||*Project Report*||

SUBMITTED BY-
SUJAY NIMBALKAR(INTERN FLIP ROBO
TECHNOLOGIES,BANGLORE)

SUBMITTED TO,
MISS.SWATI MAHASETH (FLIP ROBO
TECHNOLOGIES,BANGLORE)

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SOME OF E-COMMERCE SITES.

- Flipkart.com
- Paytm.com
- SnapDeal.com
- Naaptol.com
- Limeroad.com
- Fabindia.com
- Infibeam.com
- HomeShop18.com
- Shopping.IndiaTimes.com
- Shopping.rediff.com
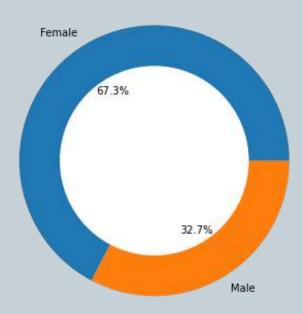- ShopClues.com
- eBay.in & many more.......

Need of project.

- Nowadays retail stores are facing more competition in retailing business. Good store design increase the visiting of more customers in to the store and increase the store good will, and price also plays a major factor to use the customer giving preference and selection of the store. Industry reasearch has shown, there is much need to know the customer expectations, customer prefrences and their store choice and we will find the solution for designing effective store which will getting more customers and getting profits.

OBJECTIVES

- To analyze the advantages and disadvantages of the online shopping.
- To explore various online E-commerce platforms
- Various Impacts of online shopping.
- To study the various types of customer on bases of the Age, how many times they do the online shopping in a year, and loyalty of the customer towards the online shopping sites.
- Competition between the online shopping portals like amazon, flipkart ,paytm many more.
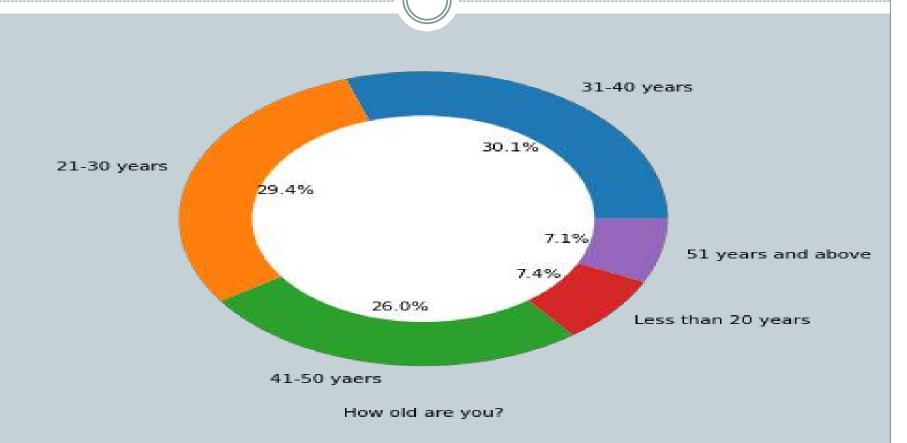- Reference to others and their feedback and retention of the customers.

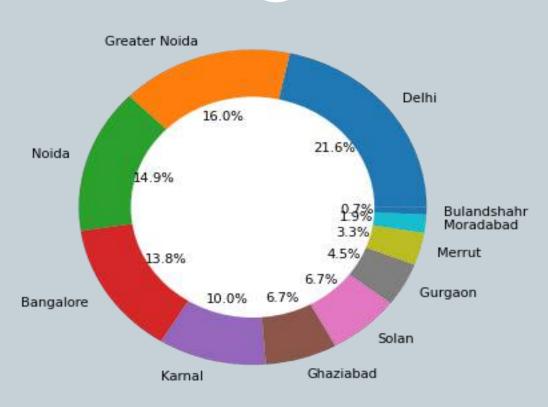# PIE CHART VIEW ON BASES OF GENDER

Gender of respondent

The above pie chart shows that the females are approximately double than males for online shopping.

PIE CHART VIEW ON BASES OF AGE GROUP

31-40 years

30.1%

21-30 years

29.4%

7.1%

51 years and above

7.4%

26.0%

Less than 20 years

41-50 yaers

How old are you?

Most of the people are in their 30's followed by 20's, teenagers and senior citizen are the least in number.

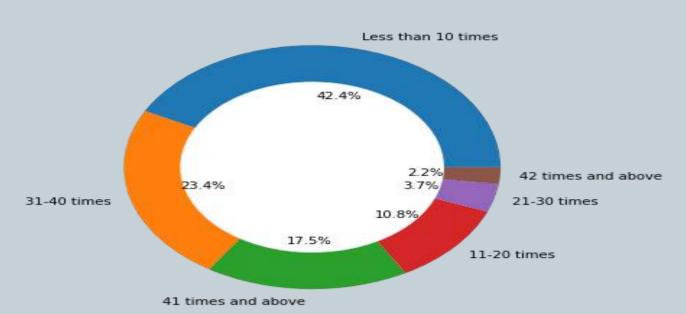# PIE CHART VIEW ON THE BASES OF LOCATION

Most of the people belong from Delhi, Noida and Banglore, ambiguity can also be seen as Noida has two categories (Noida and grater Noida)
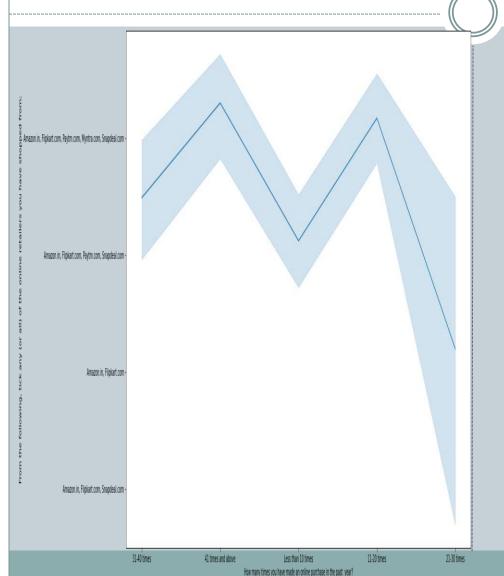
PIE CHART VIEW ON HOW MANY TIMES YOU HAVE DONE ONLINE SHOPPING IN PAST YEAR

Less than 10 times

42.4%

2.2%
3.7%   42 times and above

31-40 times   23.4%   21-30 times

10.8%

17.5%

11-20 times

41 times and above

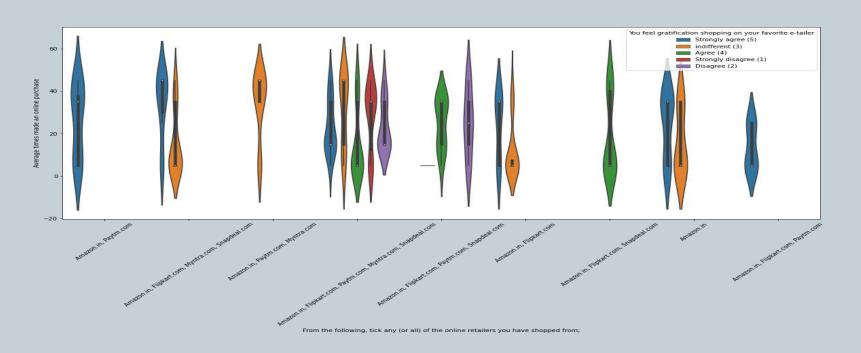How many times you have made an online purchase in the past year?

Most of the people shopping online have been shopping from a long time. -Majority of people shop online 10 times a year, amiguity can also be seen for range 42 times and above.
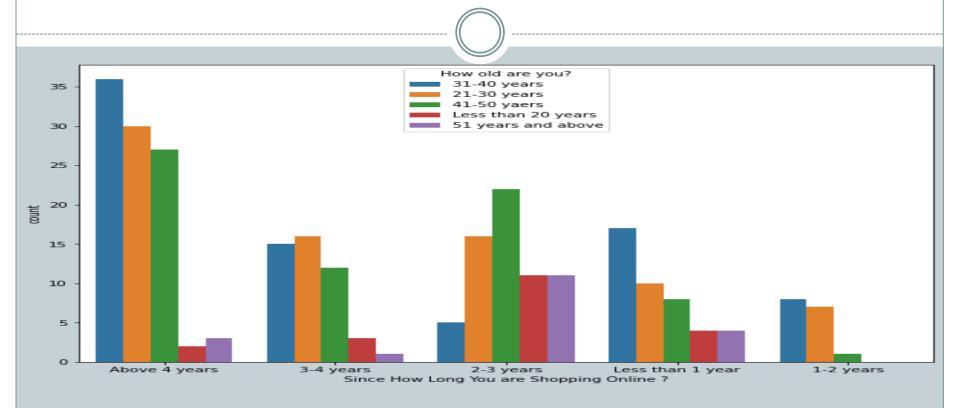
- **From the visuals we can conclude that heavy shoppers who shop more than 41 times a year shop from all the online brands, some of the people who shop for 32-40 and less than 10 times a year seem to exclude myntra. People shop from Amazon and flipkart.**

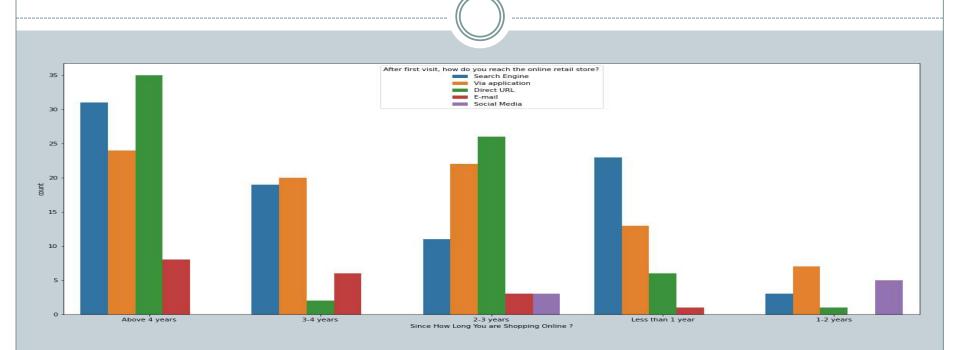# SATISFACTORY RATE OF CUSTOMERS SHOPPING ONLINE

Most of all the people who have shopped from Amazon, Flipkart and Paytm are satisfied. People who shop from a more number of online brands dosen't seem to be satisfied.

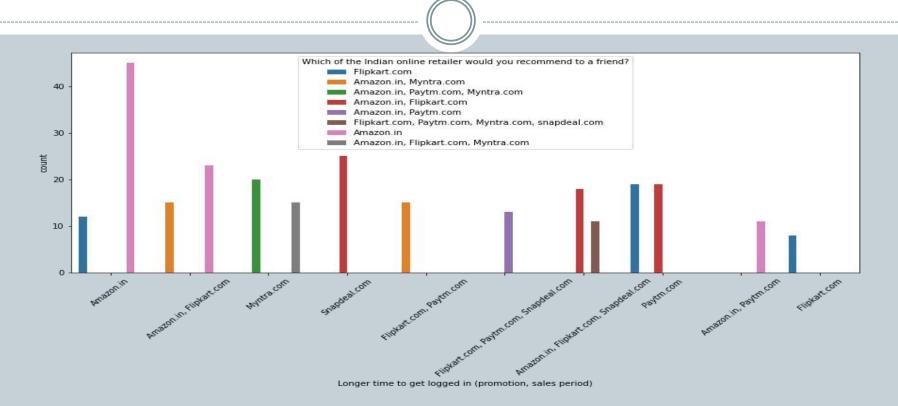# GRAPHICAL VIEW ON HOW LONG YOU ARE DOING ONLINE SHOPING AND THE AGE OF THE CUSTOMERS

Highest number of people have been shopping online for above 4 years except for the age group below 20 years and above 50 years. People who are shopping online for 1-2 years does not include teenagers and elder people.

GRAPHICAL VIEW OF CUSTOMERS OF HOW LONG THEY ARE DOING ONLINE SHOPPING AND MODE OF SHOPPING

Here the Graph shows that people who are shopping online for more than 3 years donot use the application rather use search engine and direct url's in large number which indicates that online brands should update all their platforms rather than just application.

GRAPHICAL VIEW OF CUSTOMERS TOWARDS THE ONLINE SHOPPING SITES

Which of the Indian online retailer would you recommend to a friend?
- Flipkart.com
- Amazon.in, Myntra.com
- Amazon.in, Paytm.com, Myntra.com
- Amazon.in, Flipkart.com
- Amazon.in, Paytm.com
- Flipkart.com, Paytm.com, Myntra.com, snapdeal.com
- Amazon.in
- Amazon.in, Flipkart.com, Myntra.com

Longer time to get logged in (promotion, sales period)

The above graph clearly shows that people are more loyal towards Amazon,Flipkart & Paytm than other online sites.

IMPORTANT FACTORS GRAPHICAL VIEW FOR THE REFERENCE TO OTHERS

The above chart shows that above features are of most importance in determining which platform will a customer recommend to his friend.

HERE WE COME TO THE CONCLUSION

- The cost of the product, the reliability of the E-commerce company and the return policies all play an equally important role in deciding the buying behavior of online customers. The cost is an important factor as it was the basic criteria used by online retailers to attract customers. The reliability of the E-commerce company is also important, as it is even required in offline retail. It is important because customers are paying online, so they need to be sure of security of the online transaction. The return policies are important because in online retail customer does not get to feel the product. Thus, he wants to be sure that it will be possible to return the product if he does not like it in real. Whereas, the logistics factor, which included Cash on delivery option, One day delivery and the quality of packaging plays a secondary role in this process though these are Must-be-quality. This is so because these all does not interfere with the real product and people believe that this is the basic value that E-commerce websites provide.

- All the websites were not equally preferred by online customers. Amazon was the most preferred followed by Flip kart. This can be explained easily by previous result that we got. These two companies are most trusted in the industry and hence, have a huge reliability. Also, the sellers listed on these websites are generally from Tier 1 cities as compared to Snapdeal and Paytm which have more sellers from tier 2 and 3 cities. Also, these websites have the most lenient return policies as compared to others and also the time required to process a return is low for these.

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