

**“A Study on the Shift in consumer  
preference to e-commerce based shopping”**  
*A dissertation submitted to the School of Maritime Management, Indian  
Maritime University in the partial fulfillment of*

**Master of Business Administration**

**in**

**International Transportation and Logistics Management**

**By**

**G VYSHAKH**

**(Reg No: 2203305012)**

**UNDER THE SUPERVISION AND GUIDANCE  
OF**

**Dr. EMIL MATHEW**

*(Assistant Professor)*



**SCHOOL OF MARITIME MANAGEMENT  
INDIAN MARITIME UNIVERSITY**

*(A Central University under the Ministry of Ports, Shipping and Waterways)*

**CHENNAI CAMPUS**

**May:2024**

**SCHOOL OF MARITIME MANAGEMENT  
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**Certificate**

This is to certify that the project report titled " **A Study on the shift in consumer preference to e-commerce based shopping**" is a work done by **G.VYSHAKH (Reg.No: - 2203305012)** in partial fulfilment of the requirement for the award of the degree of Master of Business Administration in Indian Maritime University,  
Chennai.

**Dr. B. Swaminathan**

(Head of the Department)

**Dr. Emil Mathew**

(Project Guide)

External Viva- vocc examination conducted on: -

**External Examiner:**

Place: Chennai



Date: 06/05/2024

## DECLARATION

I, **G VYSHAKH**, do hereby declare that the dissertation entitled "**A Study on the shift in consumer preference to e-commerce based shopping**" is exclusively a work done by me under the supervision and guidance of **Dr. Emil Mathew**, Assistant Professor, School of Maritime Management and is submitted to Indian Maritime University in partial fulfilment of the requirement for the award of the degree of Master of Business Administration.

I further declare that no part of this report has been previously submitted to any other university or academic body for the award of any degree or diploma.

**Place: Chennai**

**Date: 06/05/2023**



**G VYSHAKH**

**(Reg.No: - 2203305012)**

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**Date:06/05/2024**



**G VYSHAKH**

**2203305012**

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# Chapter-1

## **CHAPTER 1: INTRODUCTION**

### **1.1 INTRODUCTION**

The definition of online shopping is buying products from websites rather than physical stores or items or services available online. This type of online shopping enables clients to buy products and services from online vendors directly using a computer browser. internet-based purchasing enables customers to compare prices across areas by giving them access to the corporate world and online, check to see if pricing have changed as a result of outages, and find out details regarding significant adjustments. India has the third-largest online population globally, according to a survey. Customers frequently use the internet to make purchases. develops a comprehension of the client's internet-based enterprise. Additionally, it was noted that customers' online shopping behaviours are distinct from those that are conventional. The widespread use of the internet in India provides a variety of chances to shop online. The way people buy items is changing as a result of the Internet and services, emerging as a phenomenon on a worldwide scale. Mary Meeker claims that India possesses the second-highest percentage of Internet users worldwide, making up 12% of all users globally. A lot of businesses have begun utilising the Internet to lower the cost of their goods and services to lower their operating expenses and maintain their competitiveness in the a market with competition. Additionally, businesses utilise the Internet for dialogue, trade, and distribute information, make sales, get input, and handle customer satisfaction questionnaires. India's consumer base is increasingly shifting from offline to online buying (visiting retail establishments) to internet shopping (viewing virtual catalogues and shopping). Customers are using websites and online retailers to enhance their purchasing experiences, whether it's a more variety of goods available online, savings on specials and promotions, or the speedy comparison of costs. In 1991, e-commerce took centre stage in the history of the Internet. favoured option in the online business community. Back then, nobody would have imagined that India would see a rise in the worldwide trend of online trade and buying. attain great success. The way people conceive and purchase things is continuously evolving in the modern day. Within the In the beginning, internet buying was a simple, less option-rich way to shop. Users merely locate an order, and upon delivery, pay with cash. However, given how the internet economy is evolving, this brand has developed into a strong brand, drawing in a lot of business. These days, internet buying has gained popularity in India, and the use of this technology is motivated by the attractive online websites, comparable clients, sizable e-commerce sites, novel models, simple payment

options, and currency on delivery, insufficient amount and quality, and simple product accessibility. to exist. Dimensions, hue, and cost etc. Make an appropriate choice. Alongside the expansion of the area, India's expanding market of Asia shows promise for e-commerce as well. At the moment, India's e-commerce penetration is just 28%. There is much potential for growth in the Indian e-commerce business, which is anticipated to expand between 2016 and 2024 at a 23% CAGR. For consumers that purchase online, all they require is only a mouse click away. Business travels that once required hours to finish can now be finished quickly from the convenience of your home or workplace in a matter of minutes. Numerous elements, traits, and qualities impact a person's choice, purchase, buying habits, and the kind of purchase made from clients or stores he visits. The purchasing choice is the product of all these considerations. Individuals and buyers are swayed by various emotions and circumstances that have nothing to do with other interests. While one person may place great value on a trait, another may not assign high value on a particular trait. Consequently, it's critical to comprehend the commercial demands of the most of clients. and what qualities they value when creating their assets.

### **1.2 Purchasing offline**

Traditional or offline shopping entails going to real stores to make purchases. or services in place of internet purchases. It provides some benefits, such as the capacity to see, touch, can test things out before buying them, as well as having instant access to things without enduring a shipping delay. Furthermore, local buying offers chances for social communication as well as a more engaging purchasing encounter. But there are disadvantages to offline shopping as well, like restricted store hours, the requirement to travel to actual sites, as well as maybe more expensive costs than those of internet merchants because of overhead expenses. Even with the growth of e-commerce, many individuals still find enjoyment in purchasing some things offline, particularly those that need to be inspected in person or where Enjoying the buying process is a part of it.

### **1.3 Purchasing online**

Online shopping is the act of making purchases of products or services online shops or e-commerce platforms. Its growing popularity is attributed to its ease of use, a large assortment of goods, affordable prices, and the capacity to purchase from anyplace there is an internet connection. The term "e-commerce," or electronic commerce, describes the exchange of products and services. via the internet. Its accessibility worldwide, usefulness, and simplicity have made it popular. A wide

range of activities are included in e-commerce, from shopping via websites like Amazon and eBay to digital downloads, internet stores, and online purchases might expand their audience and decrease running expenses. E-commerce benefits customers by giving them access to more goods, simpler interactions, and more affordable costs. Storefront: The area on which an online store or a business makes its goods and services available for purchase. virtual shopping cart filled with your desired buy before to completing the checkout. & fulfilment: the procedure for ordering, keeping track of inventory, and delivering goods to clients, which frequently entails collaborating with shipping firms. and virtual job experience generate commercial prospects and clientele in the digital economy. The convenience that comes with online buying is one of its key benefits. Clients are able to They can look over and purchase goods from the comfort of their own homes at any time of day or night. Furthermore, internet buying gives you access to a huge selection of goods from all around the world, frequently offering a wider range and assortment than what is found in physical locations. Additionally, pricing comparison between various merchants is made simple when purchasing online, which helps Customers locate the greatest offers and savings. Also, a lot of internet retailers provide services such Reviews and ratings from customers might aid buyers in making wise selections. Online buying does, however, come with several disadvantages. Consumers are unable to physically examine or Try-on items before buying them to avoid disappointment if the item doesn't fit received falls short of what was anticipated. Concerns regarding privacy and security can exist when inputting financial and personal details online, even though trustworthy online merchants take actions to safeguard client information. All things considered, internet shopping has completely changed how consumers shop, offering ease, options as well as easy access to a worldwide market.

There are many different kinds and categories of online shopping that serve different customer preferences and requirements. These are a few typical forms of internet shopping:

1. Retail e-commerce: This refers to websites run by merchants that offer a range of various products, from food and household goods to electronics and apparel. As an example consist of Flipkart, Walmart, and Amazon.
2. Niche E-commerce: These are online retailers with a focus on particular product categories. groups or target specific markets. Examples are Etsy, which sells handcrafted goods, and handcrafted items and Wayfair for home furnishings and décor.

3. Marketplace platforms: By bringing together buyers and sellers, these platforms enable enterprises and individuals to sell goods directly to customers. As an illustration, consider eBay, Alibaba, and Etsy (which serves as a marketplace for specialised products as well as a platform for markets).

4. Subscription Services: For a certain amount, these services provide goods on a regular basis. Meal kits and cosmetic product subscription boxes (like Birchbox) are two examples. (like Netflix) and streaming services (like Blue Apron).

5. Auction Sites: These online marketplaces let consumers place bids and buy goods through an format similar to an auction. Examples are Bring a Trailer (for vintage autos) and eBay.

6. Peer-to-peer marketplaces and classified ads: these platforms make it easier to purchase and selling of secondhand or previously owned goods amongst people. Craigslist is one example. as well as Facebook Marketplace.

7. Online Grocery Shopping: This group comprises apps and websites that enable grocery orders from customers to be delivered or picked up at a specified time place. Walmart Grocery and Instacart are two examples.

8. Digital goods and services refer to goods and services that are provided electronically, including such as software, e-books, digital music, and online courses. Amazon is one example. Kindle Store, udemy, coursera, etc. Every moment, millions of people are on the internet, and each one of them has the potential to become a customer for an internet-based retailer. Because internet technology is developing so quickly, businesses that wish to sell goods on their websites should consider the benefits of intensive rivalry. With so many possible clients, it's critical to comprehend their requirements. When consumers choose to make an online purchase, it's critical to recognize and evaluate the that have an impact on them. Customers now have new needs because the Internet is a new medium. Online shops must thus comprehend the factors that sway online shoppers. Purchaser Analysis of behavior is not a recent development. Numerous scholars have authored numerous books on customer conduct. Identification and comprehension of customers are connected to implementation of advertising tactics. Additionally, these insights can be utilized to recognize online clients and produce a few leads. Considering that internet purchasing is a novel kind of shopping and the since traditional and online consumers differ, it's important to specify

exactly what impacts consumers who shop online. Analyzing the steps that internet shoppers take to Making choices and making purchases online exposes consumer opinions. Internet to satisfy consumer demands and remain competitive, businesses need to recognize and take into account these internet-based marketplaces. Online retailers often provide a range of payment options to suit diverse user choices while guaranteeing security and ease of use. Several typical payment options for purchasing goods online consist of:

1. Among the most widely used payment options are credit and debit cards, where During checkout, users provide their card information (card number, expiration date, and CVV). Payment gateways are used to process the transaction safely.
2. Digital wallets: Services such as PayPal, Apple Pay, Google Pay, and others that function as digital wallets enable consumers to safely save their credit card information and make purchases with only a few touches or clicks. They frequently provide extra security features, such as buyer protection.
3. Bank Transfers: A few internet retailers let clients make payments by sending money. straight out of their bank accounts. Typically, this approach entails supplying the utilizing internet banking systems to start the transfer and providing the required bank information.
4. Cash on Delivery (COD): In areas with a low adoption rate of online payments or where Cash on delivery is available; however, most buyers prefer to view the items before paying. When the merchandise is delivered to their door, customers pay with cash.
5. Prepaid Cards: You can use prepaid cards, sometimes known as gift cards or prepaid debit cards, for internet acquisitions. Purchases are made using the card by customers who load money on it until All of the balance is gone.
6. Cryptocurrency: A few internet merchants now take Bitcoin, Ethereum, and or others in exchange for cash. Clients may use their to make payments. wallets for cryptocurrencies.
7. Buy Now, Pay Later: A few systems provide monthly payments or "buy now, pay later" services, allowing clients to divide the total cost of their purchase into smaller payments spread out over time.

8. Mobile Payment Apps: These days, mobile payment apps are available in addition to digital wallets. unique to particular nations or regions that enable online transactions using mobile phones.

9. Bank Equivalent Monthly Installment (EMI): A few banks provide online EMI choices. purchases, enabling clients to make payments in equal monthly installments with more appeal. These payment options may not be available on every e-commerce site. the location of the client, among other things. Offering a variety of payment methods can enhance the shopping encounter and meet the various needs of patrons.

Age-based shopping frequently focuses on customizing items to fit the unique requirements, preferences, and phases of development for various age groups:

**Young children (0–2 years):**

Baby outfits include bibs, sleepers, and onesies.

Baby gear includes high chairs, strollers, car seats, and baby carriers.

Toys: teething toys, rattles, and plushes.

Products for baby care: wipes, baby wash, baby lotion, and diapers.

**Preschoolers (ages 3-5):**

Dressing: Easy-to-put-on shoes and play clothing.

Building blocks, dolls, plush animals, easy puzzles, crayons, and colouring books are examples of toys.

Simple musical instruments, simple board games, and alphabet and number toys are examples of educational toys.

Sandboxes, playsets, and tricycles are examples of outdoor toys.

**Children in school (6–12 years old):**

Clothes: Sneakers, jeans, T-shirts and school uniforms.

Age-appropriate literature, science kits, and STEM kits are examples of educational games and toys.

Sports gear includes balls for a variety of sports, skateboards, and bicycles.

Electronics: Computer games for education, tablet computers, and portable gaming consoles.

Interests and hobbies: Musical instruments, craft supplies, and model kits.

**Teens (ages 13 to 19):**

Clothes: Accessory items, designer trainers and trendy clothing.

Electronics include gaming consoles, laptops, smartphones, and headphones.

Products for beauty and personal hygiene: cosmetics, skincare, and grooming kits.

Interests and hobbies: Art materials, video games, musical instruments, and sports equipment.

Books, online courses, and instructional apps are examples of educational resources.

Fashion accessories include wallets, watches, jewellery, and handbags.

**Young Adults (ages 20 to 35):**

Clothes: Business casual, dress professionally, and shoes for both work and play.

Home goods include kitchen appliances, furniture, and décor.

Gadgets: high-end electronics, fitness trackers, and smart home appliances.

Fitness gear, organic food, and gym memberships all contribute to health and wellness.

Travel and experiences: passes for events, concert tickets, airline tickets, and travel gear.

**Adults in the middle age range (36–55):**

Tools, gardening supplies, and do-it-yourself kits for home remodelling.

Health and well-being: vitamins, workout equipment, and spa services.

Fashion: Accessories, cosy shoes, and traditional apparel designs.

Technology: Newer tablets, wearables, and smartphones.

Interests: Golf clubs, culinary courses, and camera gear.

**Seniors (those above 55):**

Health aids include prescription drugs, hearing aids, and mobility aids.

Comfort items: Ergonomic furniture, adaptable clothes, and shoes.

Cruise packages, guided excursions, and hobby workshops are examples of leisure travel.

Tech devices include big-screen tablets, cellphones with easy navigation, and assistive technologies.

Personal care: memory aids, massage chairs, nutritional supplements, and other relaxing techniques.

#### **1.4 PURPOSE**

The goal of this project's research is to pinpoint the key factors that influence consumer behaviour. in terms of online purchasing. The following are the study's goals comprehending the factors that impact a client's decision-making procedure when they purchase an item.

#### **1.5 STUDY SCOPE**

Any company looking to sell products online must constantly consider how to distinguish out from the competition. stand out from the competition due to the rapid advancement of internet technologies. It's critical to comprehend the needs and desires of the numerous potential clients because there is a great deal of them. Determining and evaluating the elements that influence a buyer's choice to It is necessary to make an internet purchase. Because the internet is a relatively new medium, Customers now have higher standards. Given that internet customers behave differently than Online merchants and conventional clients alike must comprehend what motivates their patrons.

#### **1.6 Methodology of research**

This study's objective is to evaluate and analyse the current market impact in the e-commerce business. The study's methods include direct involvement and is based on original data. analysis of information and statistics obtained from the internet and from those supplied by respondents e-commerce platforms, and principally, collecting data on client reactions through gathering questionnaire answers and applying qualitative instruments, such as descriptions and insights.

## **Chapter-2**

## CHAPTER:2 – REVIEW OF LITERATURE

### 1. The Predisposition of Customers to Shop Online - Drs. TR. Kalai Lakshmi and S.S. Rau - 2014

The author talks about how consumers, especially in emerging nations like India, are becoming more inclined to shop online. This tendency is influenced by elements including growing disposable income, improved living standards, and the ease of use of internet purchasing sites. The study of the literature shows a number of research on how consumers behave when they purchase online, highlighting aspects such as trust, ease of use, utility, and enjoyment. The survey also shows that when consumers shop online, they prioritize hassle-free transactions, cost effectiveness, time efficiency, and product guarantee. The finding implies that purchasing online saves time and money by reducing the need to visit physical stores. It also suggests that there is a sizable unexplored potential for e-commerce in developing nations.

Overall, the author emphasizes the potential for online shopping to grow and the significance of utilizing business innovation and technology to improve the online buying experience for consumers.

### 2. Lim Yi Jin, Abdullah Osman, Abd. Rahim Romle, and Yusuf Haji-Othman (2015) Attitude towards Online Shopping Activities in Malaysia Public University

The findings of the study indicate that the respondents had a moderate attitude towards internet shopping, and a considerable proportion of them have made purchases online. According to the demographic research, there was a greater proportion of female respondents, who were mostly residents of states like Selangor and held bachelor's degrees.

The results show that Malaysian university students are increasingly engaging in online buying, underscoring the significance of comprehending consumer behavior in the e-commerce industry. This study offers significant information for companies considering to invest in digital platforms as well as authorities hoping to improve the nation's socioeconomic development by promoting e-commerce.

### 3. An Empirical Study of Students' Online Buying Behavior - Narges Delafrooz, Laily Hj. Paim, and Ali Khatibi - 2010

The elements impacting students' attitudes towards online shopping are examined in the study on Students' Online Shopping Behavior in Malaysia. At a public university, information was gathered via surveys from 370 postgraduate students. The results of the investigation showed that attitudes towards internet buying are influenced by perceived benefits, utilitarian and hedonistic personalities, and other factors. The findings revealed that over 43% of students spent more than 20 hours a week online, with home being their primary internet access point. The survey also determined which online product categories are most popular with Malaysian students, including software, computers, electronics, and software, as well as books, DVDs, and CDs. Regression analysis showed that attitudes towards online purchasing were significantly correlated with price, a larger selection, and customer service. The results offer useful information that e-marketers may use to customise their marketing tactics and draw in and keep Malaysian online students as clients.

#### 4. Evaluating Online Women's Apparel Purchasing Behavior: Alan Hirst and Genyi Omar - 2007

Women's opinions regarding online clothing shopping are examined in the study Assessing Women's Apparel Shopping Behavior on the Internet by Hirst and Omar. The study approach highlights how knowing these beliefs directly and favorably affects women's propensity to shop for clothing online. Data on opinions, intentions, prior online experiences, and demographic profiles of female shoppers were gathered via a survey with a 25% response rate. Notwithstanding these difficulties, the survey emphasizes how crucial it is for women to have a great online shopping experience. One of the recommendations is to make improvements to the online buying experience so that it better suits the tastes of women. For businesses looking to improve their online platforms in order to better serve women consumers in the clothing industry, the research offers insightful information.

#### 5. Najma Umar Karim, Noor un Nisa, and Syed Shahid Imam (2021)

Examining the Elements that Influence Online Shopping and Sales Promotion on Consumers' Impulse Buying Behavior: A Gender-based Comparative Study in the United Arab Emirates with an emphasis on gender-based comparisons, the study published in the International Journal of Business and Administrative Studies explores the impact of sales advertising and online shopping on consumer impulse buying behavior in the United Arab Emirates. Following Creswell and Creswell's paradigm for data collecting, the research approach placed a strong emphasis on asking questions, getting information, and presenting answers. According to research, men tend to take a

more instrumental approach, making snap judgements based on necessity, whereas young women are more likely to participate in impulsive, emotionally-driven purchasing behavior. Feelings of independence and confidence are associated with impulse buying, which results in impulsive purchases. The report shows how much internet buying has changed customer behavior, with a move towards comfort and convenience-driven e-commerce. All things considered, the study clarifies how UAE consumers' purchasing preferences are changing as a result of internet retailers and advertising campaigns.

6. Muqaddas Gull and Arshi Pervaiz, "Customer Behaviour Analysis Towards Online Shopping using Data Mining," (2018)

The use of data mining tools to analyse online purchasing client behaviour is covered by the author. The study uses data analysis from an online shopping website to identify trends, purchase habits, and customer preferences. The study focuses on determining the most and least popular products as well as the relative contributions of various cities to sales. The study intends to offer helpful information for marketing strategies and decision-making in online retail through the examination of consumer behavior. Through an analysis of variables like consumer purchasing behaviors, product correlations, and sales trends, the study clarifies how data mining may be used to improve online shopping and propel corporate expansion.

7. Investigating the inclination of consumers to spend online in emerging nations: A demographic viewpoint - Michael Adu Kwarteng & Michal Pilik - 2016

The study focuses on demographic variables that affect people's propensity to conduct online transactions, such as age, gender, and education. Notably, the study finds that a sizable percentage of respondents in Ghana, especially those with higher education levels, exhibit a favorable propensity towards using the internet for shopping. However, obstacles including the nation's inadequate internet infrastructure and privacy worries prevent online purchasing from becoming widely accepted. The results highlight the significance of comprehending customer behavior and removing obstacles to the expansion of e-commerce in underdeveloped countries. This research is a useful tool for marketers looking to enter emerging regions with changing e-commerce environments.

8. Dr. Muhammad Illyas, Muhammad Khyzer Bin Dost, and Prof. Dr. Chaudhary Abdul Rehman (2015) conducted a case study on young children in Pakistan to examine the effects of online shopping trends on consumer purchasing behaviour.

When choosing between purchases made online and in-store, trust and convenience stand out as crucial factors. The simplicity of shopping online and the reliability of online platforms have a big influence on what customers choose. In order to properly design marketing efforts, the study emphasises how important it is to understand the distinct interests and behaviours of the young Pakistani demographic. Building trust through safe online transactions and improving shopping comfort should be top priorities for companies targeting this market group. Businesses in Pakistan can enhance their outreach to the younger generation and leverage the increasing popularity of e-commerce in the area by acknowledging and tackling these crucial concerns.

# **Chapter-3**

## CHAPTER 3: OVERVIEW

### 3.1 HISTORY

The interesting voyage of shopping history mirrors the growth of human society trends, business, and culture. Below is a summary of significant advancements.

- **Early barter system:** People used barter in the past to exchange products and services immediately, without the need for payment. The foundation of the system is mutual trust and assessment of the product's worth.
- **Business's Emergence:** As it expanded, business became the cornerstone of the company. These thriving hubs allowed for more social and economic interaction people to trade and purchase items.
- **Financial Development:** The production of currency, including coins and paper money subsequently changed the economy by offering a flexible exchange system. That was made possible by this more convenient to conduct business outside of the local market and promoted the growth of long-term employment and metropolitan settings.
- **Mediaeval Markets and Sellers:** Travellers strolled through villages during the Middle Ages. and villages offering a variety of things for sale. There are also a lot of markets and bazaars; they provide abroad range of goods and draws in merchants and consumers from all over.
- **Growth of Markets:** During the Renaissance, permanent markets began to appear. Merchants might set their shop high and sell their things from there. These pioneering shops catered to targeted affluent clients and focused on high-end merchandise.
- **Department stores and the Industrial Revolution:** The Industrial Revolution brought about significant shifts to buying. Growth in products and departments was facilitated by mass production. stores grew to be big establishments housing a wide range of goods.
- **Mail order catalogues:** During the late 1800s and early 1900s, mail order catalogues were used. changed the way people shop by enabling remote product orders. Sears, Roebuck and Co. Businesses like have made this technique popular by enabling numerous goods that will be delivered right to the client's house.
- **Supermarkets and Consumer Culture:** In the middle of the 20th century, supermarkets first appeared to offer a handy one-stop store for household and food items. Additionally, throughout

this time heralded the beginning of consumerism, which was fueled by marketing and advertisements that promoted mass consumption.

- **Malls and shopping centres:** Beginning in the 1950s, malls and shopping centres became a typical element of suburban and urban environments. These various Locations have a range of stores, eateries, and entertainment options that the requirements and preferences of various clientele groups.
- **Online shopping and e-commerce:** With the development of the internet in the late 20th century once again altered the way people shop. Online retailers such as Amazon, Alibaba and eBay have revolutionised the retail industry by providing unmatched accessibility, choice, and ease of use for customers worldwide. Nowadays, on the internet the popularity of purchasing is still rising quickly, altering consumer behaviour and posing models of sales.

In general, the evolution of shopping shows how technological advancements, changes in business methods and culture that have influenced how we purchase and sell via the years.

### **3.2 Modern shopping techniques**

Technology's incorporation into purchasing experiences has radically changed how Customers pursue, buy, and engage with brands and products. This is a summary of technology's place in retail:

- **E-commerce platforms:** Online retailers like Alibaba, eBay, and Amazon have transformed the way people purchase by providing easy-to-use internet marketplaces where clients people shop from the comfort of their homes for a wide range of things. These platforms offer features like safe payment methods and customised recommendations choices and efficient ways to make payments.
- **Smartphone proliferation** has resulted in the growth of mobile shopping apps for shopping that let users buy anywhere, at any time. Shops want to make apps that offer distinctive experiences, such as in-app shopping and product discovery purchases as well as in-person marketing.
- **Virtual reality (VR) and augmented reality (AR):** these technologies are used more and more in product development. While augmented reality lets customers view products VR makes it possible to shop virtually before making a purchase in a real-world setting. experiences like online fitting rooms and showrooms.
- **Data analytics and personalisation:** Retailers are utilising artificial intelligence and data analytics

to artificial intelligence (AI) to give clients a customised purchasing experience. By Retailers can examine search histories, purchase patterns, and demographic information to offer tailored advice, focused marketing, and targeted advertising campaigns.

- Retail that is omnichannel: Technology has combined offline and online channels. The retail industry has grown. Customers are able to rotate between various products, including as a social media platform, mobile app, retail, and website) while taking advantage of the same encountering and gaining access to goods offered through several sources. Payment systems for contactless transactions:

- Near field, NFC technology and smartphone wallets like Google Pay and Apple Pay are becoming more popular gain ground, particularly in reaction to the COVID-19 epidemic. This technological advancement allows transactions that are quick, safe, and simple without requiring currency or in-person interaction.

- Technology is essential to inventory optimisation and management, allowing merchants to efficiently monitor the demand, product level, and logistical processes. technologies like RFID tags, Retailers can save product costs by using inventory control systems and barcode scanning interruptions, lower inventories, and enhance performance.

- Marketing: Social media platforms like Facebook, Pinterest, and Instagram have emerged as significant resources for product research and purchases. Retailers employ marketing tools to engage consumers, market, and engage, such as products and promotional items things, and use social media channels to boost direct sales.

- Voice Marketing: Alexa on Amazon and other voice-activated virtual assistants Apple's Siri makes voice-activated shopping possible. Voice advice is a tool that customers may use to look for goods, put them in your cart, and buy them with your hands free and practical encounter.

### **3.3 Elements that affect purchasing**

Numerous elements, ranging from individual preferences and psychological triggers to outside. A person's purchasing habit may be impacted by environmental factors. The subsequent items are important factors influencing shopping:

## Psychological Components

- **Perception:** How customers view products, brands, and store environments influences the items that they choose to purchase. A few things can influence perceptions, such as retail atmosphere, brand reputation, and product excellence. Buying behaviour is heavily influenced by motivation, regardless of whether it is caused by social factors (such as prestige), emotional needs (such as enjoyment), or practical requirements (as in the case of necessity).
- **Attitudes and Beliefs:** Individuals, social forces, and marketing messaging experiences all influence how customers feel about products, brands, and other and retail encounters. Positivity and strong convictions can support you. Make informed decisions when shopping.

## Social Elements

- **Reference Groups:** By means of social comparison, adherence to rules and conventions, and friendships, People are influenced by their family, friends, and opinion leaders while making purchases. **Culture and Subculture:** Cultural norms, values, and customs have an impact on consumer behavior. and customs. Subcultures influenced by racial, religious, or generational factors can also impact a person's purchasing decisions.
- **Social Class:** Consumer behavior, brand preferences, and buying patterns differ based on their socioeconomic status, which influences their purchasing habits. **Individual Variables**
- **Demographics:** A person's age, gender, income, level of education, and occupation all have an impact purchasing patterns. Population subgroups have distinct requirements, inclinations, and purchasing power.
- **Lifestyle:** Decisions about one's way of living and life changes (such as marriage, parenthood, and retirement) (for example, environmental conservation and health knowledge) affect consumer choices and choice of products.
- **Experiences:** Whether the product-purchasing process is a good or bad experience, it influences the opinions, tastes, and brand loyalty of the customer. Recurring purchases and brand recognition influence the choice.

## Situational and Environmental Factors:

- **Physical Environment:** Location, ambiance, design, and store layout all influence how people buy and purchasing choices.

- **Time Constraints:** Shopping is influenced by time constraints, urgency, and convenience. actions. Customers could place more value on browsing slowly or making speedy, effective purchases according to the availability of time.

- **Situational Factors:** Particular times, places, and situations (such as holidays, Events like emergencies and special events might affect a person's purchasing decisions and selections.

Digital and technological factors:

- **Online Presence:** The accessibility of mobile shopping applications, e-commerce platforms, and Digital channels affect how easily consumers may obtain things and how convenient it is to shop. Technological developments: breakthroughs include virtual reality (VR), augmented reality (AR), Personalized recommendation algorithms and virtual reality (VR) influence retail encounters and customer involvement.

- **Social Media Influence:** Influencer marketing initiatives and social media platforms impact how consumers find products, perceive brands, and make judgements about what to buy customers.

### **3.4 E-commerce market types**

There are many different kinds of e-commerce markets, each based on unique requirements. These are a few common groupings:

- **Business-to-Consumer, or B2C,** is a kind of online marketplace where three companies sell to one another goods or services straight to customers. Online merchants such as Alibaba, Amazon, and Flipkart.

- **Business-to-business, or B2B, markets:** in which companies sell goods or services to other businesses to different companies. Software as a service and wholesale products platforms are two examples service (SaaS) suppliers to the corporate market.

- **Consumer-to-Consumer (C2C):** This refers to exchanges between customers. internet markets like Facebook Marketplace, Craigslist, and eBay enable person-to-person (C2C) interactions in which people trade goods or services to other people.

- **Consumer-to-Business, or C2B,** is a market where people sell goods and services to companies. For instance, platforms for freelancers where people provide their expertise or knowledge to companies.

- **Business-to-Government, or B2G,** is a category of e-commerce in which companies sell goods

or services to federal government organizations. Government is one example. procurement websites where companies can place bids for contracts.

- G2C (Government-to-Consumer): In this scenario, public entities offer goods or services. goods straight to customers. Online tax payment platforms are among the examples. obtaining government information or renewing licenses.
- G2B (Government-to-Business): Services are offered by government organizations in this market or goods to companies. Governmental organizations, for instance, might provide permits or licenses to companies via internet gateways. Markets that specialize in serving certain interests are known as niche markets either product categories or demographics. Platforms that concentrate on organic goods, artisanal crafts, or antiques.
- Global Markets: Businesses can reach clients anywhere in the world through e-commerce. extending beyond conventional geographic bounds. International marketplaces frequently entail factors including foreign shipping, currency exchange, and cross-cultural exchange of ideas.

There may be overlap between these categories, and companies may operate in several market niches concurrently. Target audience is one of the elements that determines the type of market to choose. supplied goods or services, as well as corporate objectives.

### **3.5 Difficulties with Online Purchasing**

E-commerce shopping has many advantages, but it also has certain drawbacks that users could come across:

- Absence of In-Person Contact: A primary disadvantage of online shopping is the incapacity to examine or test items in person before making a purchase. This could make you unhappy if the product is not what was expected in terms of size, quality, or look.
- Shipping Expenses and Delays: Shipping expenses can mount quickly, especially for overseas shipments. purchases or accelerated delivery. Furthermore, delays in delivery or logistical problems may cause lengthier wait periods for goods delivery, which could annoy clients.
- Security issues: Sharing personal and financial information is a part of online transactions information that could expose clients to identity theft and security breaches fraud or theft. Data privacy and online transaction security concerns can discourage certain consumers from making online purchases.

- **Technology Dependency:** E-commerce platforms rely on infrastructure for technology, encompassing servers, software, and internet access. Technical problems like as payment processing errors, website breakdowns, or cyberattacks might interfere with the shopping encounter and reduce platform trust.
- **Product Return and Exchange Difficulties:** Products can be returned or exchanged with difficulty. Compared to in-store purchases, online purchases can be more complicated and time-consuming exchanges. Consumers could run across issues like return policies and restocking costs freight charges or drawn-out return procedures.
- **Unable to Preview Items Before Buying:** Online shopping differs from traditional retail in that Websites are not able to replicate the same visual, tactile, or Before deciding to buy a product, test it. This may make things more difficult for customers to appropriately assess the functionality, texture, or attributes of the product. **Restricted Interaction with Customer Service:** Although numerous e-commerce platforms provide customer service via phone, email, or chat may not be as convenient for some consumers acceptable in contrast to in-person conversations with store employees. resolving problems or in an online setting, getting individualized help can be more difficult.
- **Possibility of Fake or Subpar Goods:** Online retailers could encounter difficulties in verifying the legitimacy and caliber of goods offered for sale by third parties vendors. Consumers run the danger of buying phoney or inferior products, particularly on platforms for marketplaces featuring numerous sellers.
- **Overstimulation and Digital Fatigue:** Extended use of internet shopping Notifications, promos, and ads can all exacerbate digital tiredness and Fatigue with decisions. Users could feel overpowered by the variety of options and marketing strategies, which cause annoyance or uncertainty. Notwithstanding these drawbacks, e-commerce's appeal is growing because of its ease of use, accessibility, and a large selection of products. Taking these issues on with enhanced technology, safety precautions, and client support can lessen concerns and improve the experience of purchasing online.

### **3.6 Benefits of online purchasing**

E-commerce shopping has many benefits for customers and businesses alike. Here are a few of the main advantages:

- **Convenience:** Customers may purchase whenever and from anywhere thanks to e-commerce, getting rid of the necessity to go to actual stores. This convenience is really beneficial for people who are busy, have limited mobility, or are clients who are situated in far regions.
- **Extensive Product Selection:** Online retailers provide a huge range of goods from numerous vendors, giving customers access to a wider range than conventional retail establishments. Customers may locate particular products, compare prices, and quickly find specialty or unusual products.
- **Reduced Costs and Rebates:** Internet purchasing frequently provides competitive regular savings in contrast to physical stores. Online merchants can lower the overhead costs of physical retailers so they can transfer on savings to clients via price reductions, special offers, and discount codes.
- **Time and Money Savings:** Online shopping spares clients from having to travel to actual stores, saving money on transit and time. Additionally, internet purchasing reduces unplanned costs like parking fines, impulsive shopping, and meal consumers will save money overall as a consequence.
- **Easy Payment Options:** A variety of payment methods are available on e-commerce sites, involving bank transfers, digital wallets, credit/debit cards, and buy-now-pay-later offerings. This adaptability takes into account varying tastes and improves the ease with which one can shop.
- **Availability of Reviews and Suggestions:** Online stores frequently offer client evaluations, rankings, and product suggestions, assisting consumers in making knowledgeable choices when making purchases. Having access to social proof and user-generated content can bolster trust in the dependability and quality of the product.
- **Customised Shopping Experience:** AI and data analytics are used by e-commerce platforms, algorithms in order to provide personalised shopping experiences, personalised item suggestions, focused advertising, and customised marketing communications increase client pleasure and engagement.
- **Easy Product Comparison:** When purchasing online, customers may quickly compare items according to their features, costs, ratings, and technical details. This transparency enables

customers to make knowledgeable judgements and select the optimal choice that satisfies their tastes and needs.

- **Global Market Accessibility:** Since e-commerce is not limited by place, Facilitating global customer outreach for enterprises. Products are available to consumers from foreign vendors, find distinctive brands, and investigate various cultural offerings without having to go from their residences.
- **Customer service and availability round-the-clock:** e-commerce websites run around the round-the-clock, giving clients constant access to goods and services.

Online businesses also provide a variety of customer assistance avenues, such as live support via phone, email, and chat to answer questions and quickly fix problems. All things considered, online buying provides unmatched flexibility, choice, and convenience. Making it the option of choice for millions of customers across the globe.

# **Chapter-4**

## CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

In order to gather primary data for the study on consumers' online buying habits, a sample of 100 respondents was chosen. Percentage analysis was used to evaluate and understand primary data. Tables and charts are used to present the gathered data. Data analysis is carried out as follows:

### GENDER WISE CLASSIFICATION OF RESPONDENTS

AGE	No. Of Response	Percentage
MALE	57	57
FEMALE	43	43
TOTAL	100	100

Table 4.1

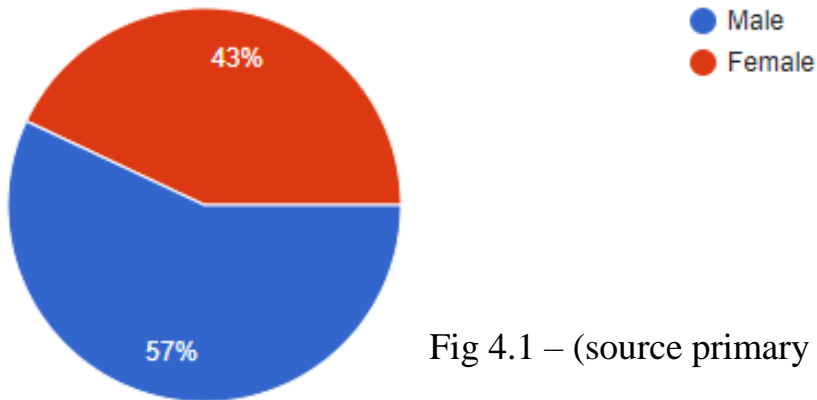


Fig 4.1 – (source primary data)

### Interpretation

It is evident from the preceding data that 43% of respondents are women and 57% of respondents are men.

### AGE-WISE CLASSIFICATION OF RESPONDENTS

AGE	No. Of Response	Percentage
10-20	14	14
21-30	75	75
31-40	9	9
ABOVE 40	2	2
TOTAL	100	100

Table 4.2

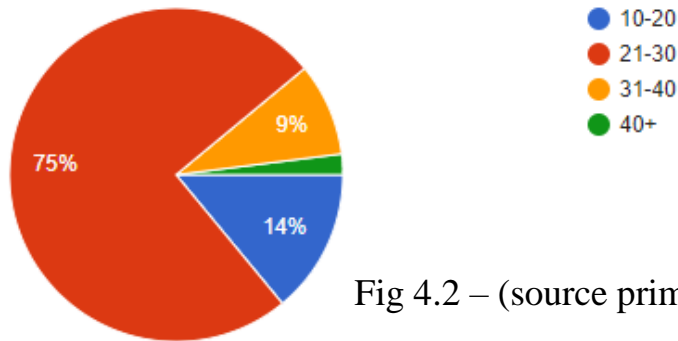


Fig 4.2 – (source primary data)

### Interpretation

Based on the provided data, it is evident that 75% of the participants fall within the age range of 21–30, 14% fall within the 10–20 age group, 9% fall within the 31–40 age group, and 2% fall outside of the over 40 age group.

### EDUCATIONAL QUALIFICATION OF RESPONDENTS

QUALIFICATION	NO.OF RESPONDENTS	PERCENTAGE
SCHOOL LEVEL	8	8
UNDER GRADUATION	37	37
POST-GRADUATION	55	55
TOTAL	100	100

Table 4.3

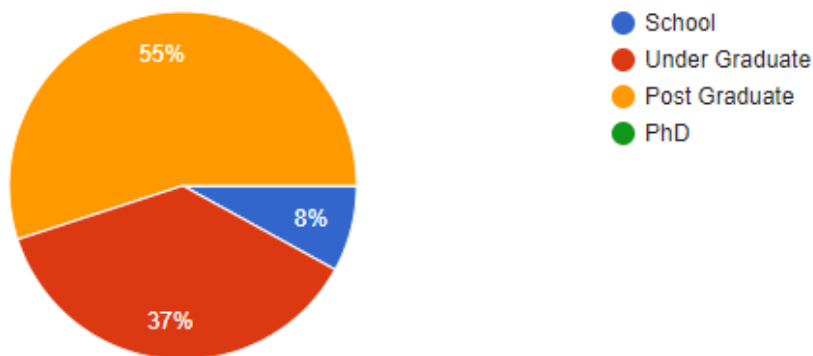


Fig 4.3 – (source primary data)

### Interpretation

Based on the gathered information, the researcher determines that 55% of the participants are postgraduate students, 37% are undergraduates, and 8% are educators.

### PREFERENCE OF SHOPPING METHOD

METHOD	NO.OF RESPONDENTS	PERCENTAGE
OFFLINE SHOPPING	17	17
ONLINE SHOPPING	83	83
TOTAL	100	100

Table 4.4

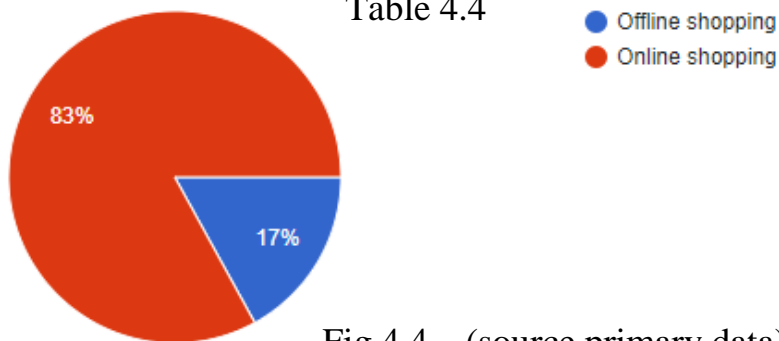


Fig 4.4 – (source primary data)

### Interpretation

According to the researcher's analysis of the data gathered, 83% of respondents said they preferred internet shopping, and 17% said they preferred offline shopping.

### CONCERN ABOUT ONLINE SHOPPING

CONCERN	NO.OF RESPONDENTS	PERCENTAGE
POOR INTERNET CONNECTION	16	16
PAYMENT RELATED ISSUES	35	35
BREACH OF PERSONAL INFORMATION	49	49
TOTAL	100	100

Table 4.5

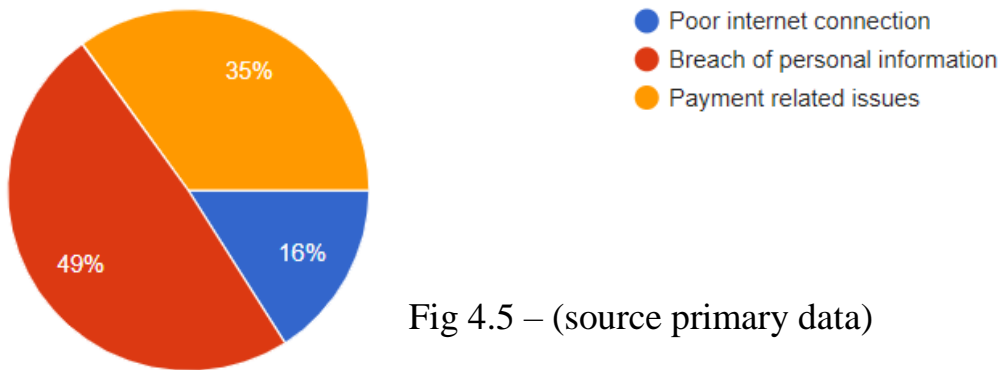


Fig 4.5 – (source primary data)

**Interpretation**

Based on the data gathered, the researcher has determined that 49% of respondents are concerned about a breach of their personal information, 35% are worried about payment-related concerns, and 16% are worried about a bad internet connection.

**PREFERRED ECOMMERCE SITES**

SITES	NO.OF RESPONDENTS	PERCENTAGE
AMAZON	69	69
FLIPKART	24	24
MEESHO	3	3
NYKAA	4	4
TOTAL	100	100

Table 4.6

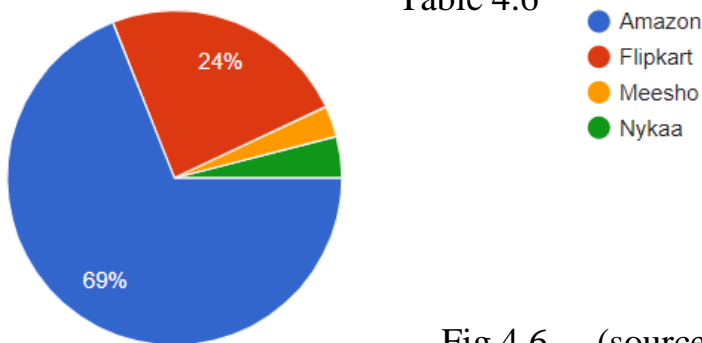


Fig 4.6 — (source primary data)

**Interpretation**

Based on the gathered information, the researcher determines that 69% of respondents choose Amazon, 24% prefer Flipkart, 4% prefer Nykaa, and 3% prefer Meesho.

### PREFERENCE OF PAYMENT MODE

SITES	NO.OF RESPONDENTS	PERCENTAGE
UPI	79	79
CARD PAYMENT	14	14
CASH ON DELIVERY	7	7
TOTAL	100	100

Table 4.7

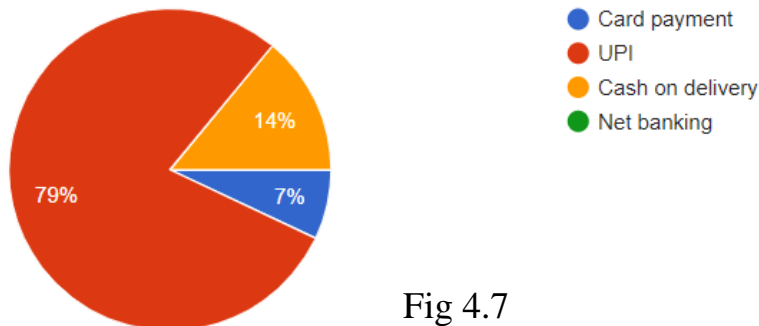


Fig 4.7

### Interpretation

According to the data gathered, the researcher has determined that 79% of respondents prefer UPI, 14% prefer cash payment, and 7% prefer cash on delivery.

### PREFERENCE FOR ONLINE SHOPPING

PREFERENCE	NO.OF RESPONDENTS	PERCENTAGE
DOOR STEP DELIVERY	20	20
LOW PRICE	17	17
WIDE VARIETY OF CHOICES	45	45
CONVENIENCE	18	18
TOTAL	100	100

Table 4.8

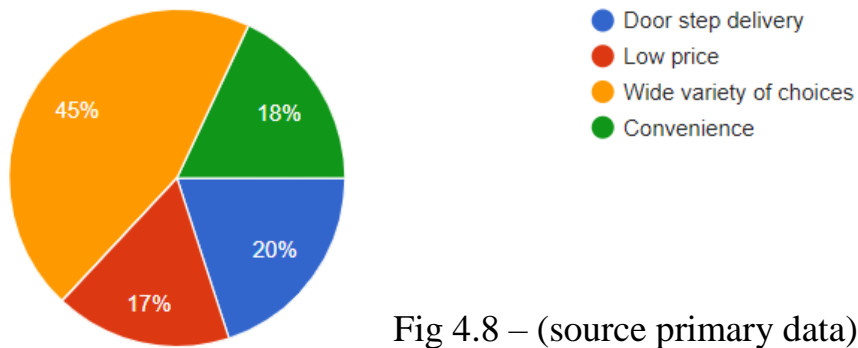


Fig 4.8 – (source primary data)

### Interpretation

Based on the gathered information, the researcher determines that 45% of respondents like a large selection, 20% prefer door-step delivery, 18% prefer convenience, and 17% choose affordable prices.

### DELAY IN DELIVERY OF PRODUCT

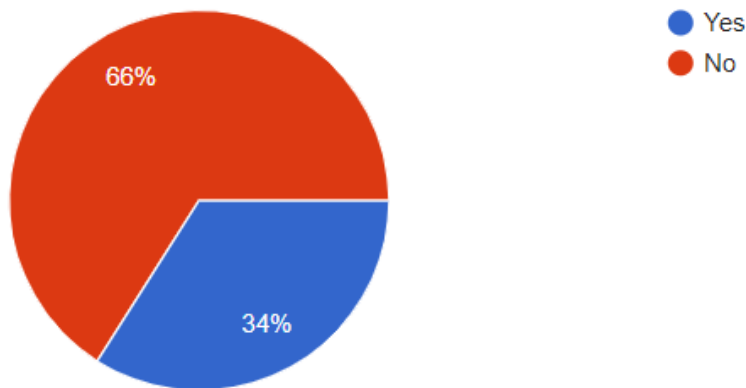


Fig 4.9 – (source primary data)

### Interpretation

The researcher determines that 66% of respondents chose no, while 34% chose yes, based on the data gathered.

## DISADVANTAGE OF ONLINE SHOPPING

PREFERENCE	NO.OF RESPONDENTS	PERCENTAGE
LONGER WAITING TIME FOR DELIVERY	6	6
DIFFICULTY IN RETURNING ITEMS	16	16
INABILITY TO PHYSICALLY EXAMINE PRODUCTS	45	45
SECURITY CONCERNS ABOUT ONLINE PAYMENTS	33	33
TOTAL	100	100

Table 4.10

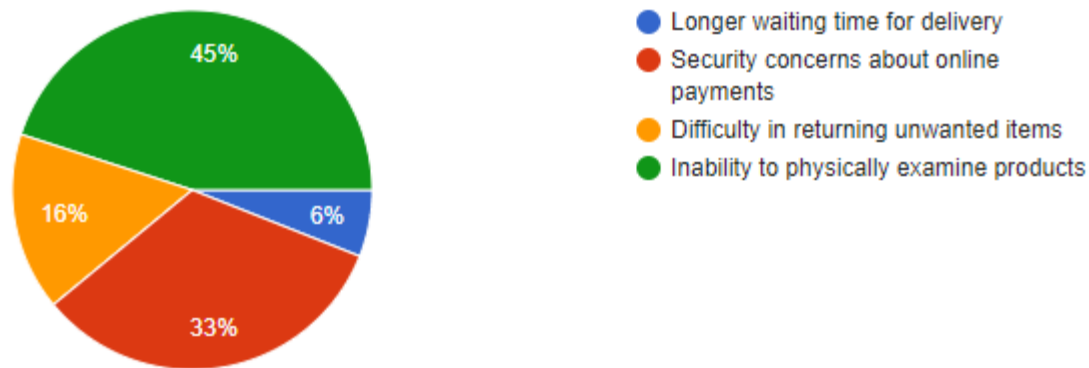


Fig 4.10 – (source primary data)

### Interpretation

According to the data gathered, the researcher has determined that 45% of respondents were concerned about not being able to physically inspect products, 33% were concerned about online payment security, 16% were concerned about having trouble returning items, and 6% were concerned about having to wait longer for delivery.

## DECISION TO BUY PRODUCT ONLINE

PREFERENCE	NO.OF RESPONDENTS	PERCENTAGE
CLOTHING AND ACCESSORIES	24	24
ELECTRONICS AND APPLIANCES	49	49
GROCERIES AND FRESH FOOD	14	14
PERSONAL CARE ITEMS	13	13
TOTAL	100	100

Table 4.11

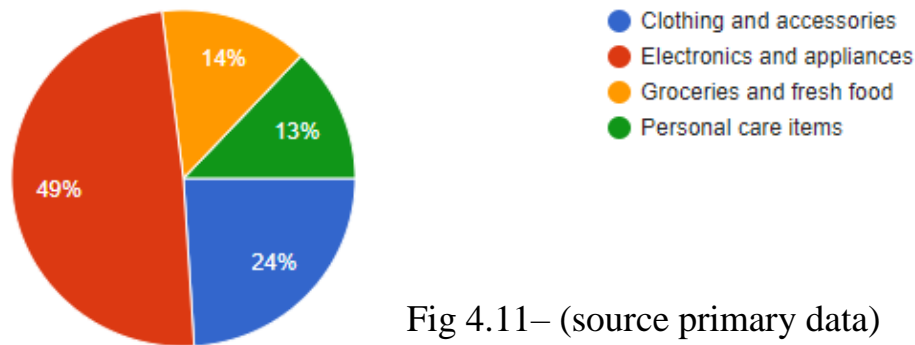


Fig 4.11– (source primary data)

### Interpretation

According to the data gathered, the researcher has determined that 49% of respondents choose electronics and appliances, 24% prefer clothes and accessories, 14% prefer groceries and fresh food, and 13% prefer personal care products.

### CUSTOMER REVIEW ON DECIDING A PRODUCT

PREFERENCE	NO.OF RESPONDENTS	PERCENTAGE
NOT IMPORTANT AT ALL	8	8
SOMEWHAT IMPORTANT	7	7
IMPORTANT	42	42
VERY IMPORTANT	28	28
ESSENTIAL	19	19
TOTAL	100	100

Table 4.12

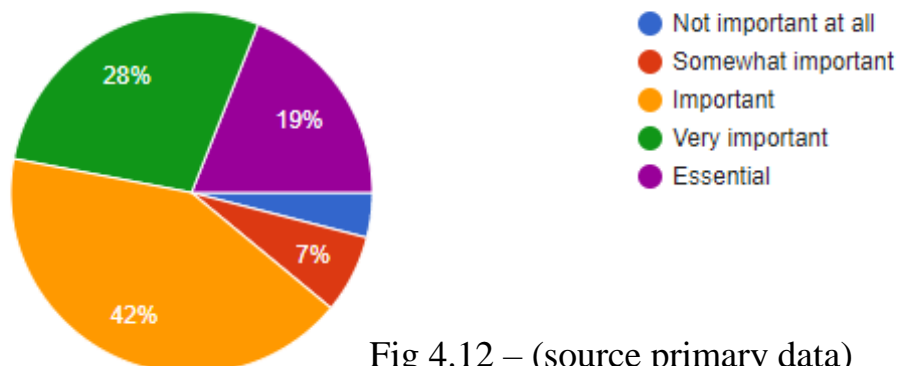


Fig 4.12 – (source primary data)

### Interpretation

Based on the gathered information, the researcher determines that 42% of respondents think it's important, 28% think it's very important, 19% think it's essential, 8% think it's not significant, and 7% think it's somewhat important.

### ONLINE PROMOTION AND DISCOUNT

PREFERENCE	NO.OF RESPONDENTS	PERCENTAGE
SOMEWHAT IMPORTANT	17	17
IMPORTANT	44	44
VERY IMPORTANT	35	35
ESSENTIAL	4	4
TOTAL	100	100

Table 4.13

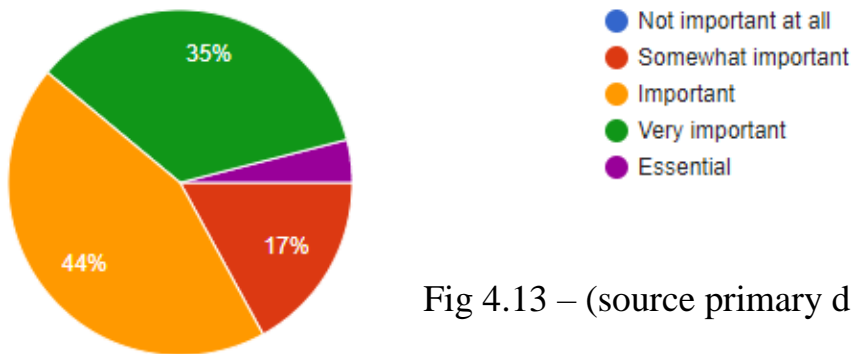


Fig 4.13 – (source primary data)

### Interpretation

Based on the gathered information, the researcher determines that 44% of respondents think it's important, 35% think it's very important, 17% think it's somewhat important, and 4% think it's critical.

### COMPLICATION OF CHECKOUT PROCESS

PREFERENCE	NO.OF RESPONDENTS	PERCENTAGE
NOT VERY LIKELY	1	1
SOMEWHAT LIKELY	30	30
MODERATELY LIKELY	40	40
VERY LIKELY	23	23
EXTREMELY LIKELY	2	2
TOTAL	100	100

Table 4.14

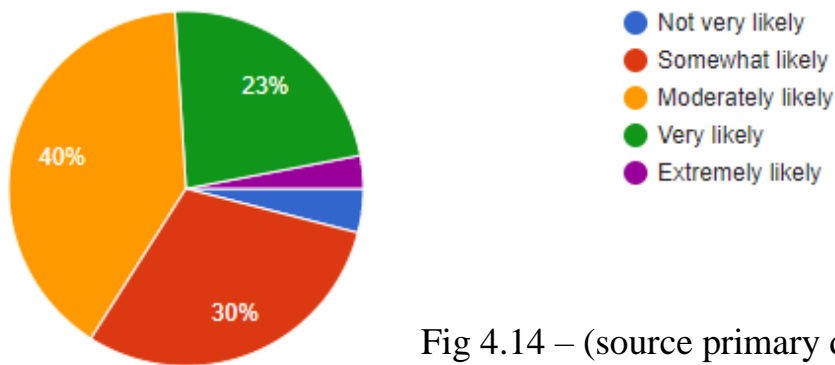


Fig 4.14 – (source primary data)

### Interpretation

Based on the gathered information, the researcher determines that 40% of respondents believe it to be somewhat likely, 30% believe it to be somewhat likely, 23% believe it to be very likely, 2% believe it to be not very likely, and 1% believe it to be extremely likely.

### Chi Square test between gender and online shopping behaviour

Chi Square Test			
Observed			
	Online	Offline	Total
Male	52	5	57
Female	31	12	43
Total	83	17	100
Expected			
	Online	Offline	
Male	47.31	9.69	
Female	35.69	7.31	
Chi square test result			
	0.1167		

Table 4.15 – (source primary data)

Based on the chi-square test statistic shown in the image, we can conduct a chi-square test to analyze the association between gender and online/offline shopping behavior. Here's how to interpret the results:

Chi-Square Test Statistic (0.1167): This value represents the strength of the evidence against the null hypothesis, which is that there is no association between gender and online/offline shopping behavior. A lower p-value suggests stronger evidence against the null hypothesis.

p-value (0.1167): The p-value is the probability of obtaining a chi-square statistic this extreme or more extreme, assuming the null hypothesis is true. In this case, the p-value is 0.1167, which is more than the commonly used significance level of 0.05.

Interpretation: Since the p-value (0.1167) is more than 0.05, we accept the null hypothesis. This means we do not have statistically significant evidence to conclude that there is an association between gender and online/offline shopping behavior.

### Chi square test between gender and online shopping sites

Chi square test											
Observed						Expected					
	AMAZON	FLIPKART	NYKAA	MEESHO	TOTAL		AMAZON	FLIPKART	NYKAA	MEESHO	
YES	23	8	2	1	34	MALE	23.46	8.16	1.36	1.02	
NO	46	16	2	2	66	FEMALE	45.54	15.84	2.64	1.98	
	69	24	4	3	100						
		P Value	0.924274								

Table 4.16- – (source primary data)

### Chi-square test

The p-value (0.924274) is greater than the significance level (usually 0.05). This means that we fail to reject the null hypothesis, which is that there is no significant association between gender and online shopping preference on any of the websites.

### Interpretation

There is no statistically significant association between gender and online shopping preference on any of the websites at a 5% significance level. In other words, these data do not show a significant difference between men and women and their likelihood to shop online on any of the particular websites examined (AMAZON, FLIPKART, NYKAA, MEESHO).

# Chapter-5

## CHAPTER 5: CONCLUSION

The objective of the research project "To study the shift in consumer preferences to present e-commerce based shopping" is to assess and gauge the online purchasing habits of consumers. Primary data for the study was gathered via a survey completed by one hundred participants. presented the findings of the investigation in tables and charts after analysing and interpreting the data with the use of examples and percentages.

### 5.1 RESULT

The following are the main findings of the study on consumer behaviour about online shopping:

- Of those surveyed, 57% are male contenders.
- Of the responders, 75% fall within the 21–30 age range.
- The majority of responders -55 percent have advanced degrees.
- 83% of those surveyed said they prefer to purchase online.
- Sixty percent of those surveyed said they had had great shopping experiences.
- Of those surveyed, 49% believe there has been a compromise of personal information.
- Sixty-nine percent of respondents said they favour Amazon as an online retailer.
- When it comes to payment methods, 79% of respondents favour UPI.
- Due to the large selection of options, 45% of respondents said they prefer to purchase online.
- 66% of the respondents said they have never experienced a product delivery delay.
- The inability to physically inspect things was cited by 45% of customers as the biggest drawback of online buying.
- Of those surveyed, 49% said they would rather shop online for appliances and electronics.
- Of those surveyed, 42% check customer reviews before making a purchase.
- 44% of respondents said they prefer to purchase products online during promotions and discounts.
- Forty percent of those surveyed said that difficulties with the checkout process would probably cause them to stop shopping.

## **5.2 SUGGESTION**

1. Making a website's user experience easier can encourage people to make a purchase.
2. Online retailers ought to strengthen the safety of their online payment systems.
3. More discounts and promotions could draw more people to e-commerce.
4. Actions to be performed to enhance websites with slow internet.
5. More options are preferred by customers.

## **5.3 CONCLUSION**

After the project is finished, it is clear that clients are happy with online purchasing. Putting some changes into place within the system can result in complete client contentment. Online shopping systems provide customers with a large space to make purchases, which saves time. Reducing incidents such as online fraud can greatly enhance customer trust and reputation. Timely delivery of superior products along with a wide range of options and affordable prices continue to be essential in drawing customers to the world of online shopping. More improvements in these domains may increase the attractiveness to customers. Online purchasing is therefore quite important in the consumer sector.

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## APPENDIX

1. Name
2. Gender
  - a. Male
  - b. Female
3. Age
  - a. 10-20
  - b. 21-30
  - c. 31-40
  - d. 40+
4. Educational Qualification
  - a. School
  - b. Under Graduate
  - c. Post Graduate
  - d. PhD
5. Which shopping method do you prefer?
  - a. Offline shopping
  - b. Online shopping
6. How would you rate your online shopping experience.
  - a. Excellent
  - b. Good
  - c. Fair
  - d. Poor
7. What is your concern about online shopping?
  - a. Poor internet connection
  - b. Breach of personal information
  - c. Payment related issues

8. Most preferred online shopping site.

- a. Amazon
- b. Flipkart
- c. Meesho
- d. Nykaa

9. Which payment mode do you prefer?

- a. Card payment
- b. UPI
- c. Cash on delivery
- d. Net banking

10. Reason for online shopping

- a. Door step delivery
- b. Low price
- c. Wide variety of choices
- d. Convenience

11. Do you face any delay in delivery of product

- a. Yes
- b. No

12. What is the biggest disadvantage of online shopping for you?

- a. Longer waiting time for delivery
- b. Security concerns about online payments
- c. Difficulty in returning unwanted items
- d. Inability to physically examine products

13. How important are customer reviews when you decide to buy a product online?

- a. Not important at all
- b. Somewhat important
- c. Important
- d. Very important

e. Essential

14. What type of products are you most comfortable buying online?

a. Clothing and accessories

b. Electronics and appliances

c. Groceries and fresh food

d. Personal care items

15. How important are online promotions and discounts when deciding where to shop?

a. Not important at all

b. Somewhat important

c. Important

d. Very important

e. Essential

16. How likely are you to abandon an online shopping cart if the checkout process is too complicated?

a. Not very likely

b. Somewhat likely

c. Moderately likely

d. Very likely

e. Extremely likely