a questionnaire was prepared comprising age, gender, information about the preference of the respondents.
- Primary data has been collected from 130 respondents using questionnaire (Survey Method).

##### **3.2.2 Secondary Data:**

- Secondary data has been collected from various Books, Journals, Thesis and websites related to customers preferences towards online shopping.

#### 3.3. STRUCTURE OF QUESTIONNAIRE:

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains;

- ✦ Direct questions.
- ✦ Multiple choice questions.
- ✦ Dichotomous questions.

### **3.4. SAMPLE SIZE:**

The sample size is 130 respondents. The respondents are from various locations spread across Chennai City.

### **3.5. SAMPLING TECHNIQUE:**

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used for this research. The respondents are from various locations spread across the city.

### **3.6. PERIOD OF STUDY:**

The study was conducted for a period of 3 months starting from December 2021 to February 2022.

## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION

The following consist of the data analysis and interpretation of my questionnaire;

#### 4.1 SURVEY ANALYSIS OF DATA:

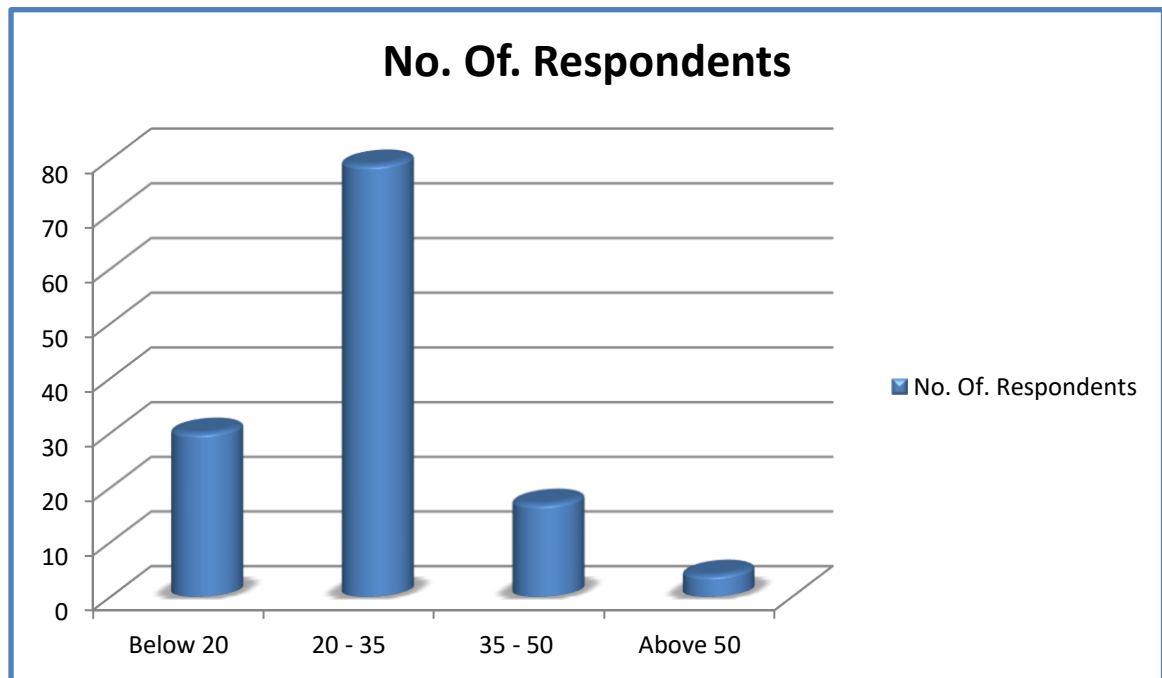
##### 4.1.1 Age wise calculation of the respondents

*Table 4.1. Frequency analysis of Age:*

AGE	NO.OF RESPONDENTS	PERCENTAGE
Below 20	30	23.1%
20 – 35	79	60.8%
35 – 50	17	13.1%
Above 50	4	3.0%
<b>TOTAL</b>	<b>130</b>	<b>100.0%</b>

#### Interpretation:

From the above table, it is interpreted that 60.8% of respondents are belongs to 20-35 age group, the 23.1% of respondents are belongs to below 20 age group, 13.1% of respondents are belongs to 35-50 age group, 3.0% of respondents are belongs to above 50 age group.



**Chart 4.1. Age of The Respondents**

**INFERENCE:**

The majority of the respondents are belongs to 20-35 age group.

#### 4.1.2. Gender Profile

Gender wise calculation of the respondents

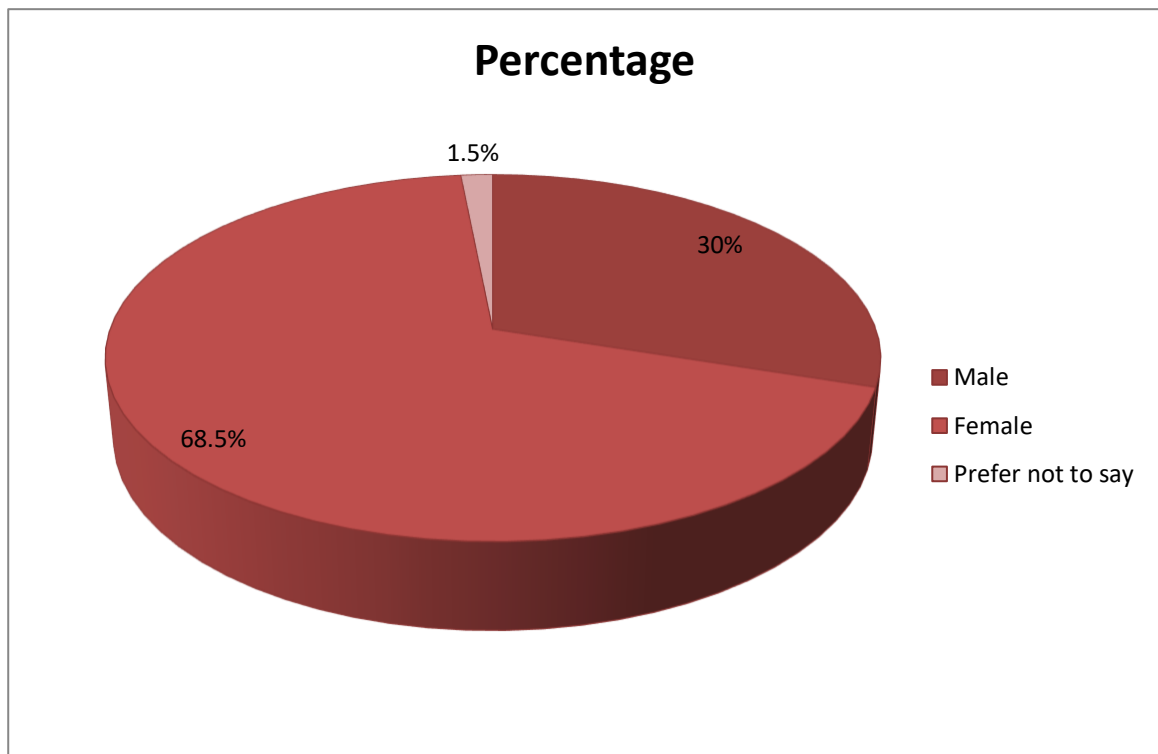
**Table 4.2 Frequency analysis of Gender**

<b>GENDER</b>	<b>NO. OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<b>Male</b>	39	30.0%
<b>Female</b>	89	68.5%
<b>Prefer not to say</b>	2	1.5%
<b>TOTAL</b>	<b>130</b>	<b>100.0%</b>

#### **INTERPRETATION:**

From the above table, it is interpreted that 68.5% of respondents are belongs to Female category, 30.0% of respondents are belongs to male category, 1.5% of respondents are said prefer not to say.





**Chart 4.2. Gender of the Respondents**

**INFERENCE:**

The majority of the respondents are belongs to female.

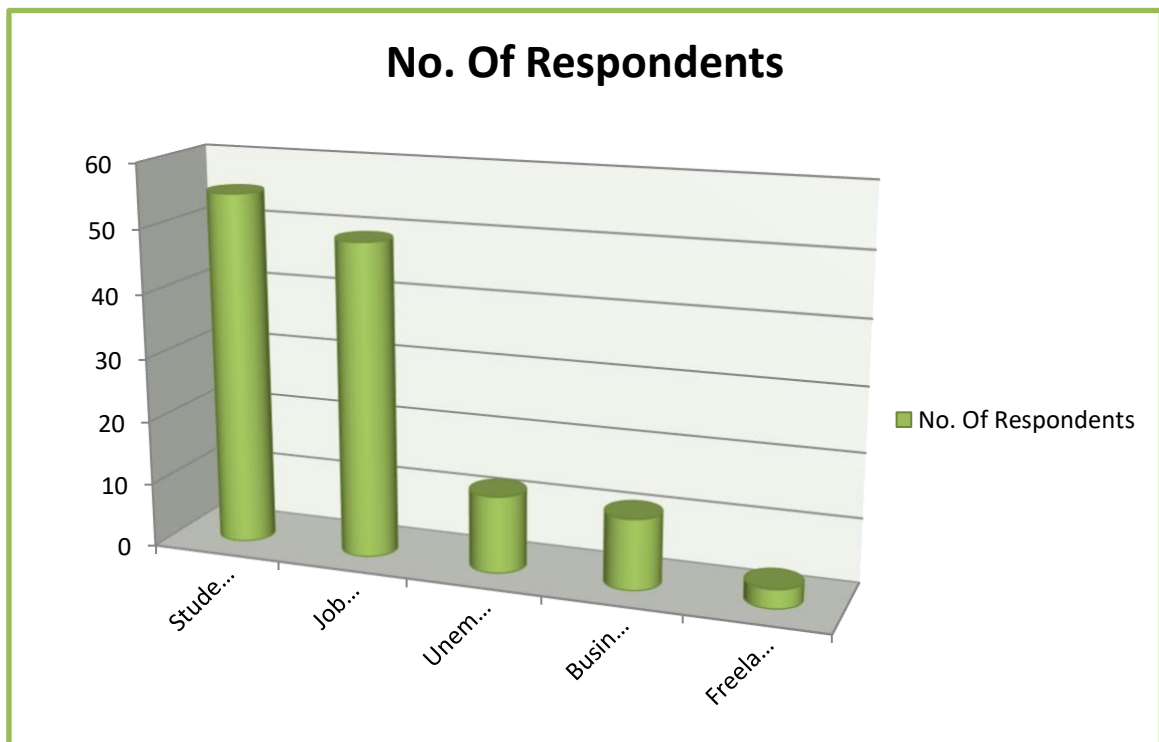
#### 4.1.3. What do you do? By respondents

**Table 4.3 Frequency Analysis of Educational Qualification**

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
STUDENT	55	42.3%
JOB HOLDER	49	37.7%
UNEMPLOYED	12	9.2%
BUDINESS MAN/WOMEN	11	8.5%
FREELANCER	3	2.3%
TOTAL	130	100.0%

#### **INTERPRETATION:**

From the above table, it is interpreted that 42.3% of respondents are belongs to students category, 37.7 of respondents are belongs to job holder category, 9.2% of respondents are belongs to unemployed category, 8.5% of respondents are belongs to business man/women category, 2.3% of respondents are belongs to freelancer category.



**Chart 4.3. What do you do? By respondents**

**INFERENCE:**

The majority of the respondents are belongs to students.

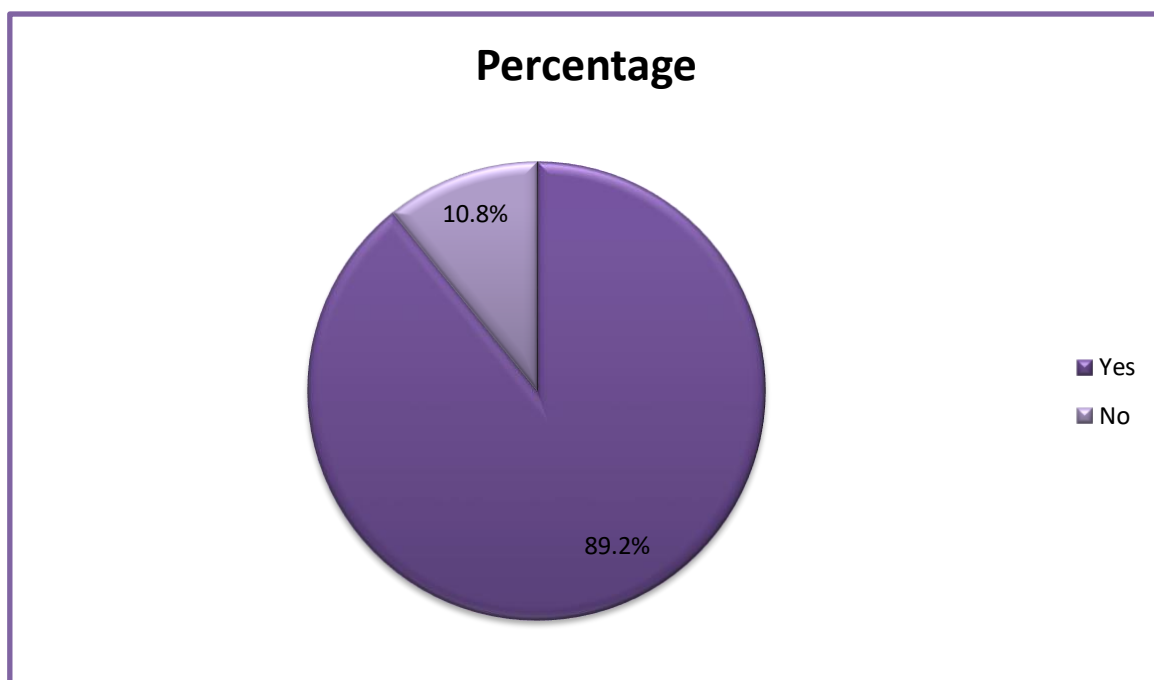
#### 4.1.4. Would you prefer to purchase Online?

*Table 4.4. Would you prefer to purchase online*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	116	89.2%
No	14	10.8%
TOTAL	130	100.0%

#### INTERPRETATION:

From the above table, it is interpreted that 89.2 % of respondents are said yes, 10.8% of respondents are said no to the questionnaire.



**Chart 4.4 Would you prefer to purchase Online**

#### INFERENCE:

The majority of the respondents are said yes.

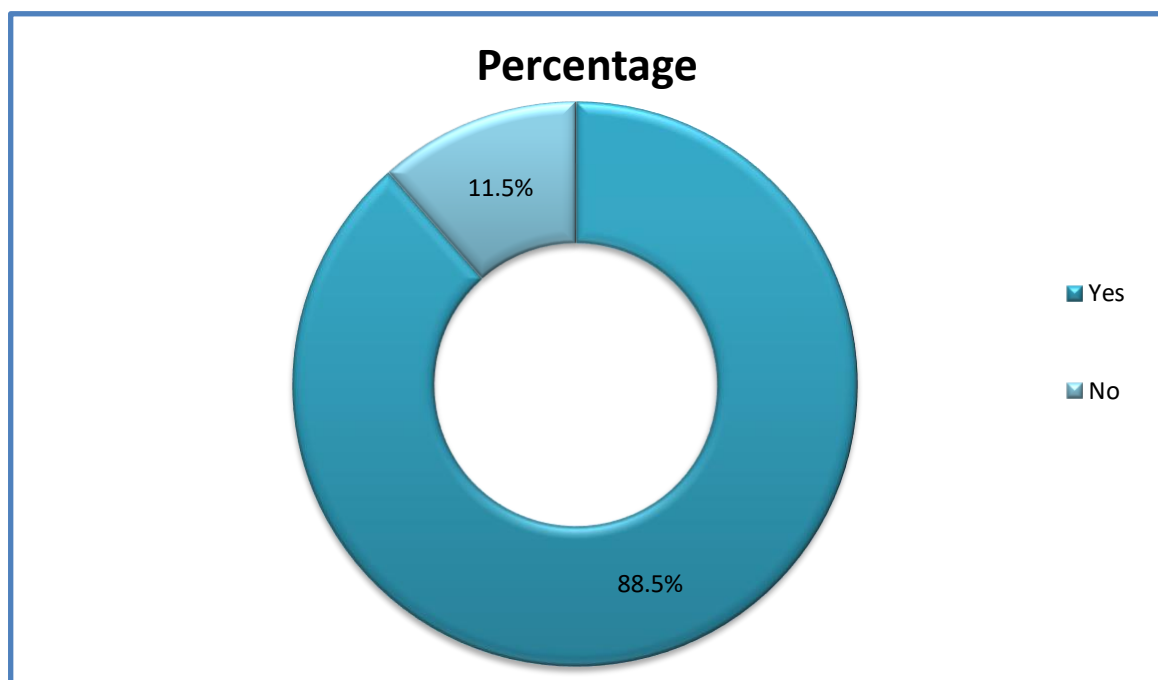
#### 4.1.5 Are you aware of online shopping?

*Table 4.5 Are you aware of online shopping?*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	115	88.5%
No	15	11.5%
<b>TOTAL</b>	<b>130</b>	<b>100.0%</b>

#### INTERPRETATION:

From the above table, it is interpreted that 88.5% of respondents are said yes to the questionnaire, 11.5 % of respondents are said no to the questionnaire.



**Chart 4.5 Are you aware of online shopping**

#### INFERENCE:

The majority of the respondents are said yes.

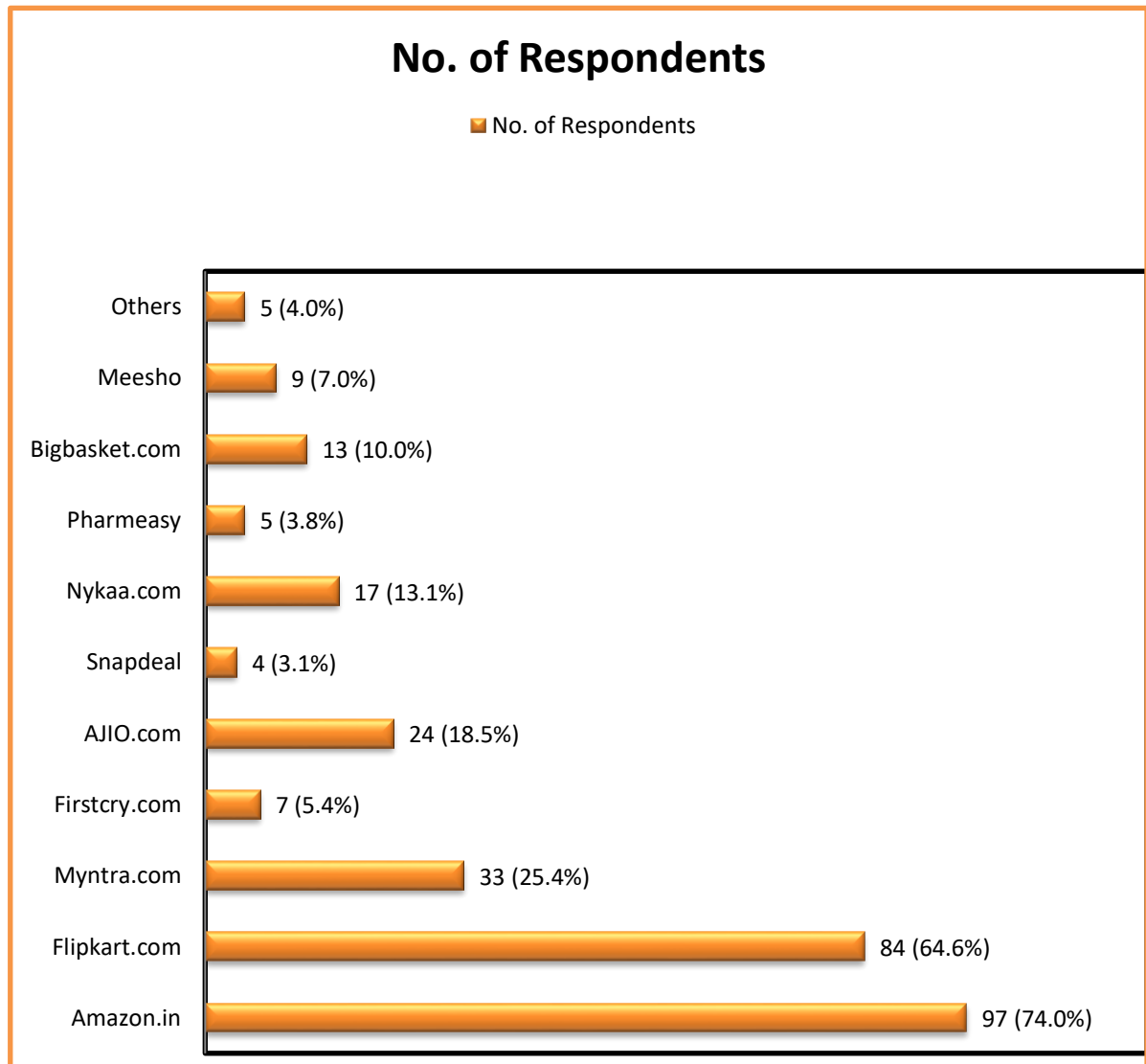
#### 4.1.6 Which Website you prefer for Online Shopping?

*Table 4.6 Which website you prefer for online shopping?*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Amazon.in	97	74.0%
Flipkart.com	84	64.6%
Myntra.com	33	25.4%
Firstcry.com	7	5.4%
AJIO.com	24	18.5%
Snapdeal	4	3.1%
Nykaa.com	17	13.1%
Pharmeasy	5	3.8%
Bigbasket.com	13	10.0%
Meesho	9	7.0%
Others	5	4.0%

#### INTERPRETATION:

From the above table, it is interpreted that 74.0% of respondents are said, they are using Amazon.in, 64.6% of respondents are said, they are using Flipkart.com, 25.4% of respondents are said, they are using Myntra.com, 5.4% of respondents are said they are using Firstcry.com, 18.5% of respondents are said, they are using AJIO.com, 3.1% of respondents are said, they are using Snapdeal, 13.1% of respondents are said, they are using Nykaa.com, 3.8% of respondents are said, they are using Pharmeasy, 10.0% of respondents are said, they are using Bigbasket.com, 7.0% of respondents are said, they are using Meesho, 4.0% of respondents are said, they are using other website's.



**Chart 4.6 Which website you prefer for online shopping?**

**INFERENCE:**

The majority of the respondents are said Amazon.in & Flipkart.com.

#### 4.1.7 What are the products you purchased in online?

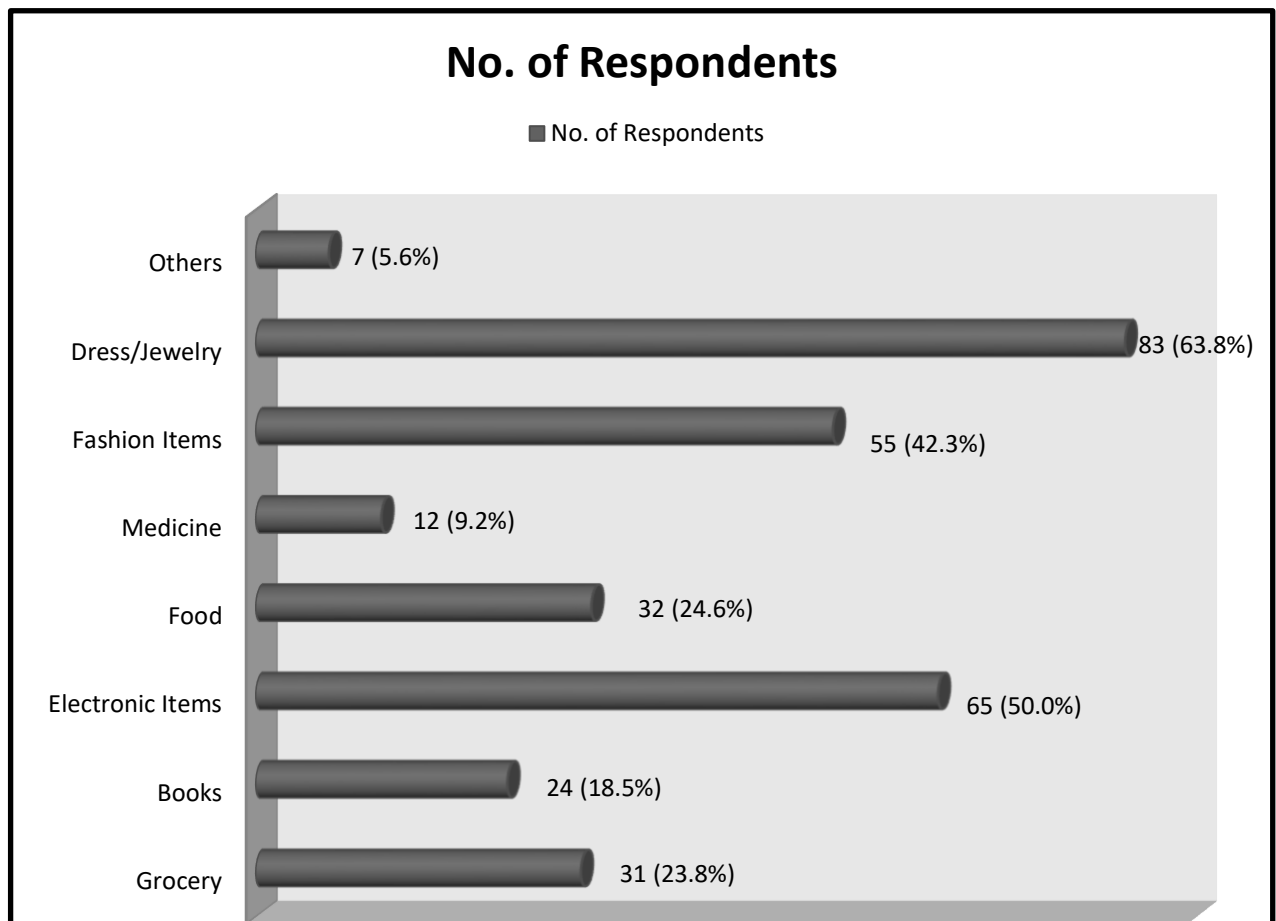
*Table 4.7 What are the products you purchased in online?*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Grocery	31	23.8%
Books	24	18.5%
Electronic items	65	50.0%
Food	32	24.6%
Medicine	12	9.2%
Fashion items	55	42.3%
Dress/Jewelry	83	63.8%
Others	7	5.6%

#### INTERPRETATION:

From the above table, it is interpreted that 63.8% of respondents are purchased dress/jewelry, 50.0% of respondents are purchased Electronic items, 42.3% of respondents are purchased Fashion items, 24.6 of respondents are purchased Food, 23.8 % of respondents are purchased Grocery, 18.5% of respondents are purchased Books, 9.2% of respondents are purchased Medicine, 5.6% of respondents are purchased other products.





**Chart 4.7 What are the products you purchased in online?**

**INFERENCE:**

The majority of the respondents are said dress/jewelry, Electronic items, Fashion items.

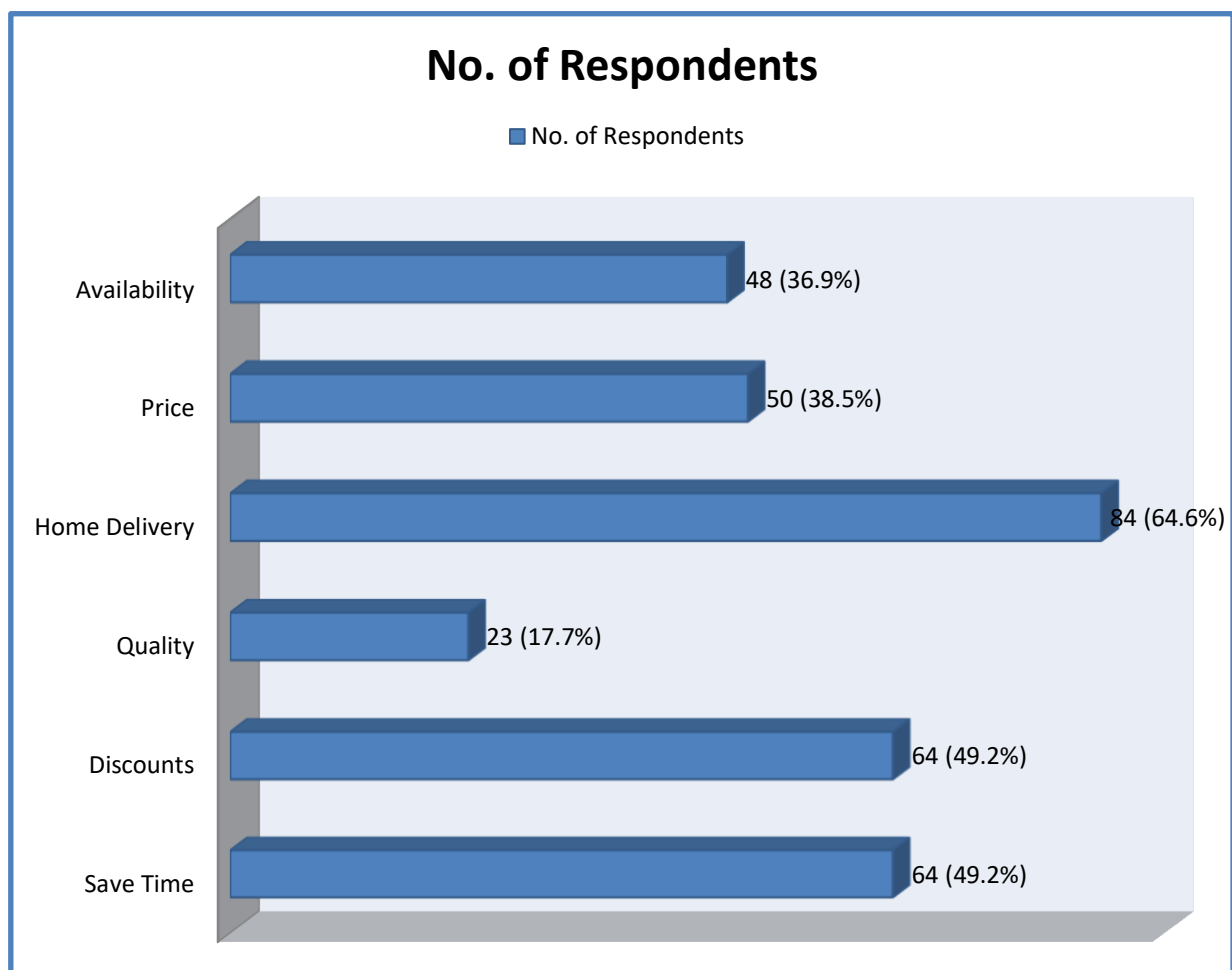
#### 4.1.8 What made you to buy products in online?

*Table 4.8 What made you to buy products in online?*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Save time	64	49.2%
Discount	64	49.2%
Quality	23	17.1%
Home Delivery	84	64.6%
Price	50	38.5%
Availability	48	36.9%

#### INTERPRETATION:

From the above table, its interpreted that 64.6% of respondents are said Home Delivery, 49.2% of respondents are said Save time and Discount, 38.5% of respondents are said Price, 36.9% of respondents are said Availability, 17.1% of respondents are said Quality.



**Chart 4.8 What made you to buy products in online?**

**INFERENCE:**

The majority of the respondents are said Home delivery.

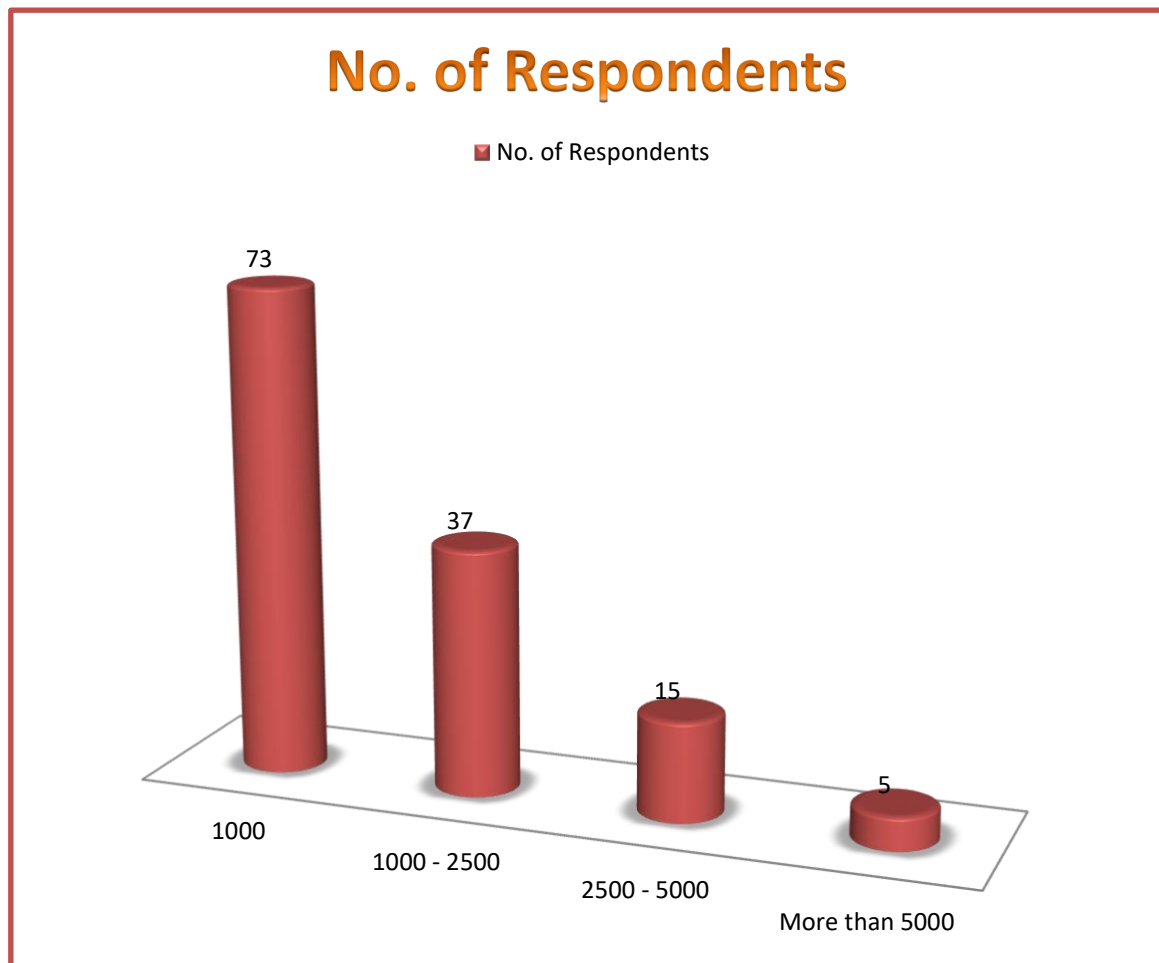
#### 4.1.9 How much you spend for online shopping per month?

*Table 4.9 How much you spend for online shopping per month?*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
1000	73	56.2%
1000 – 2500	37	28.5%
2500 – 5000	15	11.5%
More than 5000	5	3.8%
<b>TOTAL</b>	<b>130</b>	<b>100.0%</b>

#### **INTERPRETATION:**

From the above bar diagram, it is interpreted that 56.2% of the respondents are said 1000 rupees, 28.5% of the respondents are said 1000 – 2500 rupees, 11.5% of the respondents are said 2500 – 5000 rupees, 3.8% of the respondents are said more than 5000 rupees are spend for online shopping per month.



**Chart 4.9 How much you spend for online shopping per month?**

**INFERENCE:**

The majority of the respondents are said 1000 rupees.

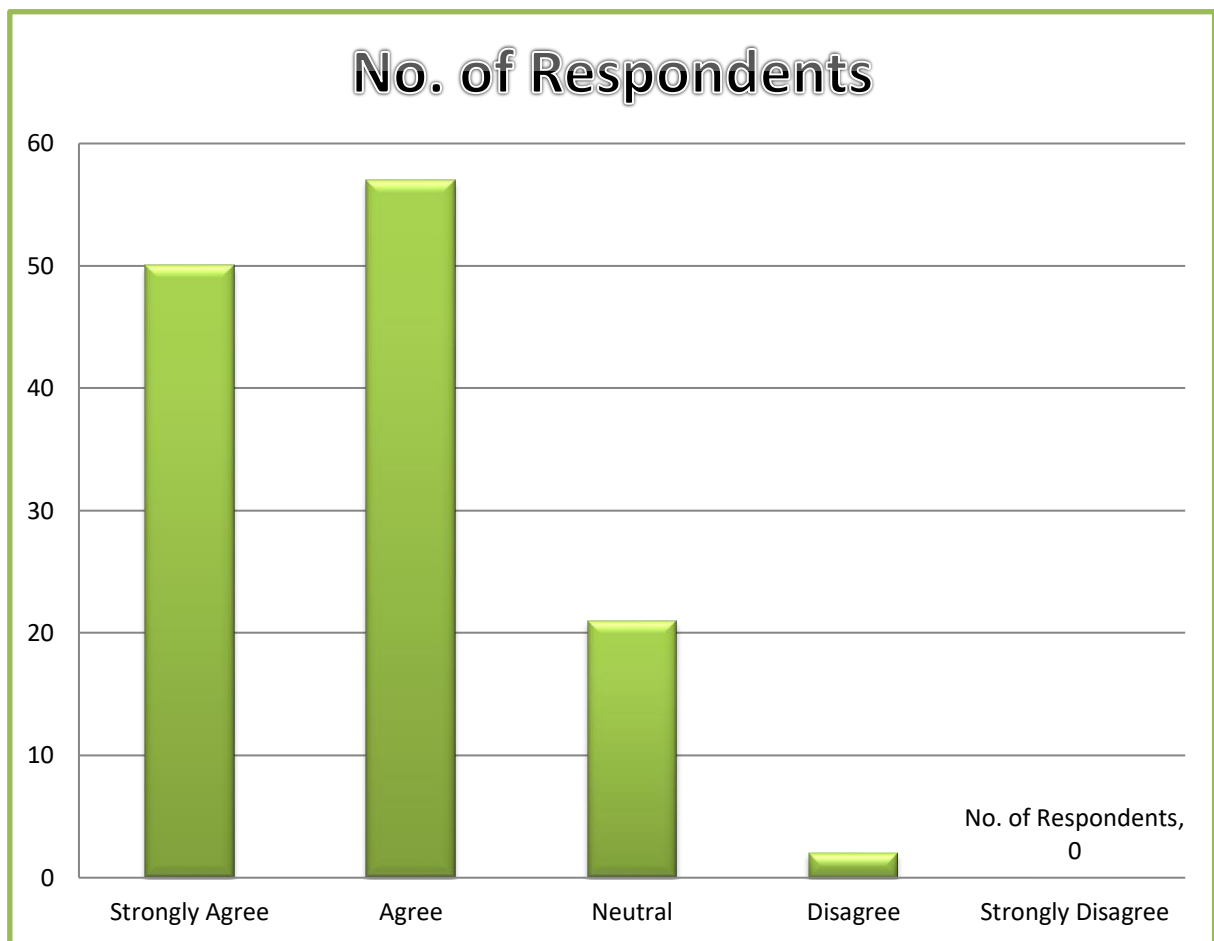
#### 4.1.10 The speed of delivery is important to you!!

*Table 4.10 The speed of delivery is important to you!!*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	50	38.5%
Agree	57	43.8%
Neutral	21	16.2%
Disagree	2	1.5%
Strongly Disagree	0	0.0%
<b>TOTAL</b>	<b>130</b>	<b>100.0%</b>

#### INTERPRETATION:

From the above bar diagram, it is interpreted that 43.8% of the respondents are agree, 38.5% of the respondents are strongly agree, 16.2% of the respondents are neutral, 1.5% of the respondents are disagree with the speed of delivery.



**Chart 4.10 The speed of delivery is important to you!!**

**INFERENCE:**

The majority of the respondents are said Agree.

#### 4.1.11 What is the biggest concern about online shopping?

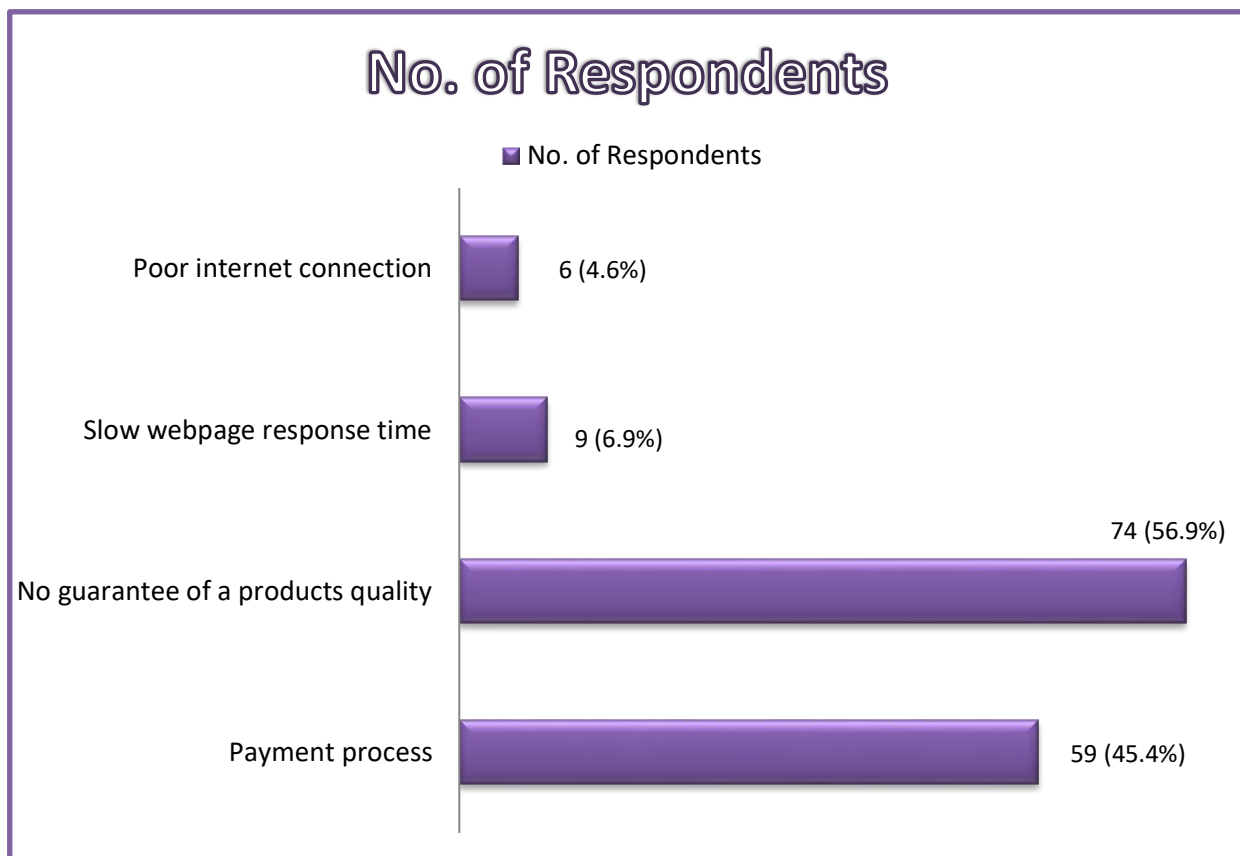
*Table 4.11 What is the biggest concern about online shopping?*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Payment process	59	45.4%
No guarantee of a products quality	74	56.9%
Slow webpage response time	9	6.9%
Poor internet connection	6	4.6%

#### INTERPRETATION:

From the above table, its interpreted that 56.9% of respondents are said No guarantee of a products quality, 45.4% of respondents are said Payment process, 6.9% of respondents are said Slow webpage response time, 4.6% of respondents are said Poor internet connection.





**Chart 4.11 What is the biggest concern about online shopping?**

#### 4.1.12 How would you rate your overall online shopping experience?

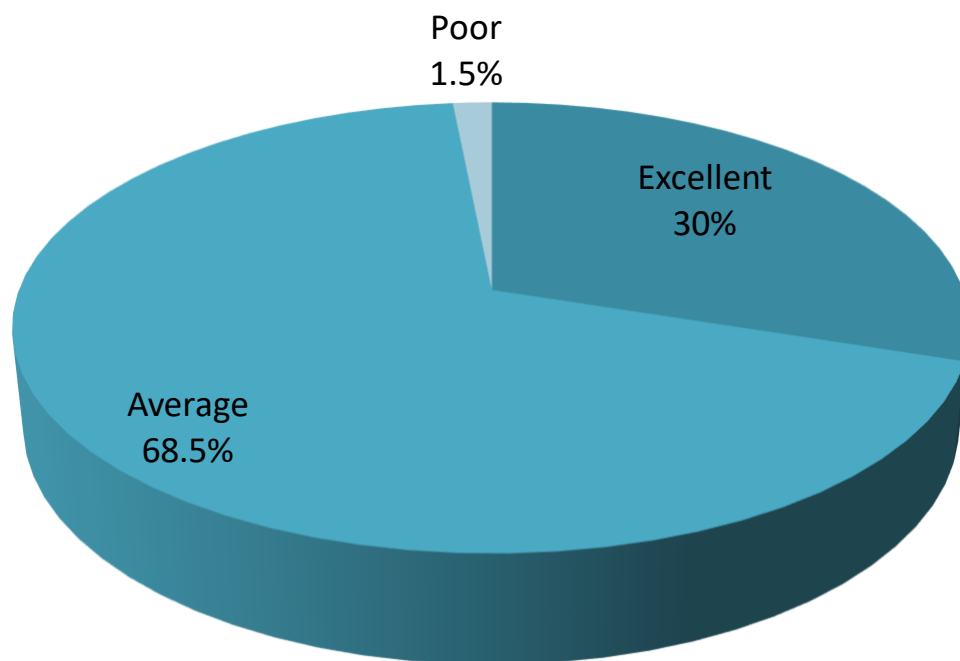
*Table 4.12 How would you rate your overall online shopping experience?*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Excellent	39	30.0%
Average	89	68.5%
Poor	2	1.5%
<b>TOTAL</b>	<b>130</b>	<b>100.0%</b>

#### **INTERPRETATION:**

From the above bar diagram, it is interpreted that 68.5% of the respondents are said Average, 30.0% of the respondents are said Excellent, 1.5% of the respondents are said Poor.

## PERCENTAGE



**Chart 4.12 How would you rate your overall online shopping experience?**

### **INFERENCE:**

The majority of the respondents are said Average.

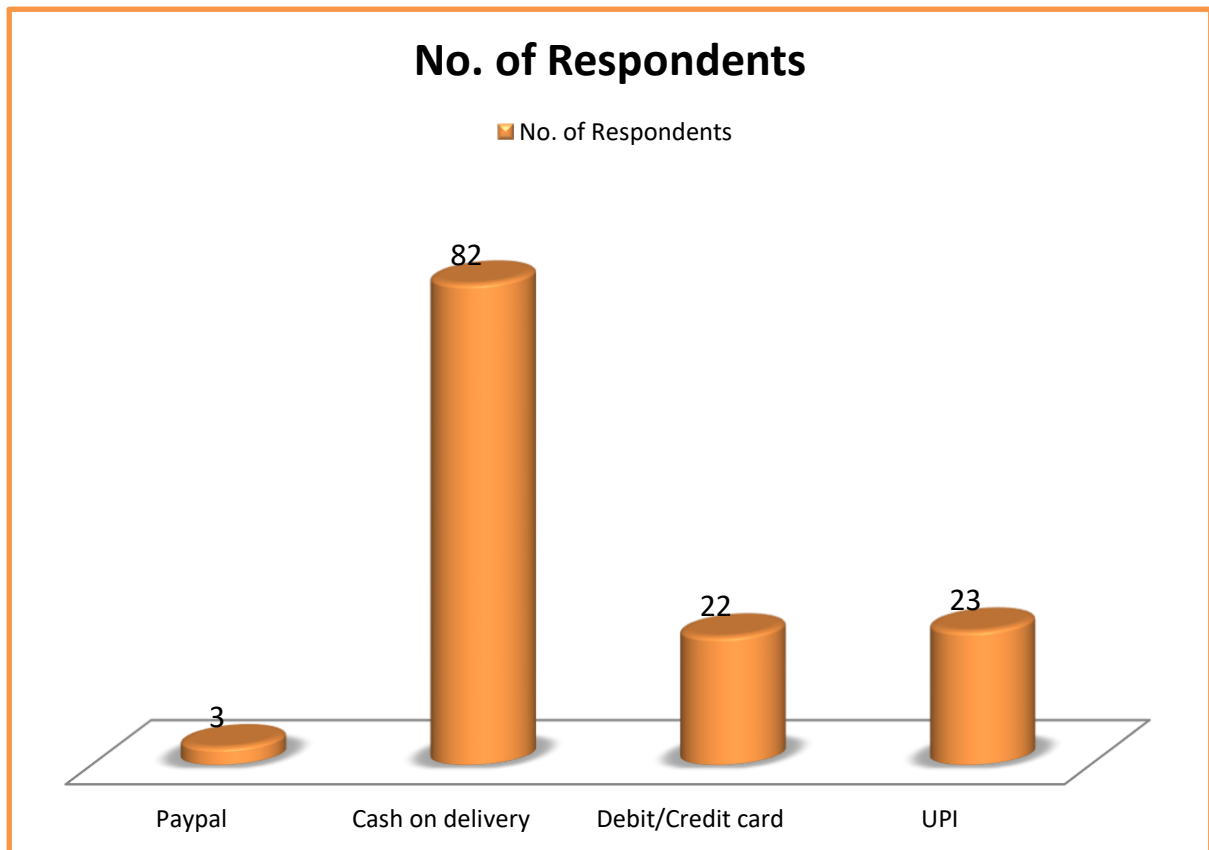
#### 4.1.13 Which payment method do you prefer for online shopping?

*Table 4.13 Which payment method do you prefer for online shopping?*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Paypal	3	2.3%
Cash on delivery	82	63.1%
Debit/Credit card	22	16.9%
UPI	23	17.7%
<b>TOTAL</b>	<b>130</b>	<b>100.0%</b>

#### **INTERPRETATION:**

From the above table, its interpreted that 63.1% of respondents are said cash on delivery, 17.7% of respondents are said UPI, 16.9% of respondents are said Debit/Credit card, 2.3% of respondents are said Paypal method.



**Chart 4.13 Which payment method do you prefer for online shopping?**

**INFERENCE:**

The majority of the respondents are used cash on delivery.

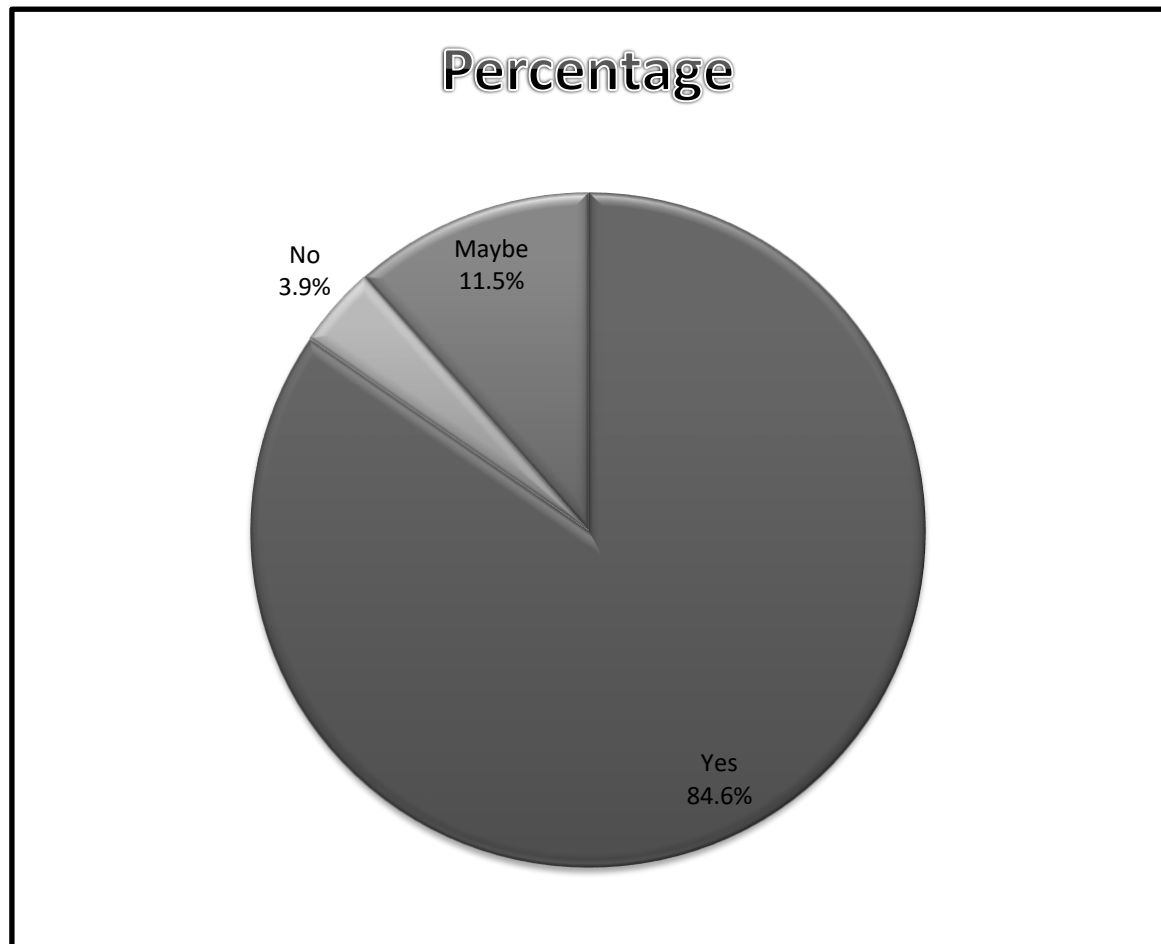
#### 4.1.14 Would you read comments and reviews of the products before shop in online

***Table 4.14 Would you read comments and reviews of the products before shop in online***

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	110	84.6%
No	5	3.9%
Maybe	15	11.5%
TOTAL	130	100.0%

#### **INTERPRETATION:**

From the above pie chart, it is interpreted that 84.6% of the respondents are said yes, 3.9% of the respondents are said no, 11.5 % of the respondents are said maybe for read comments and review of the products.



**Chart 4.14 Would you read comments and reviews of the products before shop in online**

**INFERENCE:**

The majority of the respondents are said Yes.

#### 4.1.15 Would you give feedback and reviews after every shopping in online

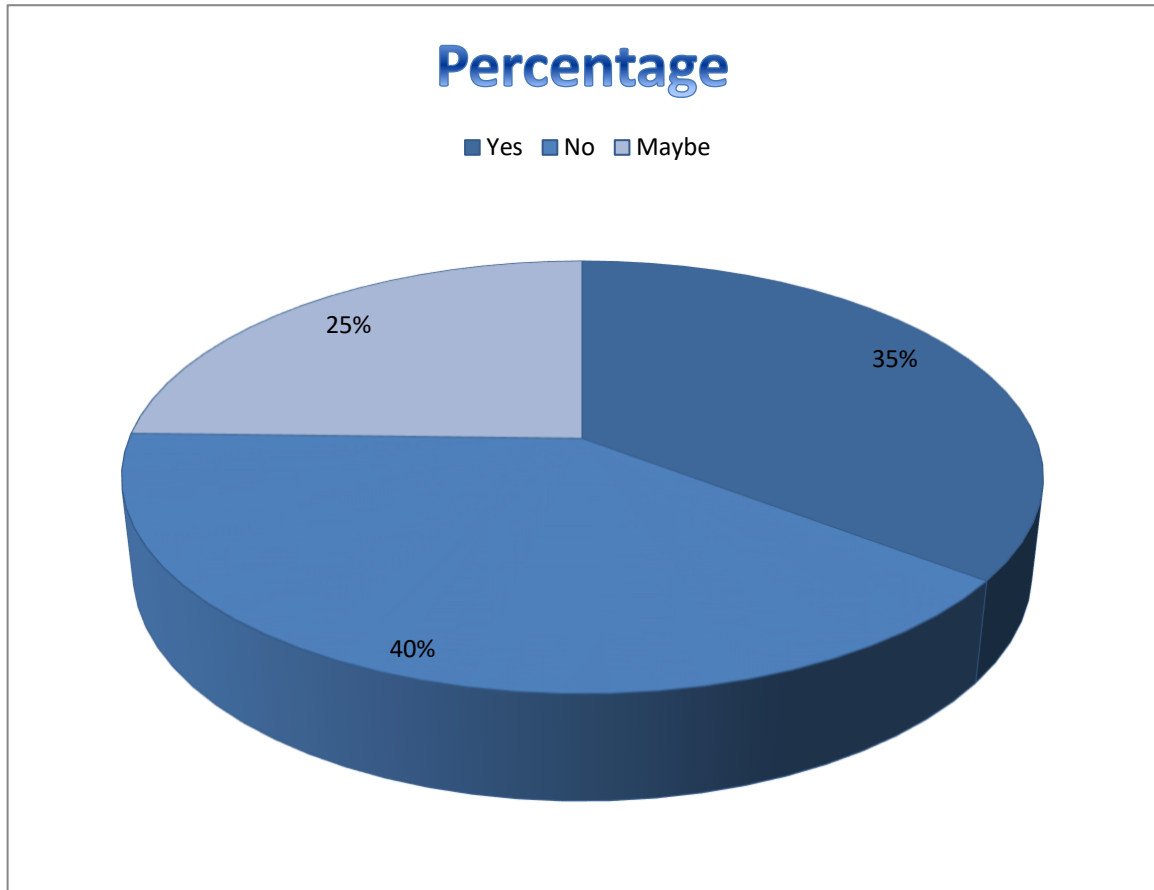
*Table 4.15 Would you give feedback and reviews after every shopping in online*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Yes	46	35.4%
No	52	40.0%
Maybe	32	24.6%
<b>TOTAL</b>	<b>130</b>	<b>100.0%</b>

#### INTERPRETATION:

From the above pie chart, it is interpreted that 40.0% of the respondents are said no, 35.4% of the respondents are said yes, 24.6% of the respondents are said maybe for give feedback and reviews of the product





**Chart 4.15 Would you give feedback and reviews after every shopping in online.**

**INFERENCE:**

The majority of the respondents are said No.

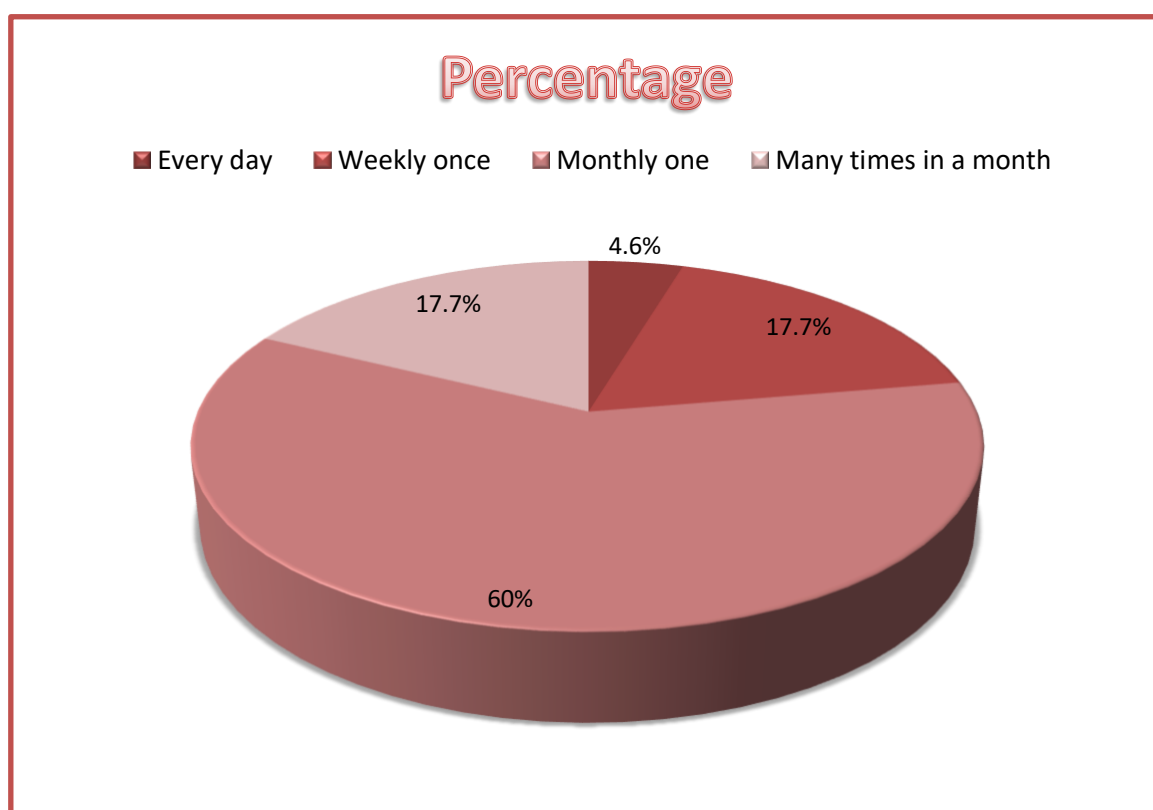
#### 4.1.16 How often did you use online shopping during this pandemic?

*Table 4.16 How often did you use online shopping during this pandemic?*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Every day	6	4.6%
Weekly once	23	17.7%
Monthly once	78	60.0%
Many times in a month	23	17.7%
<b>TOTAL</b>	<b>130</b>	<b>100.0%</b>

#### **INTERPRETATION:**

From the above pie chart, it is interpreted that 60.0% of the respondents are purchase monthly once, 17.7% of the respondents are purchase many times in a month, 17.7 % of the respondents are purchase weekly once, 4.6% of the respondents are purchase every day in online.



**Chart 4.16 How often did you use online shopping during this pandemic?**

**INFERENCE:**

The majority of the respondents are said Monthly one.

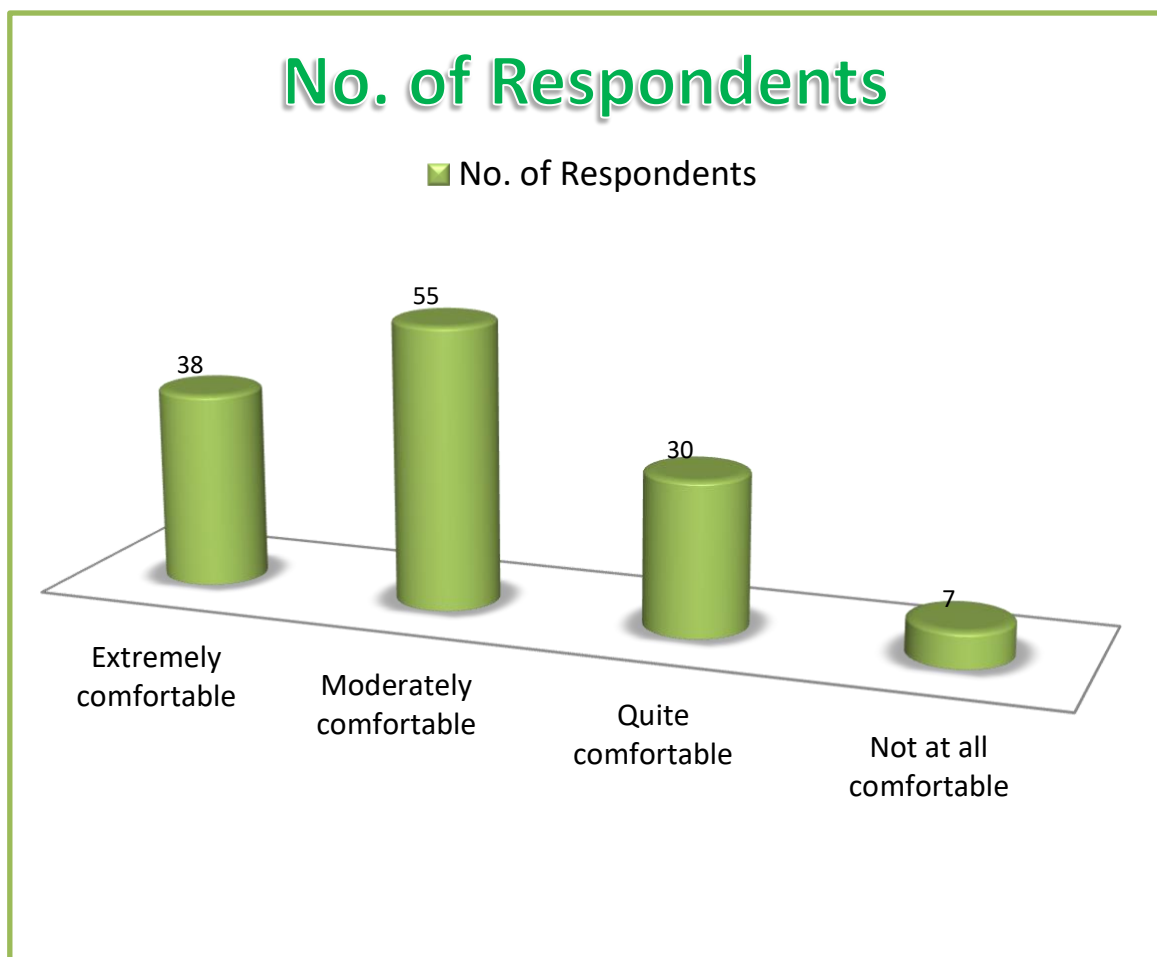
#### 4.1.17 How comfortable are you buying products from online?

*Table 4.17 How comfortable are you buying products from online?*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Extremely comfortable	38	29.2%
Moderately comfortable	55	42.3%
Quite comfortable	30	23.1%
Not at all comfortable	7	5.4%
<b>TOTAL</b>	<b>130</b>	<b>100.0%</b>

#### **INTERPRETATION:**

From the above bar diagram, it is interpreted that 42.3% of the respondents are moderately comfortable, 29.2% of the respondents are extremely comfortable, 23.1% of the respondents are quite comfortable, 5.4% of the respondents are not at all comfortable in online shopping.



**Chart 4.17 How comfortable are you buying products from online?**

**INFERENCE:**

The majority of the respondents are said Moderately Comfortable.

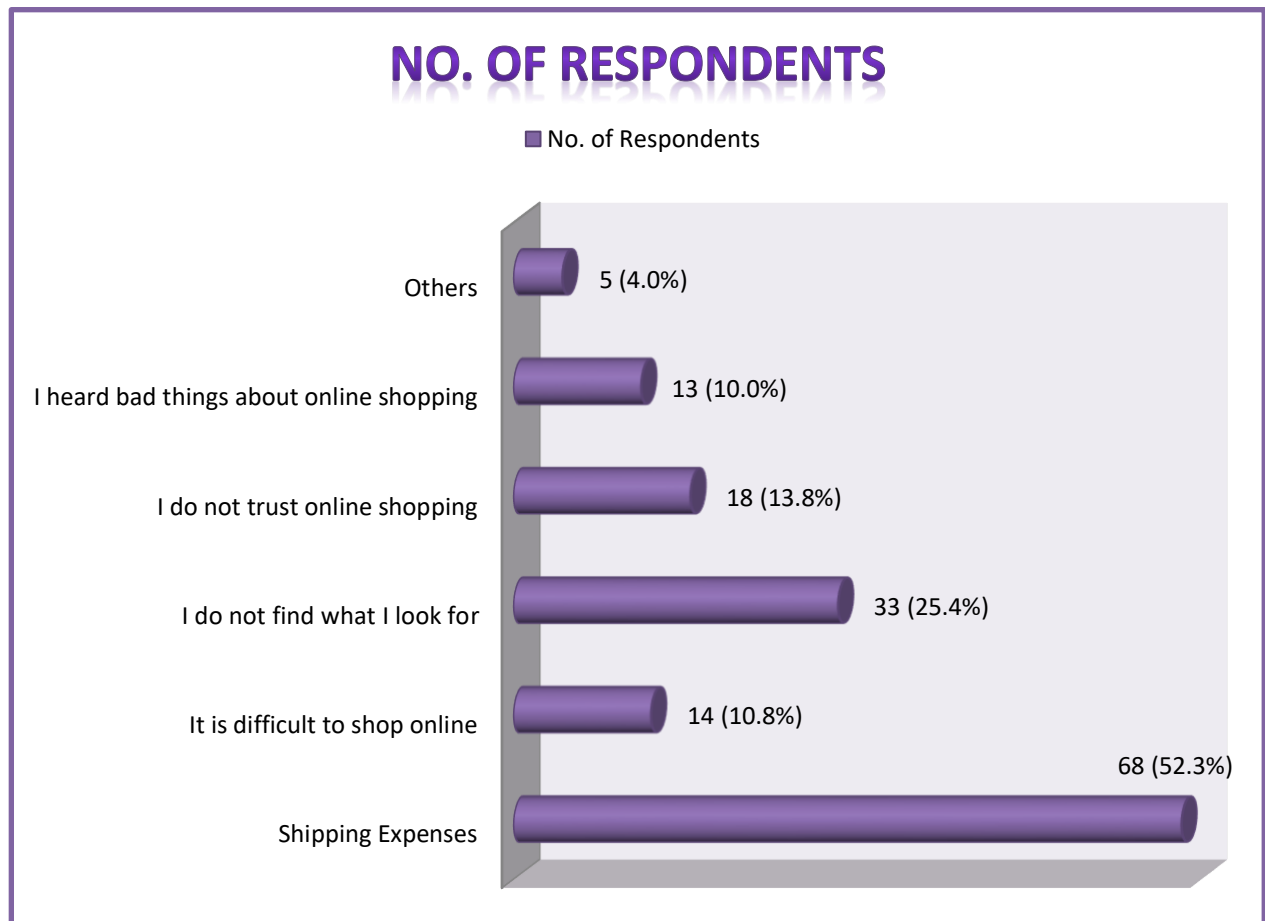
#### 4.1.18 If you do not purchase things from online, why?

*Table 4.18 If you do not purchase things form online, Why?*

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Shipping Expenses	68	52.3%
It is difficult to shop online	14	10.8%
I do not find what I look for	33	25.4%
I do not trust online shopping	18	13.8%
I heard bad things about online shopping	13	10.0%
Others	5	4.0%

#### INTERPRETATION:

From the above table, its interpreted that 52.3% of respondents are said Shipping Expenses, 25.4% of respondents are said I do not find what I look for, 13.8% of respondents are said I do not trust online shopping, 10.8% of respondents are said It is difficult to shop online, 10.0% of respondents are said I heard bad things about online shopping, 4.0% of respondents are said others things made them do not purchase things from online.



**Chart 4.18 If you do not purchase things from online, Why?**

## 4.2 STATISTIC ANALYSIS:

Test (chi – square  $\chi^2$ )

What they do and Customer Comfortable level in online shopping :

*Table 4.2.1 Table of Observed Values*

What they do / Customer's Comfortable Level	STUDENT	JOB HOLDER	BUSINESS MAN / WOMEN	UNEMPLOYED	FREELANCER	TOTAL
EXTREMELY COMFORTABLE	13	16	3	5	1	38
MODERATELY COMFORTABLE	26	22	3	2	2	55
QUITE COMFORTABLE	12	10	3	5	0	30
NOT AT ALL COMFORTABLE	4	1	2	0	0	7
TOTAL	55	49	11	12	3	130

*Table 4.2.2 Table of Expected Values*

What they do / Customer's Comfortable Level	STUDENT	JOB HOLDER	BUSINESS MAN / WOMEN	UNEMPLOYED	FREELANCER
EXTREMELY COMFORTABLE	16.0	14.3	3.2	3.5	0.8
MODERATELY COMFORTABLE	23.2	20.7	4.6	5.0	1.2
QUITE COMFORTABLE	12.6	11.3	2.5	2.7	0.6
NOT AT ALL COMFORTABLE	2.9	2.6	0.5	0.6	0.1



**Table 4.2.3 Calculation of  $\chi^2$**

OBSERVED VALUES (O)	EXPECTED VALUES (E)	(O - E)	(O - E) <sup>2</sup>	$\frac{(O - E)^2}{E}$
13	16.0	-3	-9	-0.56
16	14.3	1.7	2.89	0.20
5	3.5	1.5	2.25	0.64
3	3.2	-0.2	-0.04	-0.01
1	0.8	0.2	0.04	0.05
26	23.2	2.8	7.84	0.33
22	20.7	1.3	1.69	0.08
2	5.0	-3	-9	-1.8
3	4.6	-1.6	-2.56	-0.55
2	1.2	0.8	0.64	0.53
12	12.6	-0.6	-0.36	-0.02
10	11.3	-1.3	-1.69	-0.15
5	2.7	2.3	5.29	1.95
3	2.5	0.5	0.25	0.10
0	0.6	-0.6	-0.36	-0.6
4	2.9	1.1	1.21	0.41
1	2.6	-1.6	-2.56	-0.98
0	0.6	-0.6	-0.36	-0.60
2	0.5	1.5	2.25	4.5
0	0.1	-0.1	-0.01	-0.10
<b>TOTAL</b>				$\chi^2 = \sum \frac{(O-E)^2}{E}$ <b><math>\chi^2=3.42</math></b>

$\chi^2$  Calculated = 3.42

Degrees of freedom was calculated from the table 4.1 observed Values table

Degrees of freedom = (Columns – 1) (Rows – 1)

$$= (5 - 1) (4 - 1)$$

$$= 3 * 4$$

$$= 12$$

The significance level ( $\alpha$ ) = 0.05

$X^2$  tabular value = 21.03

$X^2$  Calculated = 3.42

$X^2$  Calculated  $<$   $X^2$  Tabular

Therefore we reject alternate hypothesis and accept Null hypothesis.

**NULL HYPOTHESIS:**

There is no significant relation between what they do and customer's comfortable level.

**ALTERNATE HYPOTHESIS:**

There is significant relation between what they do and customer's comfortable level.

By this hypothesis test we got null hypothesis that means there is no significant relation between what they do and customer's comfortable level.

## **CHAPTER 5**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

#### **5.1 FINDINGS OF THE STUDY:**

- ✕ The online shopping is getting popular among the young generation as they feel it more comfortable, time saving and convenient. It is analysed from the survey that when a consumer makes a mind to purchase online goods he/she is affected by multiple factors. The main crucial identified factors are time saving, the best price and convenience.
- ✕ Majority (60.8%) of the respondents of my questionnaire is 20-35 belongs to the age group.
- ✕ Majority (68.5%) of the respondents of my questionnaire is female
- ✕ Majority (42.3%) of the respondents of my questionnaire is students
- ✕ Majority (89.2%) of the respondents says yes to prefer online shopping.
- ✕ Majority (88.5%) of the respondents are said yes for having aware of online shopping.
- ✕ Majority of the respondents are using many websites for online shopping like amazon, flipkart, myntra etc..
- ✕ Majority of the respondents are buy dress/jewelry, electronic items, food, fashion items etc.. In online shopping.
- ✕ Majority of the respondents are said what made them to buy products in online is save time, discounts, home delivery etc..
- ✕ Majority (56.9%) of the respondents are spend 1000 rupees for their online shopping
- ✕ Majority (43.8%) of the respondents agreed for the speed of delivery is important for them.
- ✕ Majority of the respondents are said their biggest concern about online shopping is no guarantee of a products quality.
- ✕ Majority (68.5%) of the respondents are given their overall online shopping rating is average.
- ✕ Majority (63.1%) of the respondents are prefer cash on delivery for their online shopping

- ✕ Majority (84.6%) of the respondents are said yes for they are read the comments before they shop in online.
- ✕ Majority (40.0%) of the respondents are said yes for they give feedback for every purchase.
- ✕ Majority (60.0%) of the respondents are use online shopping monthly once.
- ✕ Majority (42.3%) of the respondents are said they are moderately comfortable in online shopping.
- ✕ Majority of the respondents said why the did not use online shopping, because of shipping expenses, and they did not find what they looking for

## **5.2 SUGGESTIONS:**

- The quality of the products is more important for the online shoppers
- The products picture should be clear and need to give correct pic of that products like color, material design etc.
- In some of the products does not had cash on delivery options, but that cash on delivery option is must needed for all products.
- EMI options are given for particular banks only they need for all banks
- The website should need to clear the content of the products like review and feedback is need more clear.
- Need to reduce the delivery charges to all products.
- The online shopping is needed to add the location in their website, because some of the products are not available in all areas.
- Online shopping sites should increase the security for online payments.
- Customers needs return option method for all products

## **CHAPTER 6**

### **6.1 CONCLUSION:**

This study investigates the determinants that are responsible for choosing of the online purchasing portals by the consumers whenever they decide for purchasing products. Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Furthermore, the study was taken ahead with the conclusions drawn from the empirical survey and developing innovations important for the online purchasing portals. The empirical results show that consumers preferred to accept on line purchasing portals for their purchases whenever they perceived that the determinants like product preference through the respective purchasing portals, variety options available in the portals and convenience of online shopping and in accordance to their preferences. This research shows that online shopping is having very bright future in India. Perception towards online shopping is getting better in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others

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## ANNEXURE

### “A STUDY ON CUSTOMER’S PREFERENCE TOWARDS ONLINE SHOPPING”

#### QUESTIONNAIRES:

1. Name: \_\_\_\_\_
2. Age Group :
  - a) Below 20      b) 20 – 35
  - c) 35 – 50      d) Above 50
3. Gender :
  - a) Male
  - b) Female
4. What do you do?
  - a) Student      b) job holder
  - c) business Man / woman      d) unemployed      e) Freelancer
5. Would you prefer to purchase Online?
  - a) Yes
  - b) No

If no give reason \_\_\_\_\_
6. Are you aware of online shopping?
  - a) Yes
  - b) No
7. Which website you prefer for online shopping?
  - i) Amazon.in      ii) Myntra.com      iii) Firstcry.com
  - iv) Flipkart.com      v) AJIO.com      vi) Snapdeal      vii) Nykaa.com
  - viii) Pharmeasy      ix) Bigbasket.com      x) Others: \_\_\_\_\_
8. What are the products you purchased in online?
  - i) Electronic items      ii) Books
  - iii) Grocery      iv) Dress/Jewelry
  - v) Food      vi) Skin care
  - vii) Medicine      viii) Fashion items      xi) Others: \_\_\_\_\_



9. What made you to buy products in online?
- i) Save time                      ii) Discount
  - iii) Quality                      iv) Home delivery
  - v) Comfortable                  vi) Availability                  vii) Price
10. How much you spend for online shopping per month?
- a) 1000                              b) 1000 – 2500
  - c) 2500 – 5000                  d) More than 5000
11. The speed of delivery is important to you
- a) Strongly Agree                  b) Agree                  c) Neutral
  - d) Disagree                          e) Strongly disagree
12. What is the biggest concern about online shopping?
- a) Poor internet connection
  - c) Slow webpage response time
  - d) No Guarantee of a product's quality
  - e) Payment process
13. How would you rate your overall online shopping experience?
- a) Excellent
  - b) Average
  - c) Poor
14. Which payment method do you prefer for online shopping?
- a) Paypal
  - b) Cash on delivery
  - c) Credit / debit card
15. Would you read comments and reviews of the product before shop in online?
- a) Yes
  - b) No
16. Would you give feedback and reviews after every shopping in online?
- a) Yes
  - b) No
17. How often did you use online shopping during this pandemic?
- a) Every day
  - b) Weekly once
  - c) multiple times in a month

18. How comfortable are you buying products from online?

- a) Extremely comfortable      b) Moderately comfortable
- c) Quite comfortable      d) Not at all comfortable

19. If you do not purchase things online, why?

- a) Shipping expenses      b) It is difficult to shop online
- c) I do not find what I look for      d) I do not trust online shopping
- e) I heard bad things about online shopping      f) other \_\_\_\_\_

20. Give Any suggestion for online shopping

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