

RAJALAKSHIMI ENGINEERING COLLEGE

STATISTICS AND BUSINESS RESEARCH

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CLASS: 1ST MBA – D

A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING

CHAPTER 1 – INTRODUCTION

1.1. INTRODUCTION:

Online shopping is a form of electronic commerce which allows consumers to directly buy goods and 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 alternative vendors using a shopping search engine, which displays the same products availability and pricing at different e-retailers. Customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. People of all ages, genders, and socioeconomic backgrounds increasingly use online resources as a platform for buying. In order to fulfill their expectations, many customers find it simpler to search for purchase a certain product online. The main benefit of this method of shopping is that a buyer may obtain through product information and review from previous users before deciding whether or not to purchase. Young individuals between the ages of 18 and 35 make up the bulk of users of online shopping platforms. Utilizing an online platform has a number of benefits given the accessibility of modern technical solutions.

CHAPTER 2 – OBJECTIVE OF THE STUDY

2.1. OBJECTIVE OF THE STUDY:

Primary objective:

- To identify the key factors that influence consumers to shop online, such as convenience, price, product selection, and security.
- To understand the decision-making process that consumers go through when making online purchases, including factors such as information search, evaluation of alternatives, and post-purchase evaluation.
- To explore the relationship between online shopping behavior and consumer satisfaction, loyalty, and repeat purchase behavior.

Secondary objective:

- To identify potential barriers to online shopping and to suggest ways to overcome these barriers, such as improving website design and enhancing security measures.
- To suggest measures wherever necessary.
- To evaluate the pre-purchase factors that influence the buying behavior of consumers.

CHAPTER 3 – REVIEW OF LITERATURE

3.1. REVIEW OF LITERATURE:

3.2. INTRODUCTION: Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser or a mobile app.

People of all ages, genders, and socioeconomic backgrounds increasingly use online resources as a platform for buying. In order to fulfill their expectations, many customers find it simpler to search for and purchase a certain product online. The main benefits of this method of shopping is that a buyer may obtain thorough product information and reviews from previous users before deciding whether or not to purchase.

3.3. MEANING:

Consumer behavior on online shopping refers to the actions and decisions consumers make when they interact with online marketplaces and e-commerce platforms. This includes how they search for products, navigate online stores, and making purchasing decisions.

3.4. DEFINITION:

1.Consumer behavior on online shopping refers to the mental and emotional processes that influence how individuals select, purchase, use, and dispose of products and services in the online environment.

- SCHIFFMAN

2. Online consumer behavior is the study of how people interact with and make decisions about products, services, and ideas in the digital marketplace.

- HAWKINS

3. Consumer behavior on online shopping involves the cognitive, affective, and behavioral responses of individuals to the online shopping experience, including search, purchase, and post-purchase activities.

- SOLOMON

3.5. CHRONOLOGY OF MAJOR IN THE EVOLUTION OF CONSUMER BEHAVIOR:

1940-1950	CONSUMER MOTIVATION RESEARCH BEGANS TO APPEAR
1963	THE CONCEPT OF LIFESTYLE WAS PROPOSED
1968	ENGEL ET AL. 'S CONSUMER BEHAVIOUR PUBLISHED
1969	HOWARD-SHETH BUYER BEHAVIOUR THEORY WAS PROPOSED
1974	JOURNAL OF CONSUMER RESEARCH WAS FOUNDED
1982	SELF-CONCEPT WAS INTRODUCED INTO CONSUMER BEHAVIOUR (SIRGY, 1982)
1985-1992	THE THEORY OF PLANNED BEHAVIOUR (TPB) WAS PRODUCED AND IMPROVED.

1995	BEING DIGITAL WAS PUBLISHED
2001	THE CONCEPT OF BRAND COMMUNITY WAS PROPOSED
2004	SOCIAL MEDIA FACEBOOK EMERGES
2010	THE CONCEPT AND RESEARCH ON DIGITAL MEDIA AND DIGITAL CONSUMER NBEHAVIOUR EMERGED
2020	DIGITALIZATION AND INTELLIGENCE, MARKETING EMERGED

3.6. ADVANTAGES:

- **CONVENIENCE:** Online shopping is convenient because it saves time and allows consumers to shop from home.
- **PRICE COMPARISON:** Online shoppers can easily compare prices for products.
- **PERSONALIZATION:** Online stores can personalize the shopping experience, which can make it easier to find interesting products.
- **NO CROWDS:** During festivals, weekends, or holidays it is common to see the crowd shopping places; it will be a huge headache and hectic to purchase products in this type of environment. But in online shopping , we do not have to face crowds, and also we do not have any need to do unusual battles for parking.

3.7. DISADVANTAGES:

- **SECURITY CONCERNS:** online shoppers need to be aware of security and privacy risks, such as the theft of personal information.
- **INABILITY TO INSPECT PRODUCTS:** online shoppers can't examine the quality and materials of products in person, and must rely on the seller's photos.
- **DEPENDABILITY ON TECHNOLOGY:** the internet can be prone to errors, such as links not working or landing pages not loading.
- **IMPERSONAL SHOPPING EXPERIENCE:** some say that online shopping can feel impersonal.
- **DELAY IN DELIVERY:** Sometimes buyers have to face an unexpected delay in the delivery of booked item. Booking an order hardly takes five minutes, but its delivery sometimes takes delay of 5-10 days. While, if we shop things offline from the store, we can get our product instantly.

3.8. VARIABLES:

1. ATTITUDE: it refers to person's mental or emotional disposition towards something, such as an idea, object, person, or situation. it encompasses their feelings, beliefs, and values about the subject, influencing their thoughts, words, and actions.

ATTITUDES CAN BE FORMED THROUGH:

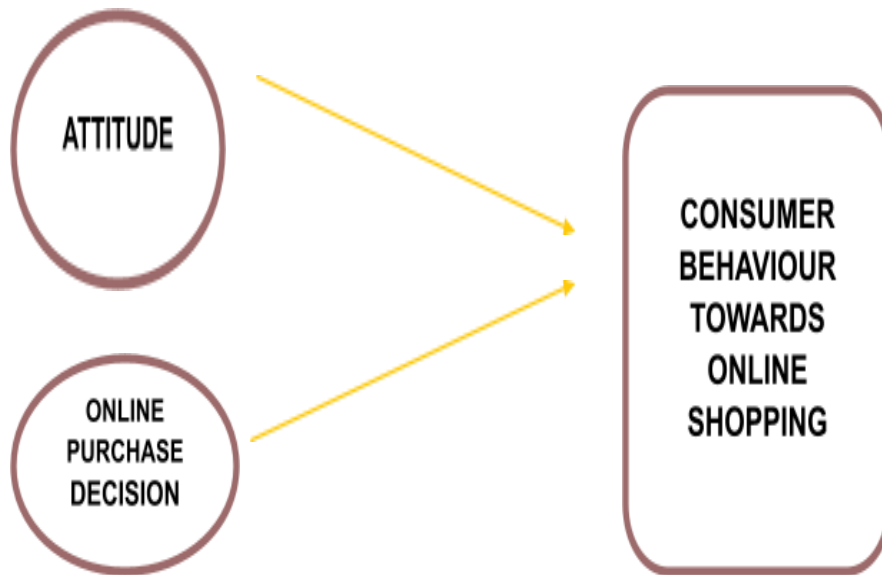
- Personal experience
- Social influences
- Cultural norms

2.ONLINE PURCHASE DECISION: it refers to the process by which a consumer makes a decision to buy a product or service online.

FACTORS INFLUECING ONLINE PURCHASE DECISIONS:

- price quality
- convenience
- reviews and
- ratings website
- usability payment
- security delivery
- options return
- policy customer
- service brand
- reputation

3.9 MODEL:



CHAPTER 4 – RESEARCH METHODOLOGY

4.1. TYPE OF RESEARCH:

- **DESCRIPTIVE RESEARCH:** Descriptive research is a type of analysis that outlines the features of the population or issues under the study. This type of methodology focuses more on the “what” of the research problem than the “why”. Since the researcher cannot influence the variables in this research design, they can only report the facts precisely as they occurred or are occurring.

The primary methods used in descriptive research include observations, surveys, and case studies. One can use many variables in descriptive research to explain the facts.

- **EXPLORATORY RESEARCH:** Theories and their explanation are the basis of exploratory research. Its goal is only to investigate the study questions, not to provide definitive and conclusive solutions to current problems.

Exploratory research seeks to increase our understanding of the issue rather than offering conclusive evidence. The structure is improper, and the methods offer a flexible and investigative approach. Therefore, one does not test the hypothesis, and the results do not help the outside world. The findings are usually a related topic, which helps improve the research.

Exploratory research is usually qualitative, but a large sample exploratory study can also be quantitative. Due to its flexible and open ended nature, it is often known as interpretive research or a grounded theory approach.

4.2. SAMPLING DESIGN:

The sampling design followed is a simple random sampling method. The technique provides every element or unit an equal chance of being selected in the sample.

4.3. PRIMARY DATA:

Primary data is data that is collected from first-hand sources, using methods like surveys, interviews, or experiments. It is collected with the research project in mind, directly from primary sources. In this study, the primary data was collected through a structured questionnaire.

4.4. SECONDARY DATA:

Secondary data is data gathered from studies, surveys, or experiments that have been run by other people or for another research. In this study, besides Primary data, the secondary data was also collected. Websites, books were referred for this purpose from the library to facilitate proper understanding of the study.

4.5. DATA COLLECTION:

The data is collected from the audience between the age group of 17 years to 30 years and above. Closed ended questions were included in the questionnaire.

4.6. ANALYSIS DESIGN:

Percentage analysis in research refers to a method used to calculate and interpret the proportion of specific categories within a dataset, expressed as percentages. It is a straightforward technique that converts raw data into more understandable, relative terms by showing how much of a whole is represented by different categories or variables.

In Chapter 5, percentage analysis was used for each question to identify the data with the highest percentage, which is visually represented through pie charts, followed by an interpretation of the results.

4.7. Chapterization:

- Chapter:1 -Introductory chapter deals with meaning of the “A study on consumer behaviour towards online shopping”.
- Chapter:2 - It deals with objective of the study, primary and secondary objective of the study.
- Chapter:3 – It deals with the review of literature of the article about the consumer behaviour towards online shopping.
- Chapter:4 – This chapter deals with research methodology.
- Chapter:5 - This chapter deals with the analysis of the study.
- Chapter :6 – The chapter provide summary of findings, suggestion and conclusion of the study
- Reference

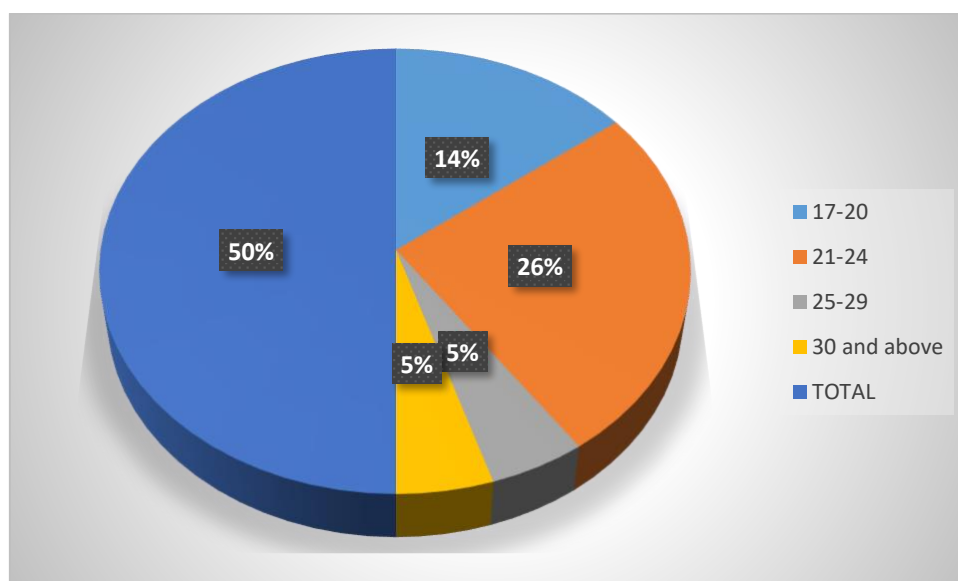
CHAPTER 5 – DATA ANALYSIS AND INTERPRETATION

5.1. – SHOWING AGE OF THE RESPONDENTS

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
17-20	9	29%
21-24	16	51.6%
25-29	3	9.7%
30 and above	3	9.7%
TOTAL	31	100

Chart:



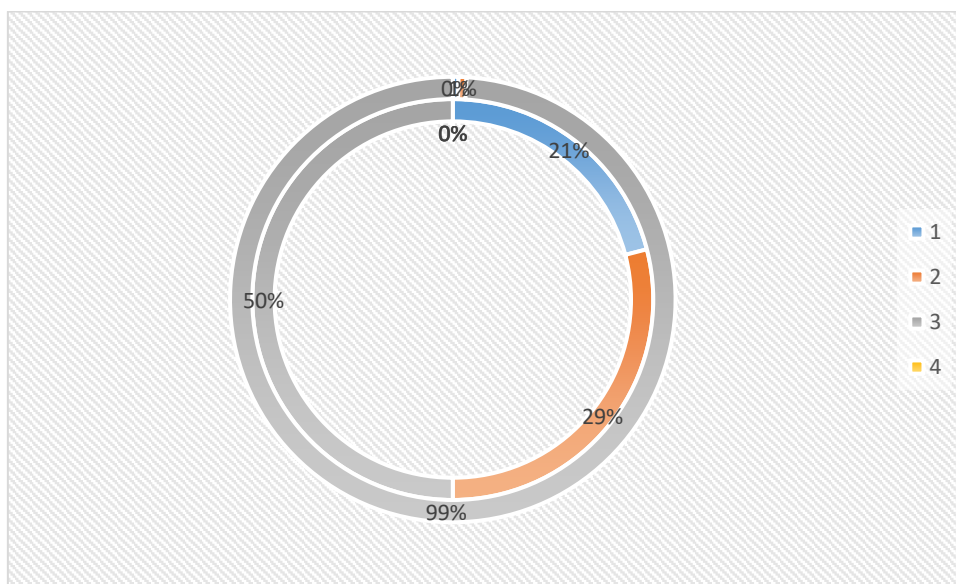
INTERPRETATION: According to the survey, around 51.6% of the respondents are between the age group of 21 to 24 years. 29% respondents are between the age group of 17 to 20 years. 9.7% respondents are between the age group of 25 to 29 years. 9.7% respondents are between the age group of 30 years and above.

5.2. GENDER

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Male	13	41.9%
Female	18	58.1%
TOTAL	31	100

Chart:



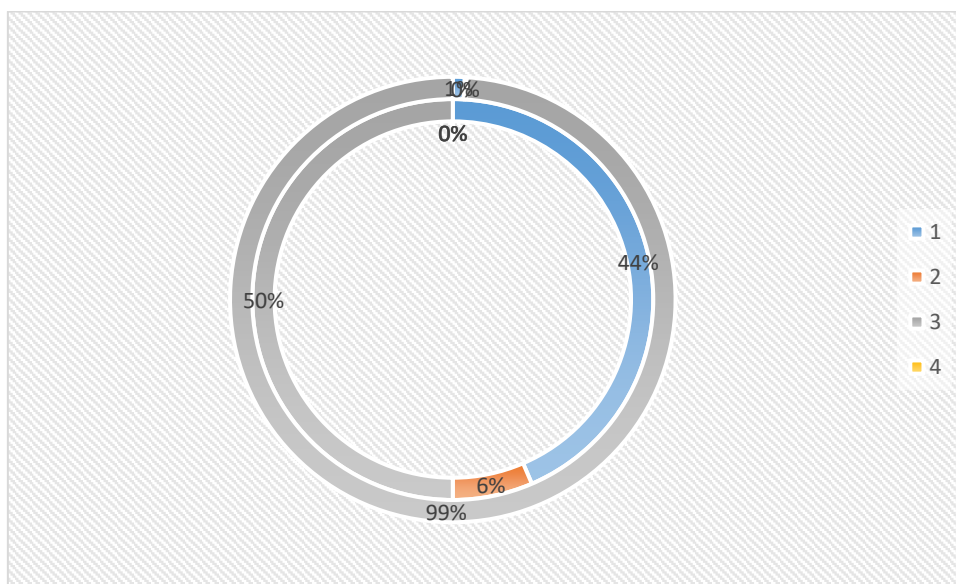
INTERPRETATION: According to the survey out of 31 respondents, 58.1% respondents are female and 41.9% respondents are male.

5.3. Marital status

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Single	27	87.1%
Married	4	12.9%
TOTAL	31	100

Chart:



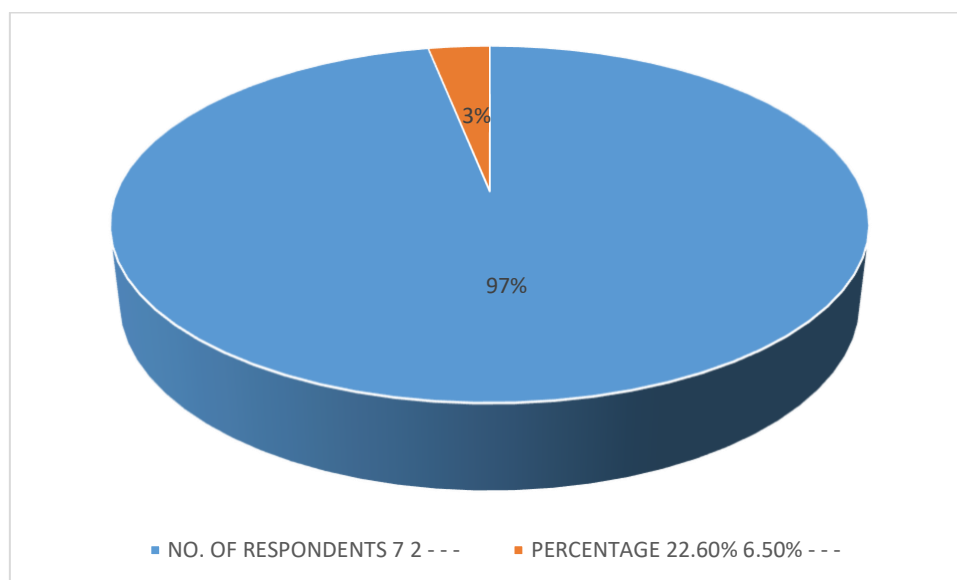
INTERPRETATION: According to the survey out of 31 respondents. 87.1% are single and 12.9% respondents are married.

5.4. Occupation

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Salaried Employee	7	22.6%
Business	2	6.5%
Homemaker	-	-
Daily Worker	-	-
Retired Persons	-	-
Others	22	71%
TOTAL	31	100

Chart:



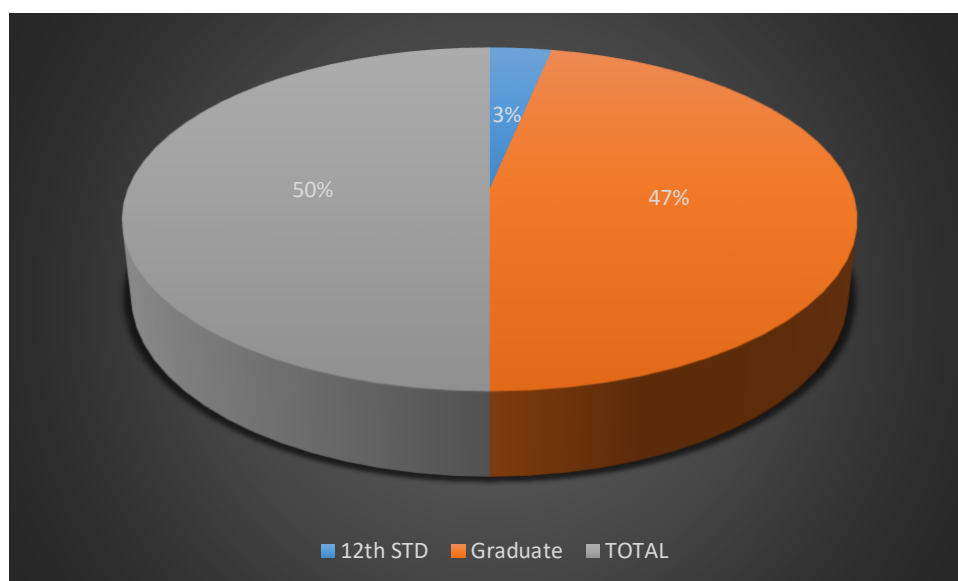
INTERPRETATION: According to the survey out of 31 respondents, 71% respondents are others. 22.6% respondents are salaried employee and 6.5% respondents are business.

5.5. Educational Qualification

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Illiterate	-	-
Below 5 th STD	-	-
Below 10 th STD	-	-
Below 12 th STD	-	-
12 th STD	2	6.5%
Graduate	29	93.5%
TOTAL	31	100

Chart:



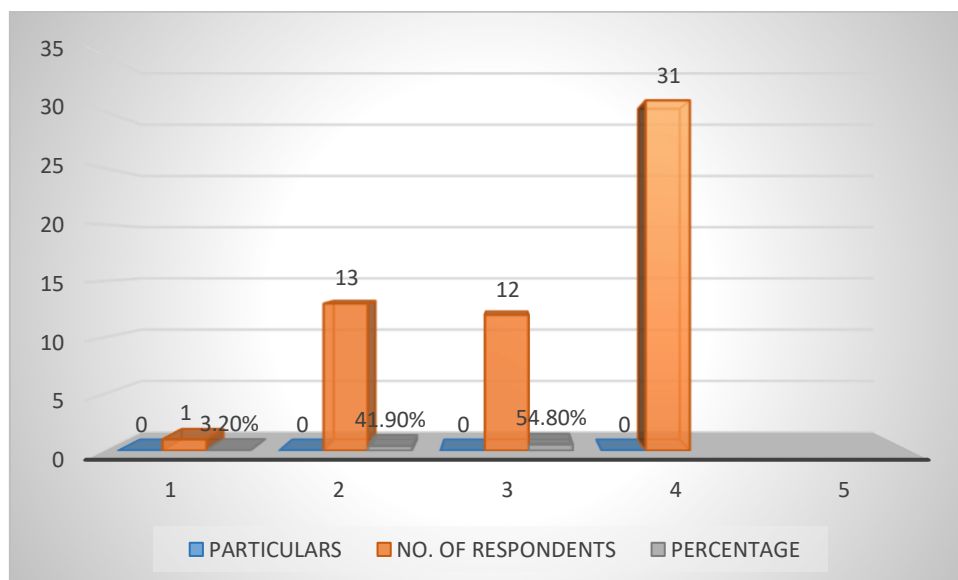
INTERPRETATION: According to the survey out of 31 respondents, 93.5% respondents are graduate and 6.5% respondents are 12th std.

5.6. How long have you been shopping online

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
1 Year	1	3.2%
2-3 Years	13	41.9%
4 Years and above	12	54.8%
TOTAL	31	100

Chart:



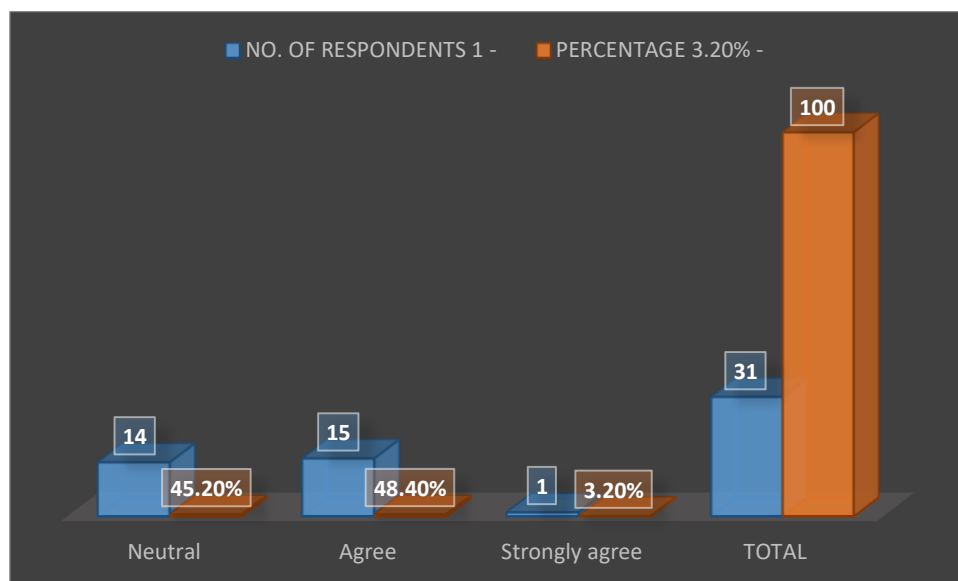
INTERPRETATION: According to the survey, around 54.8% of the respondents have been shopping online from the past 4 years and above. 41.9% of the respondents have been shopping online since 2-3 years and around 3.2% of the respondents have been shopping online since 1 year.

5.7. Did you find the online shopping experience convenient

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	1	3.2%
Disagree	-	-
Neutral	14	45.2%
Agree	15	48.4%
Strongly agree	1	3.2%
TOTAL	31	100

Chart:



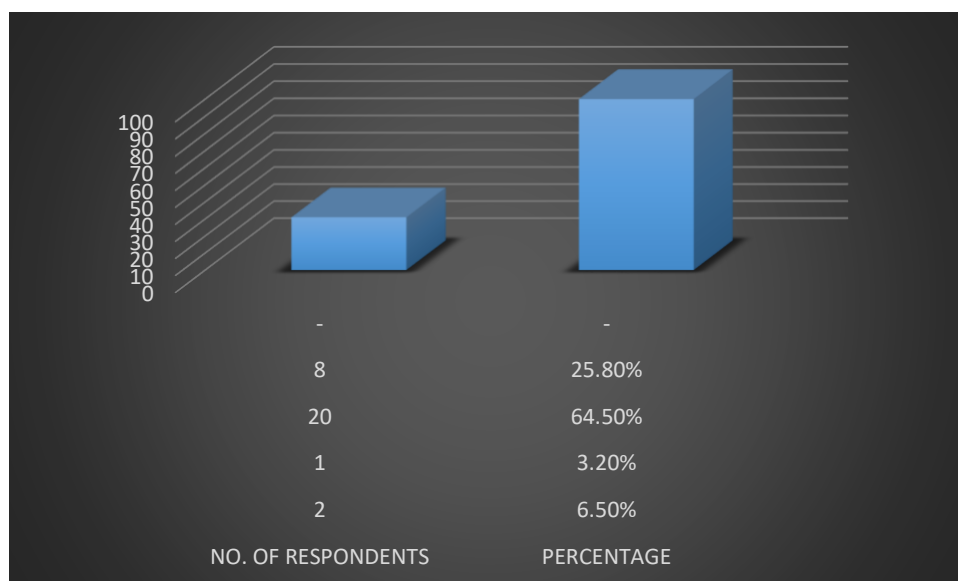
INTERPRETATION: According to the survey, 48.4% of the respondents agree online shopping experience convenient. 45.2% of the respondents are neutral. 3.2% of the respondents are strongly agree and 3.2% of the respondents are strongly agree.

5.8. Do you think online shopping is risky

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	2	6.5%
Disagree	1	3.2%
Neutral	20	64.5%
Agree	8	25.8%
Strongly agree	-	-
TOTAL	31	100

Chart:

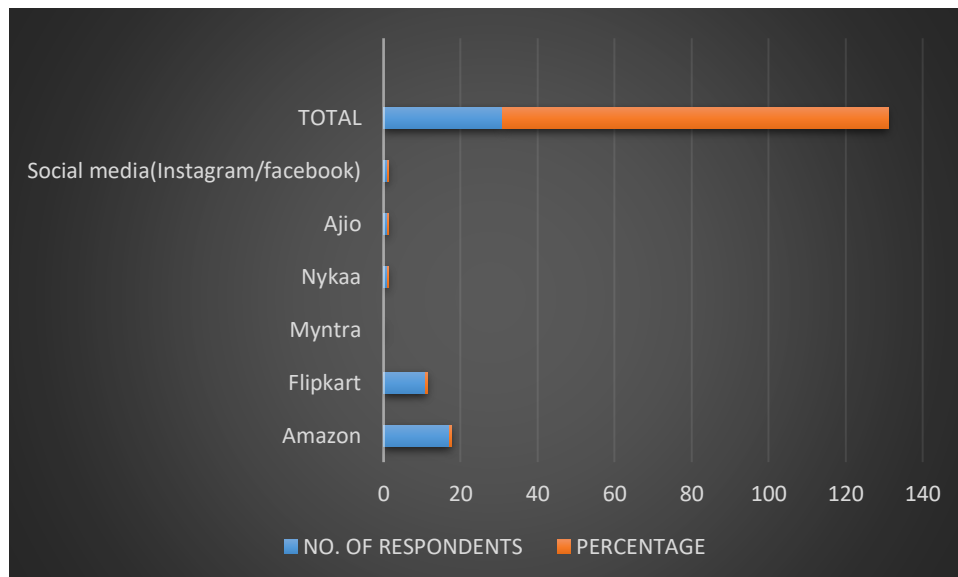


INTERPRETATION: According to the survey, around 64.5% of the respondents say that neutral. 25.8% of the respondents are agree. 6.5% of the respondents are strongly disagree and 3.2% of the respondents are disagree.

5.9. Which online shopping websites do you often use

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Amazon	17	54.8%
Flipkart	11	35.5%
Myntra	-	-
Nykaa	1	3.2%
Ajio	1	3.2%
Social media(Instagram/facebook)	1	3.2%
TOTAL	31	100

Chart:



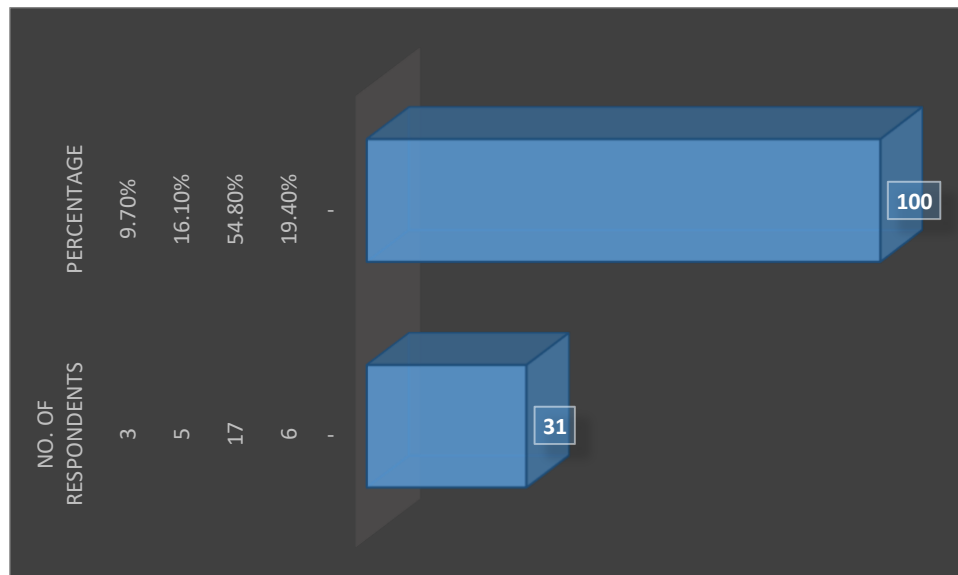
INTERPRETATION: According to the survey, the most used online websites are Amazon 54.8% of the respondents. 35.5% of the respondents for the flipkart. 3.2% of the respondents for the nykaa, ajio and social media (Instagram and facebook).

5.10. How often you purchase online

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Very Often	3	9.7%
Often	5	16.1%
Sometimes	17	54.8%
Rarely	6	19.4%
Never	-	-
TOTAL	31	100

Chart:



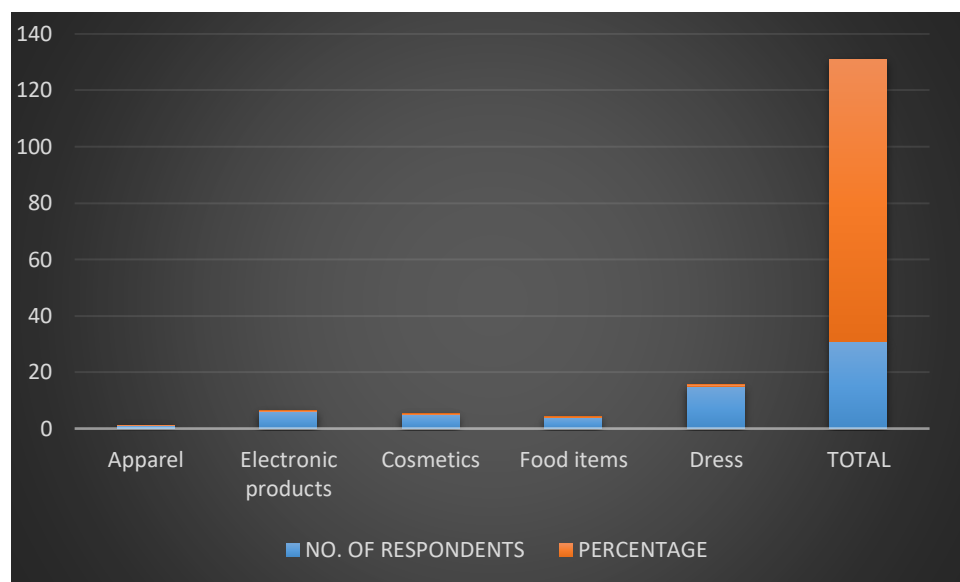
INTERPRETATION: According to the survey, around 54.8% of the respondents sometimes make online purchase. 19.4% of the respondents rarely make online purchase. 16.1% of the respondents often make online purchase and 9.7% of the respondents very often make online purchase.

5.11. What types of products do you prefer to buy from online shopping websites?

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Apparel	1	3.2%
Electronic products	6	19.4%
Cosmetics	5	16.1%
Food items	4	12.9%
Dress	15	48.4%
TOTAL	31	100

Chart:



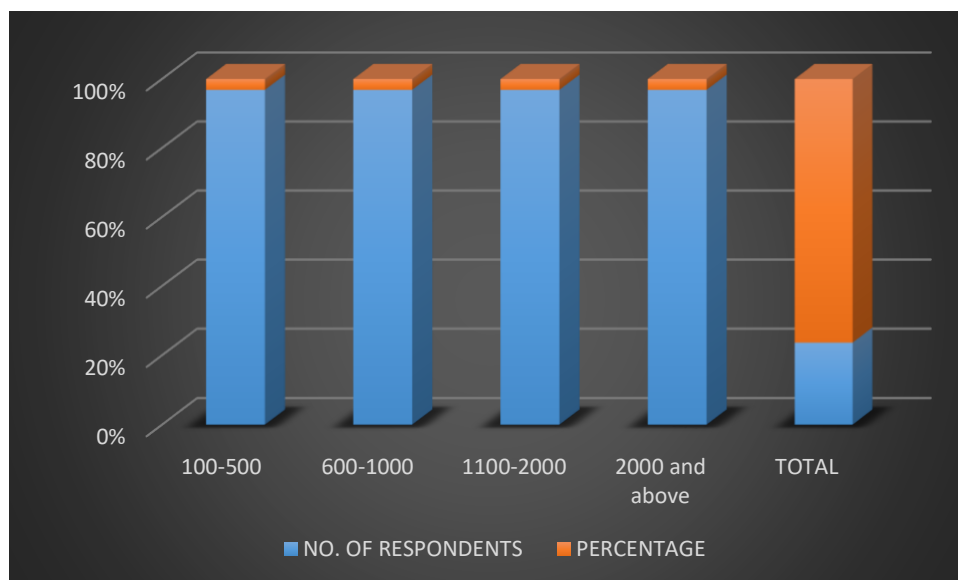
INTERPRETATION: According to the survey, around 48.4% of the respondents prefer buying dress. 19.4% buys electronic products. 16.1% buys cosmetics. 12.9% buys food items and 3.2% buys apparel.

5.12. What is the average amount of money you spend on online shopping?

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
100-500	7	22.6%
600-1000	12	38.7%
1100-2000	4	12.9%
2000 and above	8	25.8%
TOTAL	31	100

Chart:



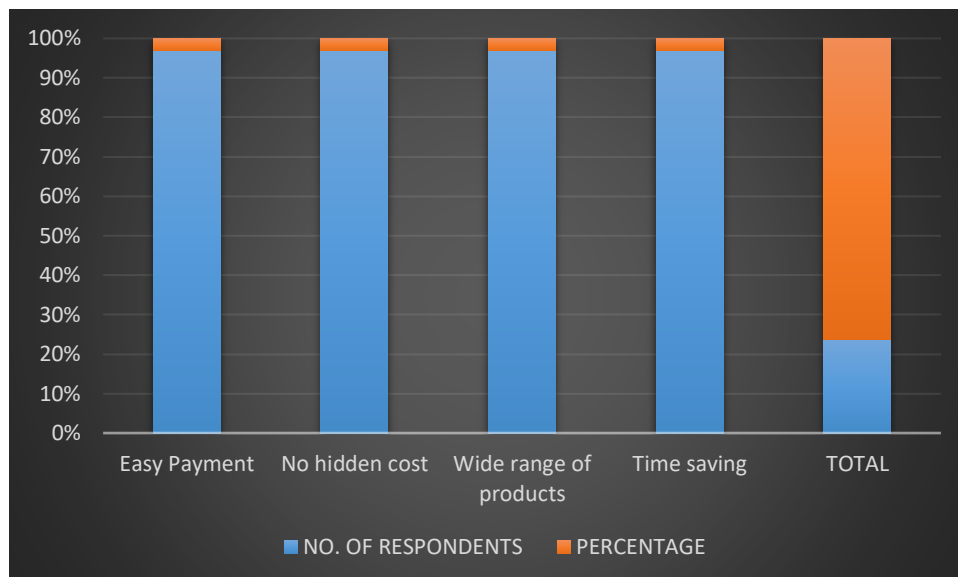
INTERPRETATION: According to the survey, 38.7% of the respondents spent rupees 600-1000. 25,8% of the respondents spent rupees 2000 and above. 22.6% of the respondents spent rupees 100-500 and 12.9% of the respondents spent rupees 1100-2000.

5.13. What is your reason for online shopping

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Easy Payment	5	16.1%
No hidden cost	1	3.2%
Wide range of products	13	41.9%
Time saving	12	38.7%
TOTAL	31	100

Chart:



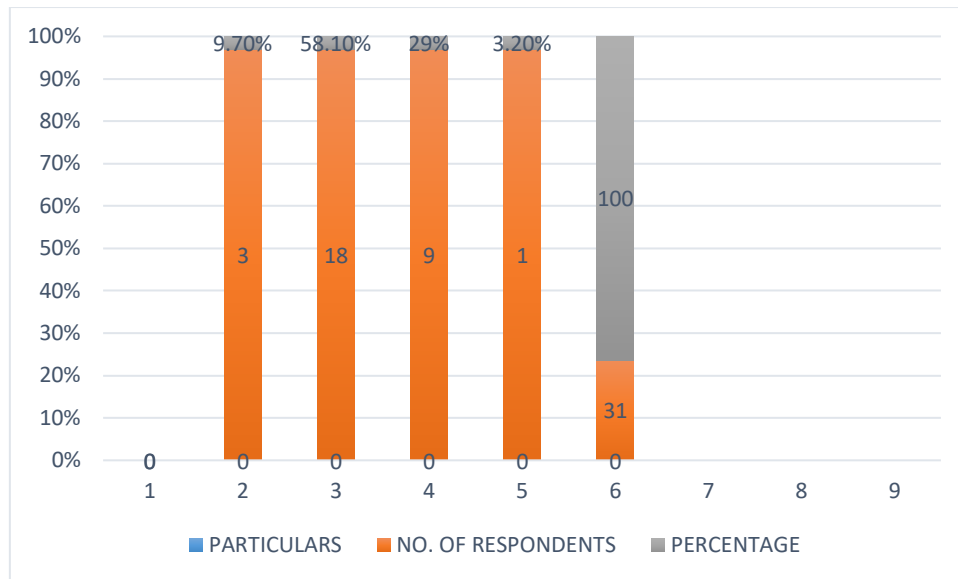
INTERPRETATION: According to the survey, 41.9% of the respondents for wide range of products. 38.7% of the respondents for time saving. 16.1% of the respondents for easy payment and 3.2% of the respondents for no hidden cost.

5.14. Do you think online shopping is more cost-effective than shopping in a physical store

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	-	
Disagree	3	9.7%
Neutral	18	58.1%
Agree	9	29%
Strongly agree	1	3.2%
TOTAL	31	100

Chart:



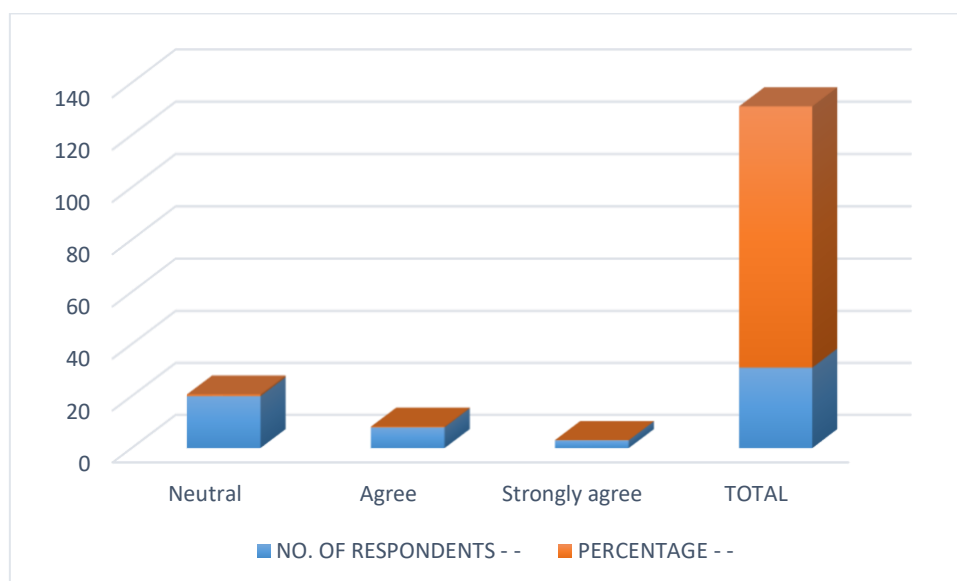
INTERPRETATION: According to the survey, 58.1% of the respondents are neutral. 29% of the respondents are agree. 9.7% of the respondents are disagree and 3.2% of the respondents are strongly agree.

5.15. I frequently turn to online services when I need to buy a specific product

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	-	-
Disagree	-	-
Neutral	20	64.5%
Agree	8	25.8%
Strongly agree	3	9.7%
TOTAL	31	100

Chart:



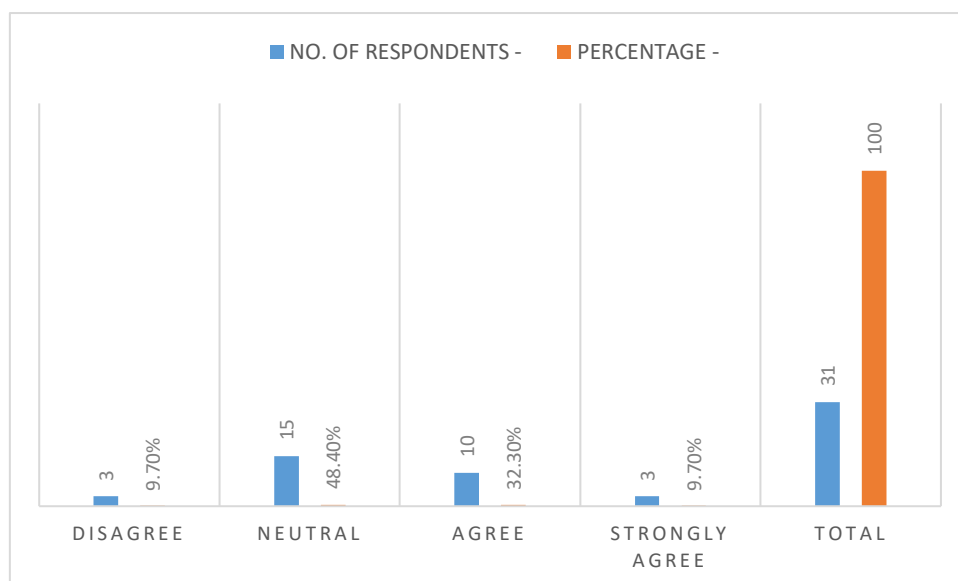
INTERPRETATION: According to the survey, 64.5% of the respondents are neutral. 25.8% of the respondents are agree and 9.7% of the respondents are strongly agree.

5.16. When deciding to buy a certain product online, I make my decision based on the reputation of the online service.

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	-	-
Disagree	3	9.7%
Neutral	15	48.4%
Agree	10	32.3%
Strongly agree	3	9.7%
TOTAL	31	100

Chart:



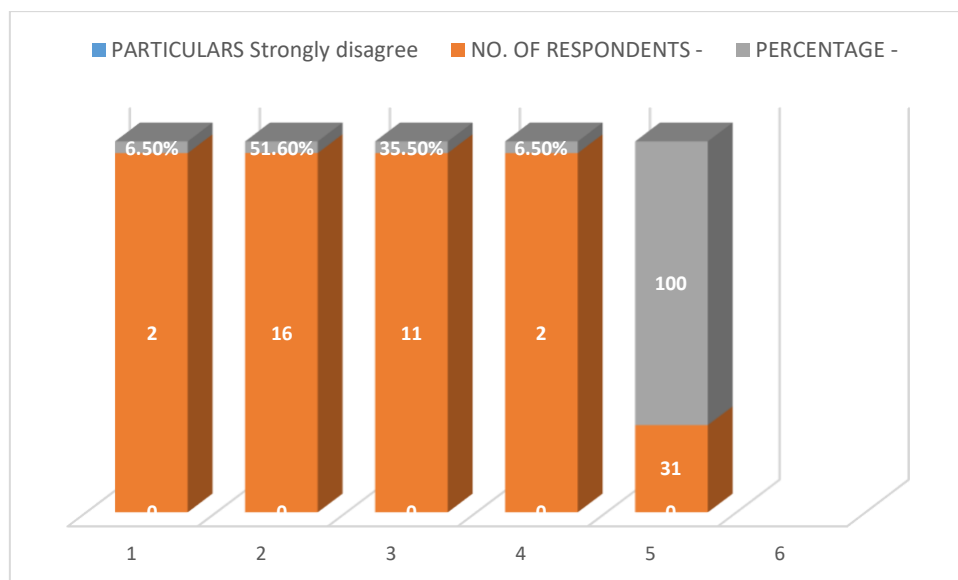
INTERPRETATION: According to the survey, 48.4% of the respondents are neutral. 32.3% of the respondents agree and 9.7% of the respondents disagree and strongly agree.

5.17. I use online services because I believe that they are secure enough to provide decent protection of sensitive information.

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	-	-
Disagree	2	6.5%
Neutral	16	51.6%
Agree	11	35.5%
Strongly agree	2	6.5%
TOTAL	31	100

Chart:



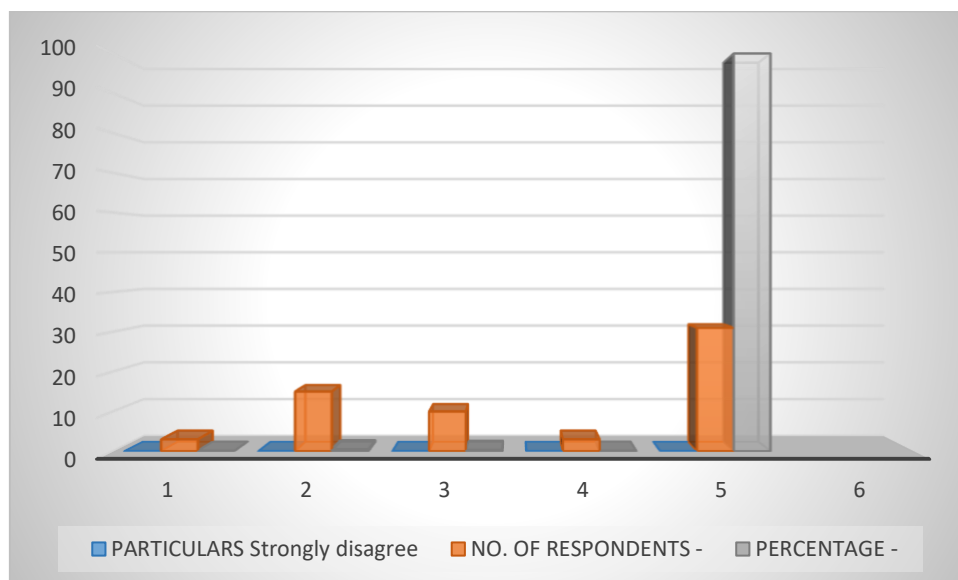
INTERPRETATION: According to the survey, 51.6% of the respondents are neutral.
35.5% of the respondents agree and 6.5% of the respondents are disagree and strongly agree.

5.18. When I shop online, I am aware that my personal information may be stolen.

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	-	-
Disagree	3	9.7%
Neutral	15	48.4%
Agree	10	32.3%
Strongly agree	3	9.7%
TOTAL	31	100

Chart:



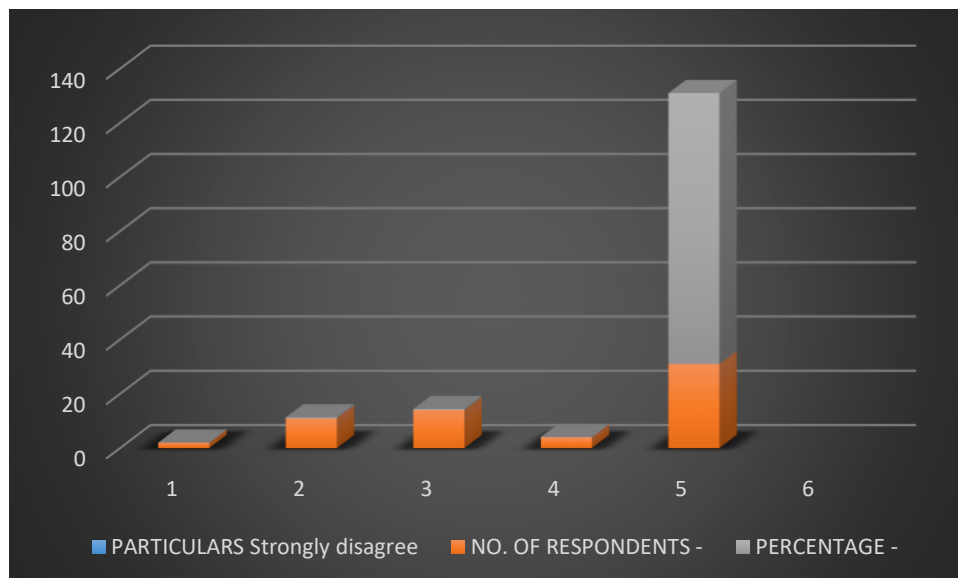
INTERPRETATION: According to the survey, 48.4% of the respondents are neutral. 32.3% of the respondents are agree and 9.7% of the respondents are disagree and strongly agree.

5.19. I think that a younger audience is switching to online shopping more easily.

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	-	-
Disagree	2	6.5%
Neutral	11	35.5%
Agree	14	45.2%
Strongly agree	4	12.9%
TOTAL	31	100

Chart:



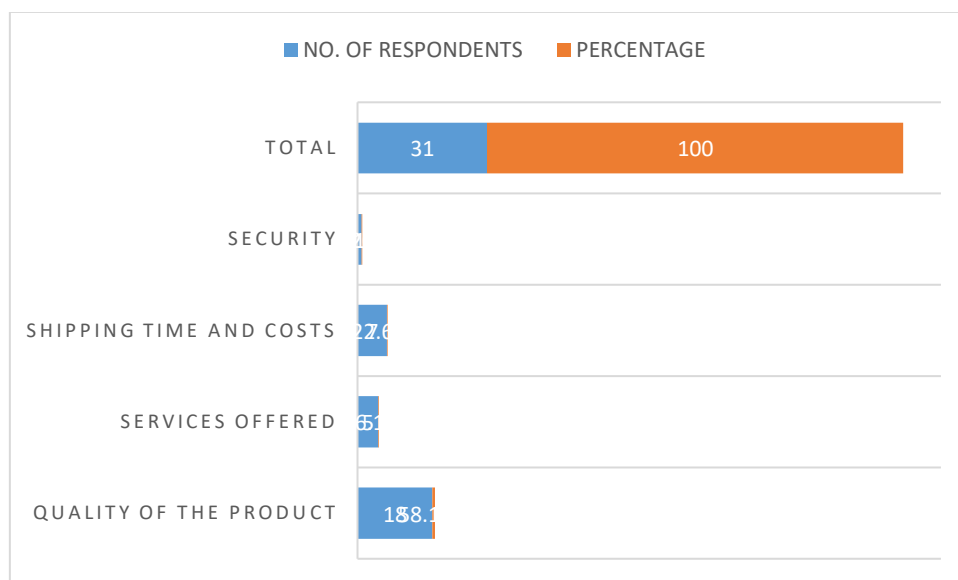
INTERPRETATION: According to the survey, 45.2% of the respondents are agree. 35.5% of the respondents are neutral. 12.9% of the respondents are strongly agree and 6.5% of the respondents are disagree.

5.20. What factors do you consider when you shop online

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Quality of the product	18	58.1%
Services offered	5	16.1%
Shipping time and costs	7	22.6%
Security	1	3.2%
TOTAL	31	100

Chart:



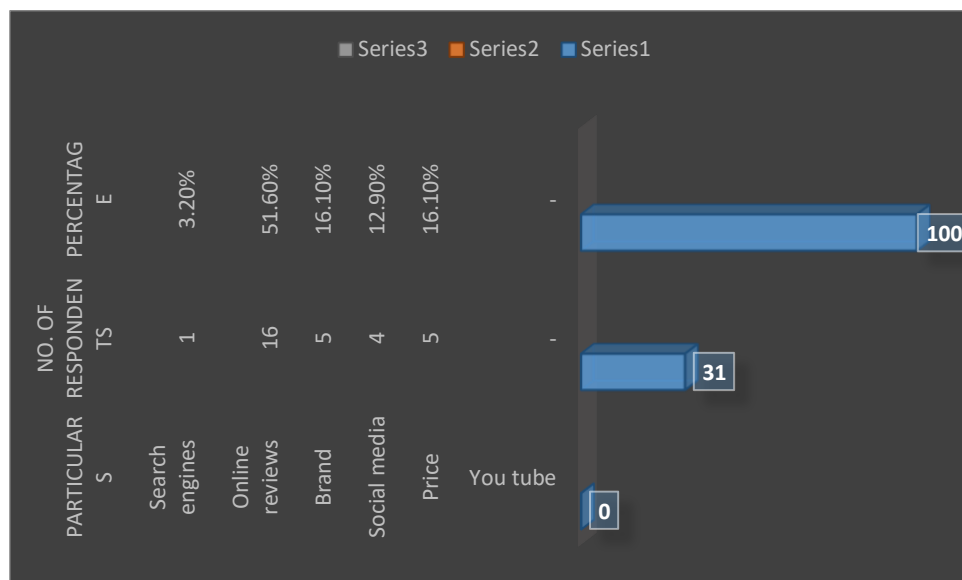
INTERPRETATION: According to the survey, 58.1% of the respondents are quality of the product. 22.6% of the respondents are shipping time and costs. 16.1% of the respondents are services offered and 3.2% of the respondents are security.

5.21. What research tools and techniques do you use before making online purchases

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Search engines	1	3.2%
Online reviews	16	51.6%
Brand	5	16.1%
Social media	4	12.9%
Price	5	16.1%
You tube	-	-
TOTAL	31	100

Chart:



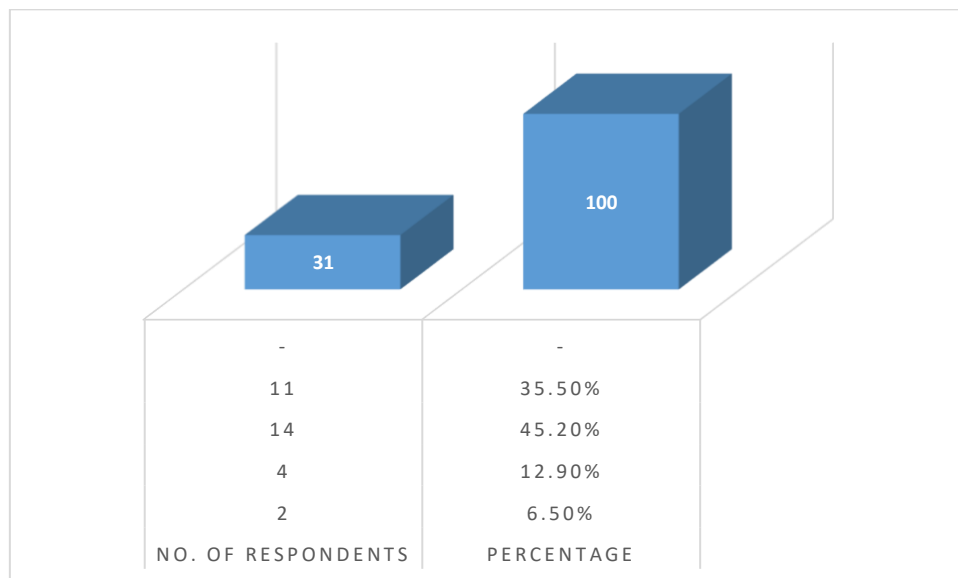
INTERPRETATION: According to the survey, 51.6% of the respondents are online reviews. 16.1% of the respondents are brand and price. 12.9% of the respondents are social media and 3.2% of the respondents are search engines.

5.22. Do you think online shopping provides a wider selection of products compared to traditional shopping

Table:

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly disagree	2	6.5%
Disagree	4	12.9%
Neutral	14	45.2%
Agree	11	35.5%
Strongly agree	-	-
TOTAL	31	100

Chart:



INTERPRETATION: According to the survey, 45.2% of the respondents are neutral. 35.5% of the respondents are agree. 12.9% of the respondents are disagree and 6.5% of the respondents are strongly agree.

CHAPTER 6

6.1. FINDINGS:

- According to the survey, around 51.6% of the respondents are between the age group of 21 to 24 years. 29% respondents are between the age group of 17 to 20 years. 9.7% respondents are between the age group of 25 to 29 years. 9.7% respondents are between the age group of 30 years and above.
- According to the survey out of 31 respondents, 58.1% respondents are female and 41.9% respondents are male.
- According to the survey out of 31 respondents. 87.1% are single and 12.9% respondents are married.
- According to the survey out of 31 respondents, 71% respondents are others. 22.6% respondents are salaried employee and 6.5% respondents are business.
- According to the survey out of 31 respondents, 93.5% respondents are graduate and 6.5% respondents are 12th std.
- According to the survey, around 54.8% of the respondents have been shopping online from the past 4 years and above. 41.9% of the respondents have been shopping online since 2-3 years and around 3.2% of the respondents have been shopping online since 1 year.
- According to the survey, 48.4% of the respondents agree online shopping experience convenient. 45.2% of the respondents are neutral. 3.2% of the respondents are strongly agree and 3.2% of the respondents are strongly agree.

- According to the survey, around 64.5% of the respondents say that neutral. 25.8% of the respondents are agree. 6.5% of the respondents are strongly disagree and 3.2% of the respondents are disagree.
- According to the survey, the most used online websites are Amazon 54.8% of the respondents. 35.5% of the respondents for the flipkart. 3.2% of the respondents for the nykaa, ajio and social media (Instagram and facebook).
- According to the survey, around 54.8% of the respondents sometimes make online purchase. 19.4% of the respondents rarely make online purchase. 16.1% of the respondents often make online purchase and 9.7% of the respondents very often make online purchase.
- According to the survey, around 48.4% of the respondents prefer buying dress. 19.4% buys electronic products. 16.1% buys cosmetics. 12.9% buys food items and 3.2% buys apparel.
- According to the survey, 38.7% of the respondents spent rupees 600-1000. 25.8% of the respondents spent rupees 2000 and above. 22.6% of the respondents spent rupees 100-500 and 12.9% of the respondents spent rupees 1100-2000.
- According to the survey, 41.9% of the respondents for wide range of products. 38.7% of the respondents for time saving. 16.1% of the respondents for easy payment and 3.2% of the respondents for no hidden cost.
- According to the survey, 58.1% of the respondents are neutral. 29% of the respondents are agree. 9.7% of the respondents are disagree and 3.2% of the respondents are strongly agree.
- According to the survey, 64.5% of the respondents are neutral. 25.8% of the respondents are agree and 9.7% of the respondents are strongly agree.

- According to the survey, 48.4% of the respondents are neutral. 32.3% of the respondents are agree and 9.7% of the respondents are disagree and strongly agree.
- According to the survey, 51.6% of the respondents are neutral. 35.5% of the respondents agree and 6.5% of the respondents are disagree and strongly agree.
- According to the survey, 48.4% of the respondents are neutral. 32.3% of the respondents are agree and 9.7% of the respondents are disagree and strongly agree.
- According to the survey, 45.2% of the respondents are agree. 35.5% of the respondents are neutral. 12.9% of the respondents are strongly agree and 6.5% of the respondents are disagree.
- According to the survey, 58.1% of the respondents are quality of the product. 22.6% of the respondents are shipping time and costs. 16.1% of the respondents are services offered and 3.2% of the respondents are security.
- According to the survey, 51.6% of the respondents are online reviews. 16.1% of the respondents are brand and price. 12.9% of the respondents are social media and 3.2% of the respondents are search engines.
- According to the survey, 45.2% of the respondents are neutral. 35.5% of the respondents are agree. 12.9% of the respondents are disagree and 6.5% of the respondents are strongly agree.

6.2. SUGGESTIONS:

- Focus marketing campaigns on platforms like Instagram, TikTok, and Facebook.
- Collaborate with influencers popular among younger consumers.
- Expand product offerings in popular categories (dresses, electronics, cosmetics).
- Ensure consistent product quality and emphasize it in marketing.
- Simplify website navigation with quick filters and fast checkout.
- Implement AI-powered product recommendations.
- Create targeted promotions for different spending segments (e.g., ₹600-1000).
- Offer flash sales and time-limited discounts to increase urgency.
- Provide multiple shipping options (express, standard).
- Consider free shipping for purchases above a certain amount (e.g., ₹1000)
- Encourage customers to leave detailed reviews.
- Feature reviews and user-generated content on product pages and social media.
- Ensure the website/app is mobile-optimized.
- Use push notifications to inform users about offers or abandoned carts.
- Use customer data for personalized recommendations.
- Send personalized email campaigns with product suggestion
- Communicate security measures (encryption, secure payment gateways) clearly.
- Offer multiple secure payment options.
- Offer EMI (Easy Monthly Installments) and Buy Now Pay Later (BNPL).
- Implement one-click checkout for faster payments.
- Maintain an active social media presence with engaging content.
- Display product ratings, reviews, and testimonials prominently.
- Use surveys and feedback mechanisms to understand pain points.
- Offer incentives (e.g., discounts) for completing surveys.

4.3. CONCLUSION:

Based on the available data and research, it can be concluded that consumer behavior towards online shopping has undergone a significant shift in recent years. More and more people are choosing to shop online due to the convenience, variety, and cost-effectiveness that it offers. Online shoppers tend to be more price-sensitive, but they also value convenience, product selection, and fast shipping.

They rely heavily on reviews and recommendations from other consumers before making a purchase. Trust in the security of online transactions and protection of personal information are also crucial factors that influence online purchasing behavior. However, there are still some barriers to online shopping, such as concerns about the quality of products, shipping times, and the inability to touch or try on items before purchasing. Some consumers also prefer to shop in physical stores for the experience or to support local businesses.

Overall, online shopping is here to stay and will likely continue to grow in popularity as technology advances and consumer preferences continue to shift. Retailers will need to adapt their strategies to meet the changing demands and expectations of online shoppers to remain competitive in the market.

CHAPTER 7 – REFERENCES

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- Shodhganga@INFLIBNET: Comparative study of the impact of face to face and technology assisted learning on students of the B Ed program.
- <https://www.learnupon.com/blog/best-elearning-tools/>.

Appendix:

Questionnaire.

SR. NO	ASPECTS
1	What is your age?
2	What is your gender?
3	Marital status?
4	Educational qualification?
5	Occupation?
6	How long have you been shopping online?
7	Did you find the online shopping experience convenient?
8	Do you think online shopping is risky?
9	Which Online shopping websites do you often use?
10	How often do you purchase online?
11	What types of products do you prefer to buy from online shopping websites?
12	What is the average amount of money you spend on online shopping?
13	What is your reason for shopping online?
14	Do you think online shopping is more cost-effective than shopping in a physical store?
15	I frequently turn to online services when I need to buy a specific product

16	When deciding to buy a certain product online, I make my decision based on the reputation of the online service.
17	I use online services because I believe that they are secure enough to provide decent protection of sensitive information.
18	When I shop online, I am aware that my personal information may be stolen.
19	I think that a younger audience is switching to online shopping more easily.
20	What factors do you consider when you shop online ?
21	What research tools and techniques do you use before making online purchases if any?
22	Do you think online shopping provides a wider selection of products compared to traditional shopping?

