

**A STUDY ON CUSTOMER SATISFACTION TOWARDS
ONLINE SHOPPING WITH SPECIAL REFERENCE TO
MAVELIKARA THALUK**

PROJECT REPORT

SUBMITTED TO:

The University of Kerala in partial fulfilment of the requirements for the award of the
Degree of Bachelor of Commerce

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CERTIFICATE

This is to certify that the project entitled “**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO MAVELIKARA THALUK**” is a bona fide work done by **ADARSH SASI (33718171001), ARAVIND A NAIR (33718171004), AJMI P SHAJI (33718171023), ALEENA CHINNU ABY (33718171028), YEDU KRISHNAN J (33718171053)** under the guidance and supervision in partial fulfilment of the requirements for the award of **Degree of Bachelor of Commerce (Tax Procedure and Practice) of the University of Kerala.**

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DECLARATION

We the Sixth semester B. com students of Mar Ivanios College, Mavelikara University of Kerala, do hereby declare that this Project work “**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO MAVELIKARA THALUK**” under the guidance of Mrs. Deepa Jayanandan, Assistant Professor, PG Department of Commerce, is the result of original work done during the project time. The matter included in this report is not a reproduction of any source. We are declaring that this project report has not been submitted elsewhere for any other degree.

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CHAPTER I
INTRODUCTION

1.1 INTRODUCTION

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

In fact, people can purchase just anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to conduct online shopping because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that is unavailable in stores.

Shopping via internet eliminates the need to shift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day.

The central concept of the application is to allow the consumer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on the server side (store). The Server process the customers and the customers and the items are shipped to the address submitted by them. The

application was designed into two modules first is for the customers who wish to buy the articles. Second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers.

The end user of this product is departmental store where the application is hosted on the web and the administrator maintains the database. The application which is deployed at the customer database, the details of the items are brought forward from

the database for the customer view based on the selection through the menu and the database of all the products are updated at the end of each transaction. Data entry into the application can be done through various screens designed for various level of users. Once the authorized personnel feed the relevant data into the system, several reports could be generated as per the security.

1.2 REVIEW OF LITERATURE

The studies on consumer's perception on online shopping and other related topic in the Indian context are limited as the online shopping has entered into the market only a few years only. The literatures so far reviewed relates to the studies conducted outside India especially in the United States where the online shopping is a big hit. As taken the case of Indian scenario where the online shopping has just entered into the market and already it has been climbing the ladder. Though there are certain literature reviews by the context of Indian consumers.

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

Susan Rose, Nell Hair and Moira Clark (2011) identified online purchase in particular continues to rise, as adoption and penetration levels of Internet technology continuously increase. By 2007, European Internet penetration stood at 43% of the population with a 23% usage growth year on year. In North America, penetration was at 71% of the population with 120% growth (Internet World Stats 2007). This is also evidenced by increasing levels of online sales, which in the US reached US\$128.1bn in 2007 and were projected to reach US\$165.9bn by 2009 (source: US Census Bureau 2009).

Peterson et al. (1997) commented that it is an early stage in Internet development in terms of building an appropriate dedicated model of consumer buying behavior. Decision sequences will be influenced by the starting point of the consumer, the relevant market structures and the characteristics of the product in question.

Consumers' attitude towards online shopping is a prominent factor affecting actual buying behavior.

Sultan and Henrichs (2000) in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

Vijay, Sai. T. & Balaji, M. S. (May 2009) - They revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format.

Rashant Singh (2014) in his study on Consumer's Buying Behavior Towards Online Shopping, The main aim of study was to examine and analyze the consumers' buying behavior pattern towards online shopping in Lucknow.

1.3 STATEMENT OF THE PROBLEM

Marketing basically helps to fulfill the needs of the consumers more effectively and efficiently with good products/services with affordable price and delivery. In recent days, the concept of online shopping has gained a lot of importance in retail marketing. In India, almost 75% of online users are in the age group of 15 – 34 years since India is one of the youngest demography globally. This trend is expected to be continuing in the forthcoming years, given the age distribution in India. The present study entitled “Customer satisfaction towards online shopping with special reference to Mavelikara thaluk” focuses on the satisfaction of customers in Mavelikara thaluk on online shopping and services provided by them. The study considers the concerns of customers due to the data privacy and safety measures provided.

1.4 NEED AND SIGNIFICANCE OF THE STUDY

The need of this study is to know the brand loyalty of the online shoppers and consumers. It includes the ideas such as to identify the most preferred purchase method. This study also helps to find out the reason for buying products online.

Through this study we tried to find the price range people prefer the most and also to know which features they admire in buying online.

1.5 OBJECTIVES OF THE STUDY

- To find out the satisfaction level of the customer from online purchase
- To know the specific reasons for which the customers prefer online shopping.
- To find out the customer satisfaction level for services provided through the online shopping.
- To find out the type of goods purchased more through online shopping.
- To identify the age group among which the online shopping is more popular.
- To identify the price range of the goods purchased through online shopping.
- To identify the influence of online shopping during the pandemic period.

1.6 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It is conducted as studying how research is done systematically. The research adopted the following methodology for the study.

1.6.1 The Research Design Used for the Study

The study is explorative as well as comparative in nature. It intends to explore the customer's perception on online shopping. A direct survey in the form of Google Form was used to collect the data for this study.

1.6.2 Population Size

A research population is a well-designed collection of individuals or objects known to have similar characteristics. In the present study of population was users of online shopping. There were 50 respondents who live in Mavelikara Thaluk.

1.6.3 Sample Size

The sample size used for the study is 50.

1.6.4 Sample Design

A sample design is a definite plan for obtaining a sample from the given population. The respondents are selected based on convenient sampling.

1.6.5 Statistical Tools

The data collected through questionnaires were analyzed using simple percentage analysis, graphs, charts, tables and diagrams.

1.6.5 Source of data

For this study, the data were compiled from primary data and secondary data.

1.6.6.1 Primary Data

Primary data consists of original information gathered from sample size of 50 respondents residing in Mavelikara, Kerala.

1.6.6.2 Secondary Data

Secondary data are those informations that are already published. For the study the data collected from secondary sources are;

- 1 Internet
- 2 Websites
- 3 Existing research and scholarly work.

1.7 LIMITATIONS OF THE STUDY

- The study is confined to Mavelikara Thaluk only.
- The study is based upon the consumer behaviors of online shopping.
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias.
- Due to shortage of time and other constraints, the study has been limited to 50 respondents only.

1.8 CHAPTERISATION

The whole project is divided into five chapters:

1. Introduction
2. Theoretical Background
3. Data analysis and Interpretation
4. Summary of Findings, Suggestions and Conclusions

CHAPTER II
THEORETICAL BACKGROUND
AND
SECONDARY DATA

2.1 E-COMMERCE

Ecommerce is the buying and selling of goods or services on internet. It encompasses a wide variety of data, systems, and tools for online buyers and sellers, including mobile shopping and online payment encryption.

Most business with ecommerce presence uses an ecommerce store or an ecommerce platform to conduct online marketing and sales activities and to oversee logistics and fulfilment.

2.2 ONLINE SHOPPING

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. Consumers find a product of interest by visiting the website of the seller directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different sellers.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another business, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, a debit card. Most famous online shopping apps are Flipkart, Amazon, Ajio, Myntra etc.

2.3 HISTORY OF ONLINE SHOPPING

One of the earliest forms of trade conducted online was IBM's (International Business Machines) Online Transaction Processing (OLTP) developed in the 1960s and it allowed the processing of financial transactions in real-time. The Computerized

Ticket Reservation System developed for American Airlines was one of its applications.

The emergence of online shopping as we know today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about its products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions. Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers did not need to touch and feel in order to buy. But also importantly, in the early days, there were few shoppers online and they were from a narrow segment.

2.4 GROWTH IN ONLINE SHOPPERS

Throughout the world online buying has grown exponentially. Growth of online shopping has been characterised by strong consumer demands & the increasing number and type of good available. As the number of smartphone and internet users increased, the horizons of online marketing has been widened. According to researchers, Indians are increasingly demonstrating their increased acceptance of mobile based payment methods. More over the number of consumers has increased drastically.

2.5 GROWTH OF ONLINE SHOPPING IN INDIA IN 2020-21

The online shopping sector has seen a boom in the Asian region in the recent years. India, the south east Asian country, had the fastest growing online retail market in 2020-21. The number of digital buyers across the country was estimated to be approximately 330 million in 2021. Almost 71 percent of internet users in the region will have purchased products online for the mentioned time period. The sector is driven by personalised advertisements, attractive discounts, quick delivery and return infrastructure and a high penetration rate of smartphones. This online shopping system combined with the comfort of being at home and getting all your choices delivered to your doorstep has turned the tables for the online shopping sector quite significantly.

2.6 CUSTOMERS

Online customers must have access to the Internet and a valid method of payment in order to complete a transaction. Generally, higher levels of education and personal income correspond to more favourable perceptions of shopping online. Increased exposure to technology also increases the probability of developing favourable attitudes towards new shopping channels.

2.7 CUSTOMER'S BUYING BEHAVIOUR IN DIGITAL ENVIRONMENT

The marketing around the digital environment, customer's buying behavior may not be influenced and controlled by the brand and firm, when they make a buying decision that might concern the interactions with search engine, recommendations, online reviews and other information. With the quickly separate of the digital device environment, people are more likely to use their mobile phones, computers, tablets and other digital devices to gather information. In other words, the digital environment has a growing effect on consumer's mind and buying behavior. In an online shopping environment, interactive decision may have an influence on aid customer decision making. Each customer is becoming more interactive, and though online reviews customers can influence other potential buyers' behaviors. In addition, not only those reviews, people more rely on other people's post information about product commends on social media. There will shows common problems in the past and some solutions or comments of the merchants will be attached for customer reference.

E-commerce has made life simple and innovative of individuals and groups; consumer Behavior in online shopping is different from the physical market where he has access to see the product. Price, time saving and convenience were identified as important factors which affects the consumer's behavior.

2.8 PRODUCT SELECTION

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. Once a particular product has been found on the website of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to

adjust quantities, like filling a physical shopping cart or basket in a conventional store. A “checkout” process follows in which payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an e-mail confirmation once the transaction is complete.

2.9 PAYMENT

Online shoppers commonly use a credit card or a PayPal account in order to make payments. However, some systems enable users to create accounts and pay by alternative means, such as:

- Billing to mobile phones and landlines
- Bitcoin or other crypto currencies
- Cash on delivery (C.O.D.)
- Cheque/ Check
- Debit card
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/delivery on payment

2.10 PRODUCT DELIVERY

While free shipping remains important, consumers increasingly want convenience, including being able to pick up orders at local stores or lockers. Loyalty programs with shipping perks are popular, and many are concerned about how delivery choices affect the environment.

An effective product delivery process increases quality and improve the satisfaction of the client and enhance the product’s agility.

2.11 SHOPPING CART SYSTEMS

Simple shopping cart systems allow the off-line administration of products and categories. The shop is then generated as HTML files and graphics that can be uploaded to a web space. The systems do not use an online database. A high-end solution can be bought or rented as a stand-alone program or as an addition to an enterprise resource planning program. It is usually installed on the company's web server and may integrate into the existing supply chain so that ordering, payment, delivery, accounting and warehousing can be automated to a large extent. Other solutions allow the user to register and create an online shop on a portal that hosts multiple shops simultaneously from one back office.

2.12 DESIGN

Customers are attracted to online shopping not only because of high levels of convenience, but also because of broader selections, competitive pricing, and greater access to information. Business organizations seek to offer online shopping not only because it is of much lower cost compared to bricks and mortar stores, but also because it offers access to a worldwide market, increases customer value, and builds sustainable capabilities.

2.12.1 Information load

Designers of online shops are concerned with the effects of information load. Information load is a product of the spatial and temporal arrangements of stimuli in the web store. Compared with conventional retail shopping, the information environment of virtual shopping is enhanced by providing additional product information such as comparative products and services, as well as various alternatives and attributes of each alternative, etc. Two major dimensions of information load are complexity and novelty. Complexity refers to the number of different elements or features of a site, often the result of increased information diversity. Novelty involves the unexpected, suppressed, new, or unfamiliar aspects of the site. The novelty dimension may keep consumers exploring a shopping site, whereas the complexity dimension may induce impulse purchases.

2.12.2 Consumer needs and expectations

According to the output of a research report by Western Michigan University published in 2005, an e-commerce website does not have to be good looking with listing on a lot of search engines. It must build relationships with customers to make money. The report also suggests that a website must leave a positive impression on the customers, giving them a reason to come back. However, recent research has proven that sites with higher focus on efficiency, convenience, and personalized services increased the customers motivation to make purchases.

2.12.3 User interface

The most important factors determining whether customers return to a website are ease of use and the presence of user-friendly features.^[40] Usability testing is important for finding problems and improvements in a web site. Methods for evaluating usability include heuristic evaluation, cognitive walkthrough, and user testing. Each technique has its own characteristics and emphasizes different aspects of the user experience.

2.13 MARKET SHARE

The popularity of online shopping continues to erode sales of conventional retailers. For example, Best Buy, the largest retailer of electronics in the U.S. in August 2014 reported its tenth consecutive quarterly dip in sales, citing an increasing shift by consumers to online shopping. Amazon.com has the largest market share in the United States. As of May 2018, a survey found two-thirds of Americans had bought something from Amazon (92% of those who had bought anything online), with 40% of online shoppers buying something from Amazon at least once a month. The survey found shopping began at amazon.com 44% of the time, compared to a general search engine at 33%. It estimated 75 million Americans subscribe to Amazon Prime and 35 million more use someone else's account.

There were 242 million people shopping online in China in 2012. For developing countries and low-income households in developed countries, adoption of e-commerce in place of or in addition to conventional methods is limited by a lack of affordable Internet access.

2.14 MARKET ANALYSIS

The online shopping sector in India is being driven by the growing internet penetration in the country, along with a rise in digital awareness. India has more than 430 million internet users, and the number of internet users is expected to increase to about 635.8 million by 2021. The online shopping industry in India is also likely to be aided by the increasing availability of cheaper smartphones and declining data tariffs. With the government promoting digital literacy and the digital economy framework, the industry will receive a further impetus for its growth. The industry is expected to be aided by the consumers in Tier-1 cities who are more adaptable to online shopping due to their availability of highspeed internet, better adaptability to mobile devices, and the logistical simplicity.

2.15 ADVANTAGES

Besides being able to shop from the comfort of your home, many online stores offer low or no shipping charges and free ship-to-store options.

Other advantages of shopping online include:

1. Always being open

We can always buy products from online platforms around the clock. Consumers can buy products at the time of their convenience.

2. Saving on transportation cost

Through online purchases we can reduce the cost of transportation for travelling to the stores.

No need of physical location

Since the transaction and market place is virtual, there is no need for any physical locations.

4. No aggressive salespeople or annoying crowds

People and consumers who don't want to interact with crowds can easily adapt to online shopping.

5. No waiting in long lines to check out

Consumers do not have to wait in long lines to purchase or pay for products. They can buy products quickly and don't have to waste any time.

6. Being able to read reviews about the products being purchased

The consumers can review the product and its quality before buying any product. They can choose the best product among various options.

7. More choices for buying products

Consumers have a choice to choose between variety of products and they can access to a large variety of products. They can also find many substitutes in online platforms.

8. Low purchase price

Many online shops sell products at low prices because of lack of money spent on overheads such as rent, water etc.

2.16 DISADVANTAGES

1. Fraud in online shopping

Online platforms are prone to many fraudulent activities. Although they provide security services it is not completely free from fraud.

2. Delay in delivery

The delivery of products cannot be always in time. It depends on the factors such as mode of transportation, natural phenomenon like rain, storms etc.

3. No physical contact

The consumers cannot physically touch or feel the product before attainment. This is a major drawback of online shopping.

4. No bargaining power

Although the prices are comparatively low, consumers don't hold bargaining power on the sellers.

5. Hide cost & shipping charges

Usually the online platforms provide purchase prices, they don't clearly specify the shipping charges and other additional charges. The consumers have to proceed to further steps to identify the charges.

6. Lack of interaction

Consumers and sellers don't have any direct contact in online shopping. Since the transactions take place in virtual platforms, they find it difficult to trust the other party completely.

7. Difficulty in return advantages

The products or services provided from online shopping don't specify any particular place and may be they are provided from abroad or different countries around the world. Therefore the return of the product is difficult and the consumers may not get any return advantages.

2.17 AGGREGATION

High-volume websites, such as Yahoo!, Amazon.com, and eBay, offer hosting services for online stores to all size retailers. These stores are presented within an integrated navigation framework, sometimes known as virtual shopping malls or online marketplaces.

2.18 IMPACT OF REVIEW ON CUSTOMER BEHAVIOUR

Through the study we can find that, how product attributes, average consumer ratings, and single affect-rich positive or negative consumer reviews influenced hypothetical online purchasing decisions of consumers. After the study, we can find that the younger generation clearly preferred products with better attributes and with higher average consumer ratings. If making a choice was difficult because it involved trade-offs between product attributes, most consumers chose the higher-rated product. The preference for the higher-rated product, however, could be overridden by a single affect-rich negative or positive review. These results suggest that consumers consider aggregated consumer information and positive reviews focusing on positive experiences with the product, but are easily swayed by reviews reporting negative experiences.

2.19 BEST ONLINE SHOPPING SITES IN INDIA

1. Amazon India
2. Flipkart
3. Snapdeal
4. eBay (Now 2GUD)
5. SHEIN
6. Myntra
7. Shopclues
8. H&M
9. Infibeam
10. FirstCry

2.20 DIGITAL PRODUCTS

Digital products or e-goods are any products that exist in digital form. Common examples are different types of digital media (books, music, images

tickets, software). Professional services can also be sold as digital products. We can also sell online courses and class sessions digitally.

2.21 BEST E-COMMERCE PLATFORMS TO SELL DIGITAL PRODUCTS

1. Sellfy
2. Podia
3. BigCommerce
4. Thinkific
5. PayHip
6. SendOwl
7. Gumroad
8. Shopify
9. MemberPress
10. Teachable

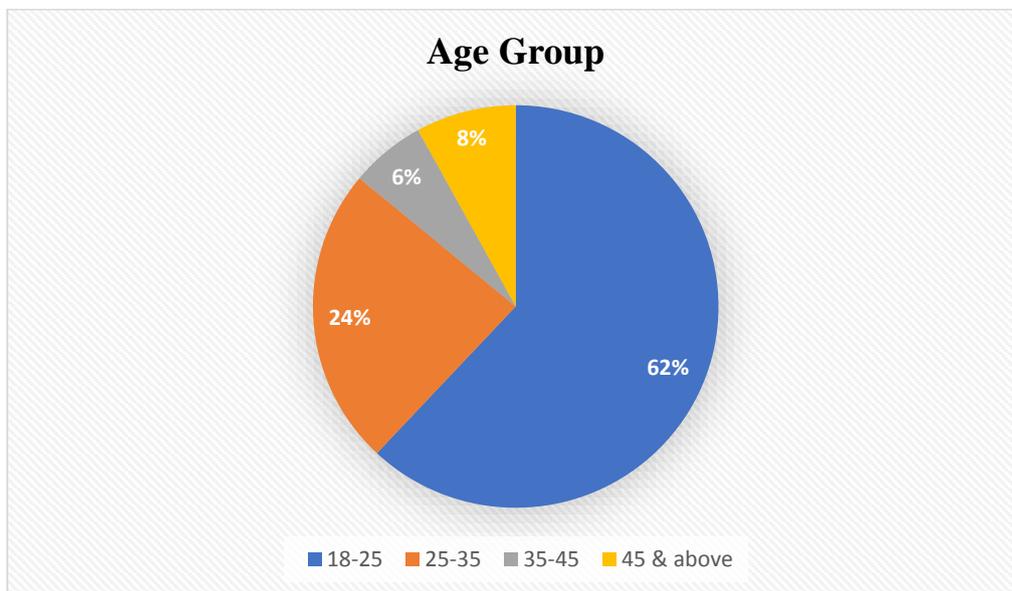
CHAPTER III
DATA ANALYSIS AND
INTERPRETATION

Table 3.1

Age Group

| Age Group | Frequency | Percentage |
|------------------|------------------|-------------------|
| 18-25 | 31 | 62 |
| 25-35 | 12 | 24 |
| 35-45 | 3 | 6 |
| 45 & above | 4 | 8 |

Figure 3.1.1



Source: Primary data

Interpretation

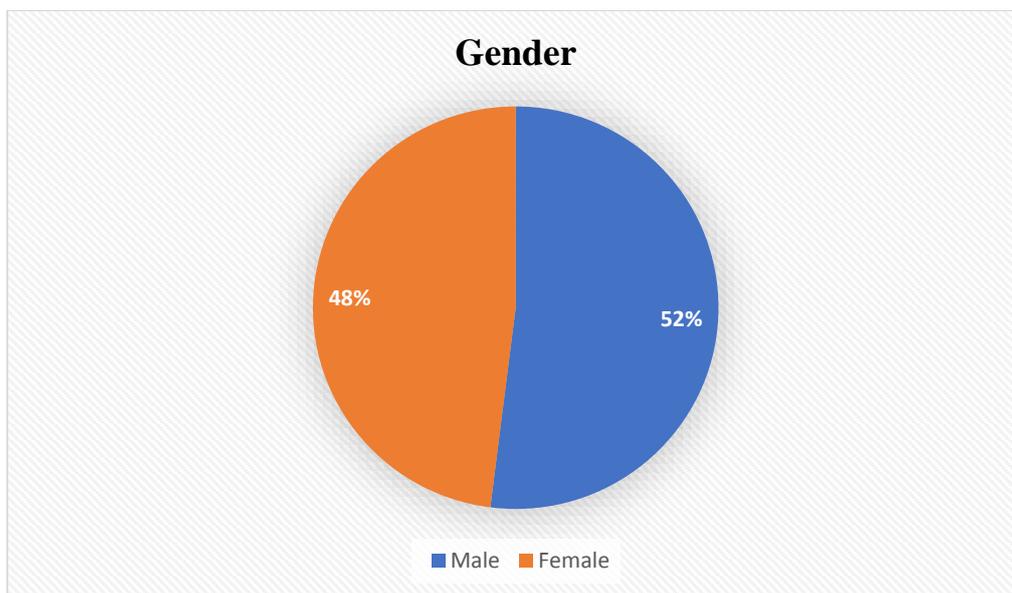
From the table 3.1, it shows that majority of respondents are in age group 18-25 with a majority of 62%.

Table 3.2

Gender

| Gender | Frequency | Percentage |
|---------------|------------------|-------------------|
| Male | 26 | 52 |
| Female | 24 | 48 |

Figure 3.2.1



Source: Primary data

Interpretation

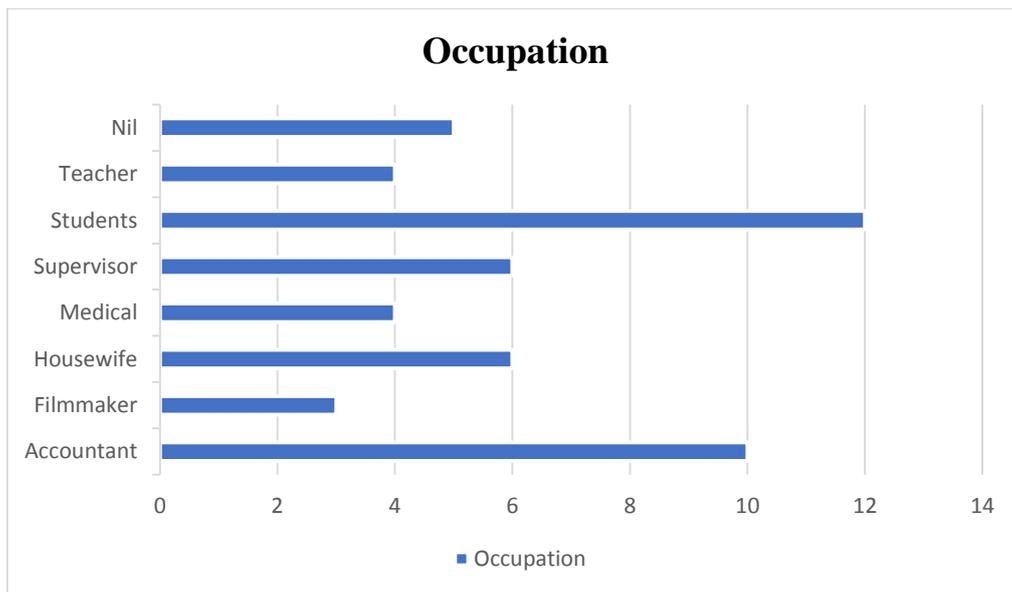
From table 3.2, it is clear that 52% of respondents were males while 48% were females. By analysing this fact, it can be seen that majority of respondents are males.

Table 3.3
Occupation of respondents

| Occupation | Frequency | Percentage |
|-------------------|------------------|-------------------|
| Accountant | 10 | 20 |
| Filmmaker | 3 | 6 |
| Housewife | 6 | 12 |
| Medical | 4 | 8 |
| Supervisor | 6 | 12 |
| Students | 12 | 24 |
| Teacher | 4 | 8 |
| Nil | 5 | 10 |

Source: Primary data

Figure 3.3.1



Interpretation

From the table 3.3, it shows that majority of respondents are students with majority of 24%.

Table 3.4

Reason for choosing online shops

| Reason for choosing online shops | Frequency | Percentage |
|---|------------------|-------------------|
| Convenient & time saving | 35 | 70 |
| Low price | 6 | 12 |
| Good quality | 6 | 12 |
| Others | 3 | 6 |



Source: Primary data

Interpretation

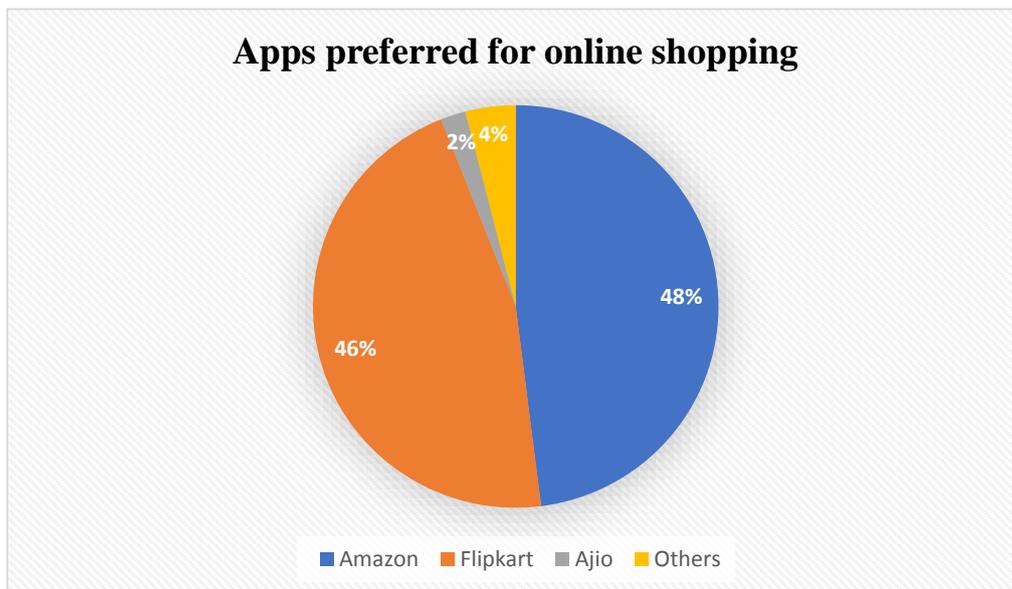
From table 3.4, it reveals that majority of respondents find online shopping convenient .

Table 3.5

Apps preferred for online shopping

| Apps preferred for online shopping | Frequency | Percentage |
|---|------------------|-------------------|
| Amazon | 24 | 48 |
| Flipkart | 23 | 46 |
| Ajio | 1 | 2 |
| Others | 2 | 4 |

Figure 3.5.1



Source: Primary data

Interpretation

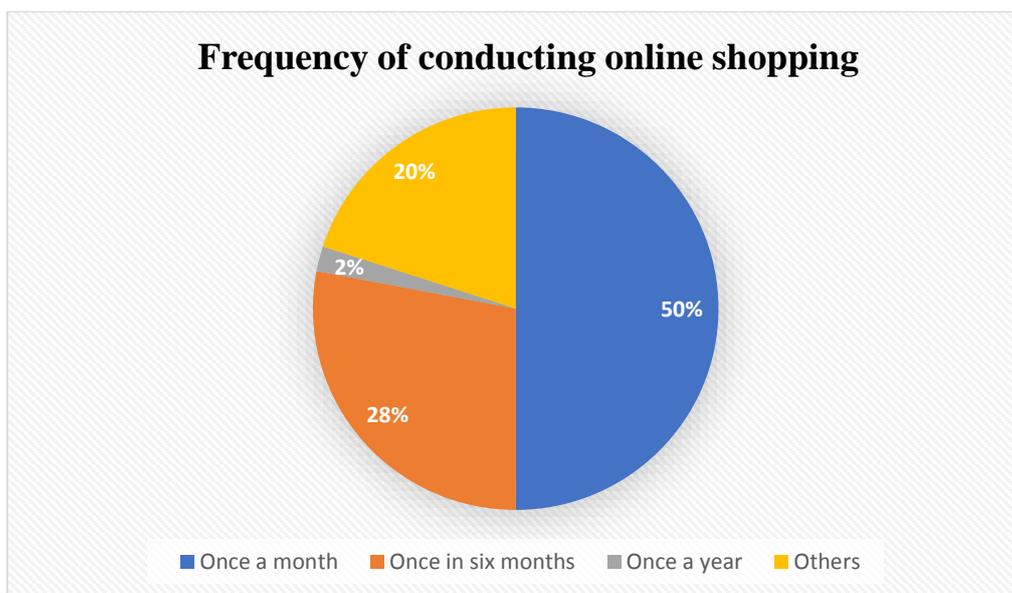
From the above table, it shows that majority of the respondents prefer amazon for online shopping.

Table 3.6

Frequency of conducting online shopping

| Frequency of conducting online shopping | Frequency | Percentage |
|--|------------------|-------------------|
| Once a month | 25 | 50 |
| Once in six months | 14 | 28 |
| Once a year | 1 | 2 |
| Others | 10 | 20 |

Figure 3.6.1



Source: Primary data

Interpretation

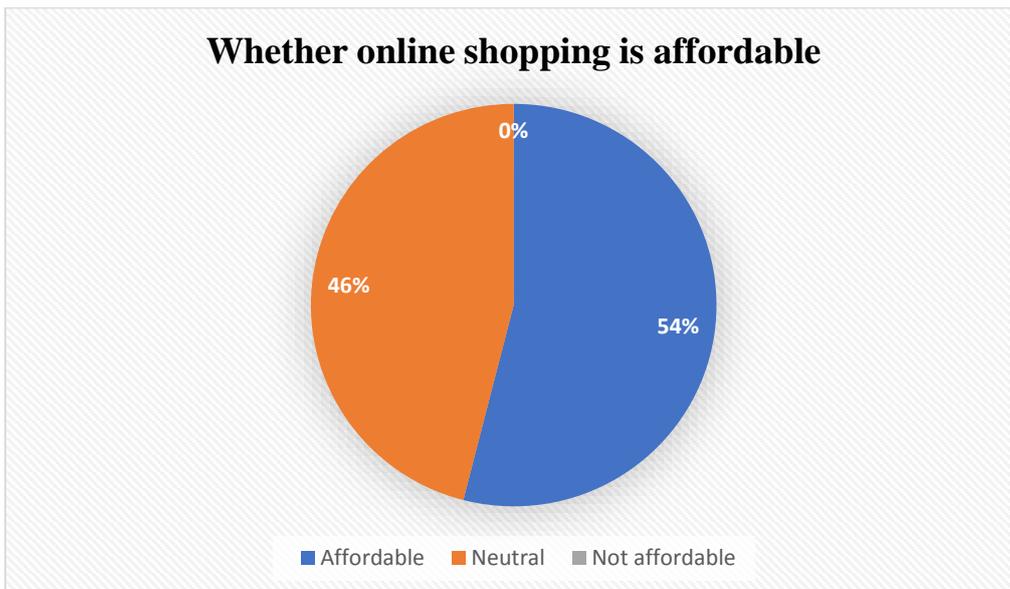
Table 3.6 shows that majority of respondents conduct online shopping once a month with a majority of 50%.

Table 3.7

Whether online shopping is affordable

| Whether online shopping is affordable | Frequency | Percentage |
|--|------------------|-------------------|
| Affordable | 27 | 54 |
| Neutral | 23 | 46 |
| Not affordable | 0 | 0 |

Figure 3.7.1



Source: Primary data

Interpretation

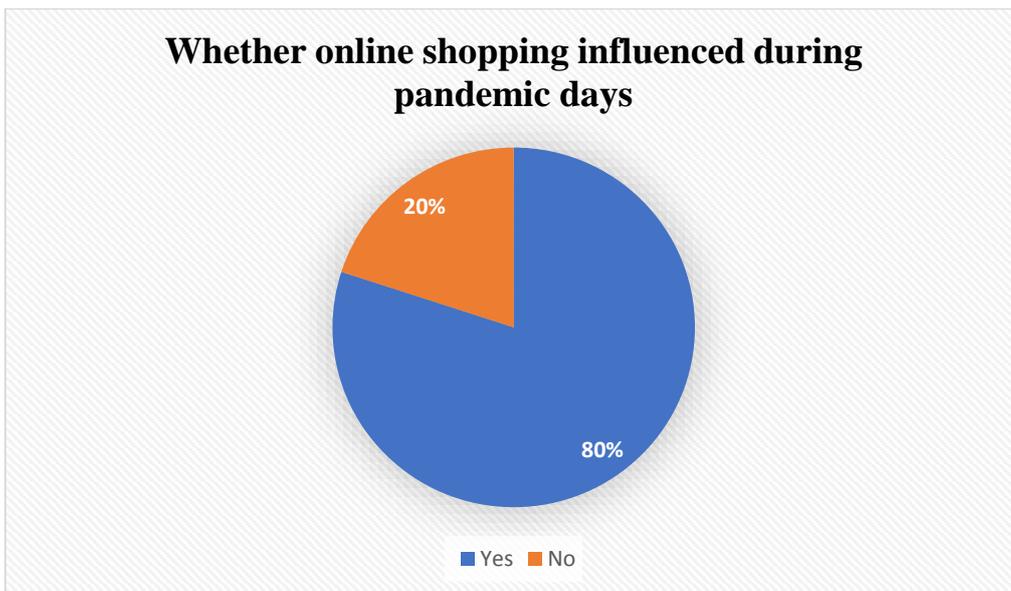
From the above table 3.7, it shows that majority of respondents find online shopping affordable with a majority of 54%.

Table 3.8

Whether online shopping influenced during pandemic days

| Whether online shopping influenced during pandemic days | Frequency | Percentage |
|--|------------------|-------------------|
| Yes | 40 | 80 |
| No | 10 | 20 |

Figure 3.8.1



Source: Primary data

Interpretation

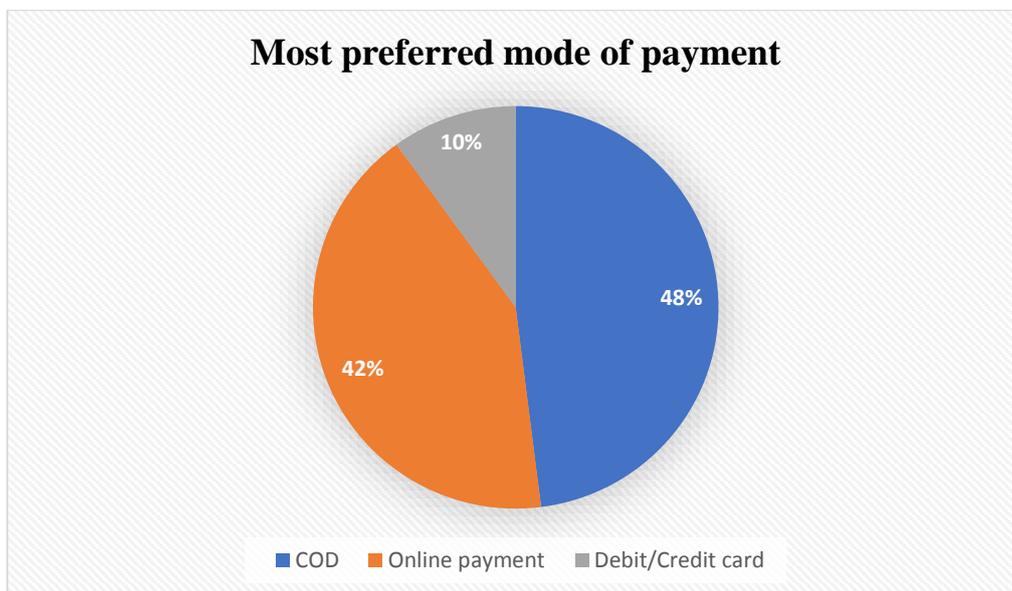
Table 3.8 shows that online shopping influenced majority of respondents during pandemic days.

Table 3.9

Most preferred mode of payment

| Most preferred mode of payment | Frequency | Percentage |
|---------------------------------------|------------------|-------------------|
| COD | 24 | 48 |
| Online payment | 21 | 42 |
| Debit/Credit card | 5 | 10 |

Figure 3.9.1



Source: Primary data

Interpretation

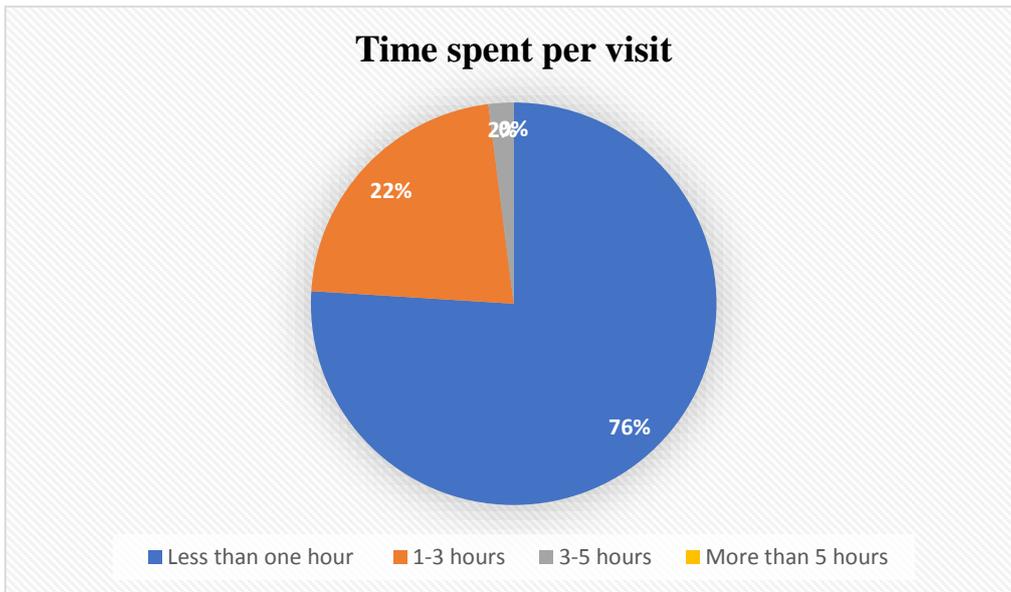
Table 3.9 shows that majority of respondents prefer COD (Cash On Delivery) as mode of payment.

Table 3.10

Time spent per visit

| Time spent per visit | Frequency | Percentage |
|-----------------------------|------------------|-------------------|
| Less than one hour | 38 | 76 |
| 1-3 hours | 11 | 22 |
| 3-5 hours | 1 | 2 |
| More than 5 hours | 0 | 0 |

Figure 3.10.1



Source: Primary data

Interpretation

From the above table 3.10, it reveals that majority of respondents spend less than one hour in online shopping.

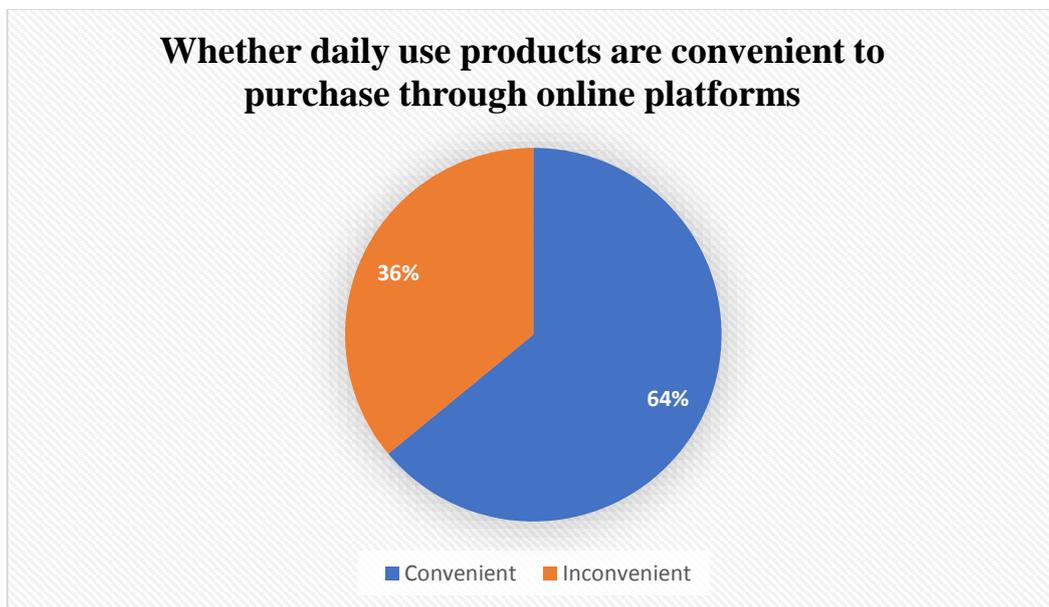
Table 3.11

Whether daily use products are convenient to purchase through online platforms

| Whether daily use products are convenient to purchase through online platforms | Frequency | Percentage |
|---|------------------|-------------------|
| Convenient | 31 | 63.3 |
| Inconvenient | 18 | 36.7 |

Source: Primary data

Figure 3.11.1



Interpretation

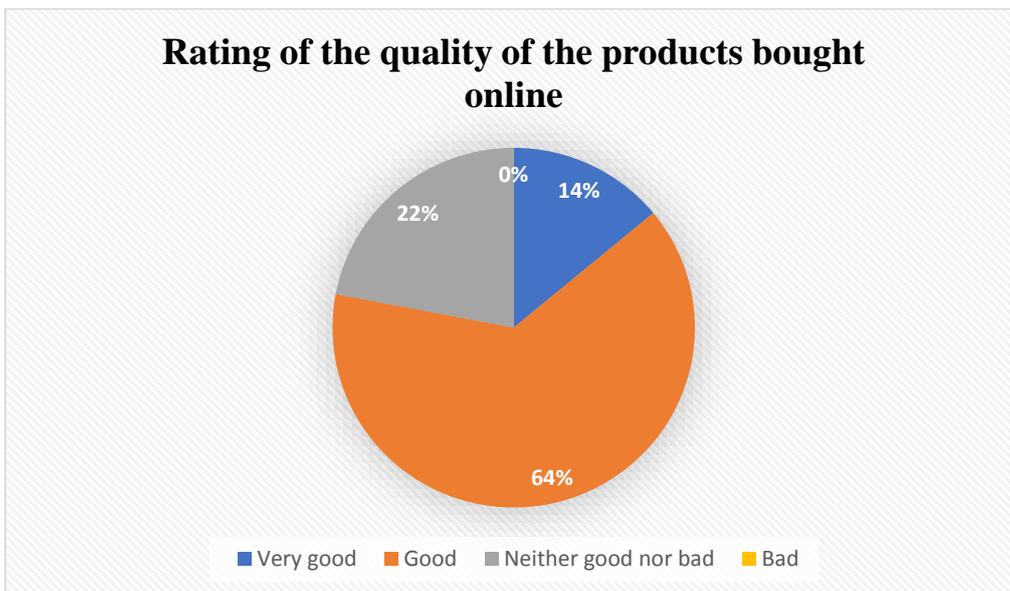
Table 3.11 reveals that majority of respondents find online shopping convenient to purchase daily use products through online platforms.

Table 3.12

Rating of the quality of the products bought online

| Rating of the quality of the products bought online | Frequency | Percentage |
|--|------------------|-------------------|
| Very good | 7 | 14 |
| Good | 32 | 64 |
| Neither good nor bad | 11 | 22 |
| Bad | 0 | 0 |

Figure 3.12.1



Source: Primary data

Interpretation

From the above table 3.12, it shows that majority of respondents rated the quality of products bought online as good with a majority of 64%, whereas no one rated the quality of the products bad.

Table 3.13

Whether experienced any inconvenience in online shopping

| Whether experienced any inconvenience in online shopping | Frequency | Percentage |
|---|------------------|-------------------|
| Yes | 28 | 56 |
| No | 22 | 44 |

Figure 3.13.1



Source: Primary data

Interpretation

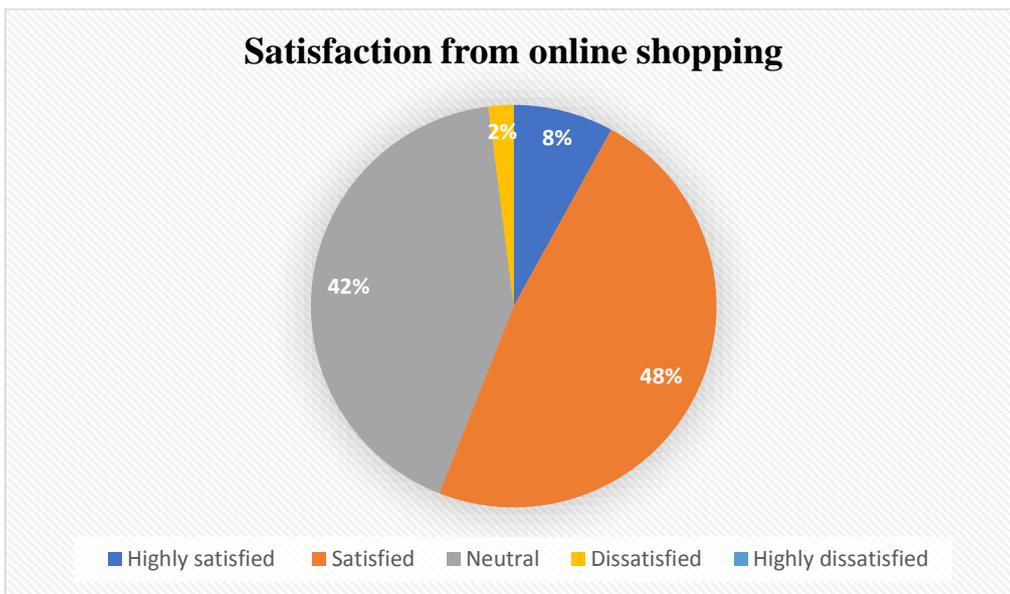
From table 3.13, it reveals that majority of respondents experienced inconvenience in online shopping with majority of 56%.

Table 3.14

Satisfaction from online shopping

| Satisfaction form online shopping | Frequency | Percentage |
|--|------------------|-------------------|
| Highly satisfied | 4 | 8 |
| Satisfied | 24 | 48 |
| Neutral | 21 | 42 |
| Dissatisfied | 1 | 2 |
| Highly dissatisfied | 0 | 0 |

Figure 3.14.1



Source: Primary data

Interpretation

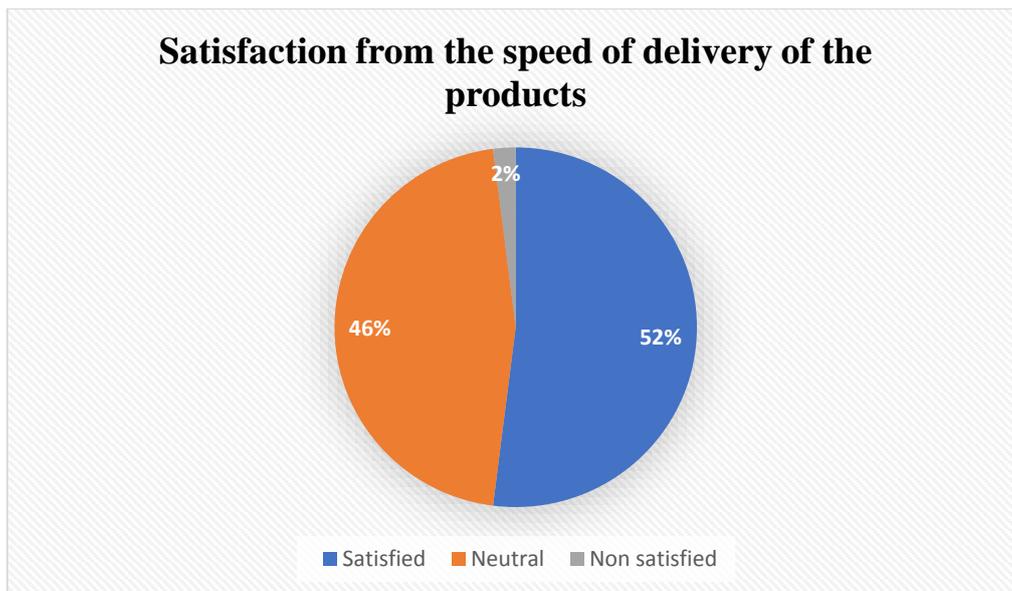
From the above table 3.14, it shows that majority of respondents are satisfied with online shopping.

Table 3.15

Satisfaction from the speed of delivery of the products

| Satisfaction from the speed of delivery of the products | Frequency | Percentage |
|--|------------------|-------------------|
| Satisfied | 26 | 52 |
| Neutral | 23 | 46 |
| Non satisfied | 1 | 2 |

Figure 3.15.1



Source: Primary data

Interpretation

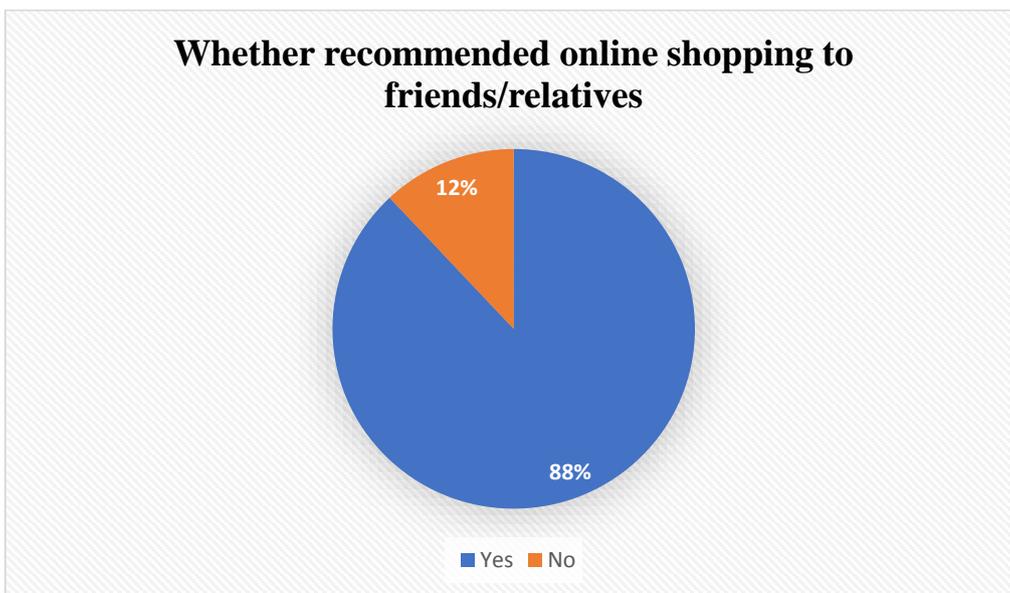
Table 3.15 shows that majority of respondents are satisfied with the speed of delivery of the products.

Table 3.16

Whether recommended online shopping to friends/relatives

| Whether recommended online shopping to friends/relatives | Frequency | Percentage |
|---|------------------|-------------------|
| Yes | 44 | 88 |
| No | 6 | 12 |

Figure 3.16.1



Source: Primary data

Interpretation

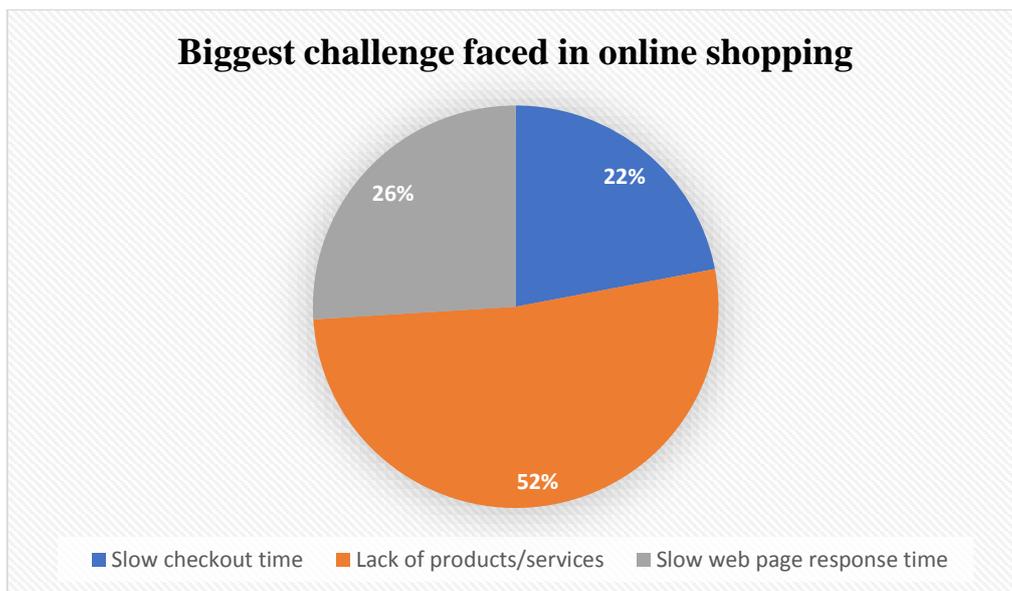
From the above table 3.16, it reveals that majority of respondents recommended online shopping to their friends and relatives.

Table 3.17

Biggest challenge faced in online shopping

| Biggest challenge faced in online shopping | Frequency | Percentage |
|---|------------------|-------------------|
| Slow checkout time | 11 | 22 |
| Lack of products/services | 26 | 52 |
| Slow webpage response time | 13 | 26 |

Figure 3.17.1



Source: Primary data

Interpretation

From the above table 3.17, it shows that the biggest challenge faced by majority of respondents in online shopping is lack of products/services.

Table 3.18

Amount spent on online shopping per month

| Amount spent on online shopping per month | Frequency | Percentage |
|--|------------------|-------------------|
| Less than 1000rs | 34 | 68 |
| 1000-5000rs | 15 | 30 |
| 5000-10000rs | 1 | 2 |
| More than 10000rs | 0 | 0 |

Figure 3.18.1



Source: Primary data

Interpretation

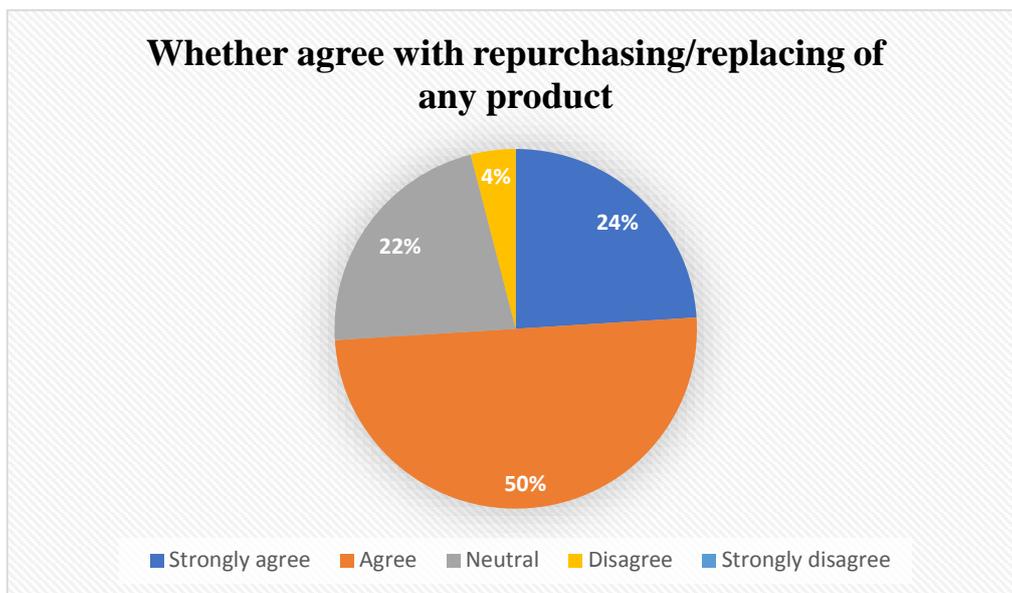
Table 3.18 shows that majority of respondents spent less than 1000 rupees in online shopping per month.

Table 3.19

Whether agree with repurchasing/replacing of any product

| Whether agree with repurchasing/replacing of any product | | |
|---|----|----|
| Strongly agree | 12 | 24 |
| Agree | 25 | 50 |
| Neutral | 11 | 22 |
| Disagree | 2 | 4 |
| Strongly disagree | 0 | 0 |

Figure 3.19.1



Source: Primary data

Interpretation

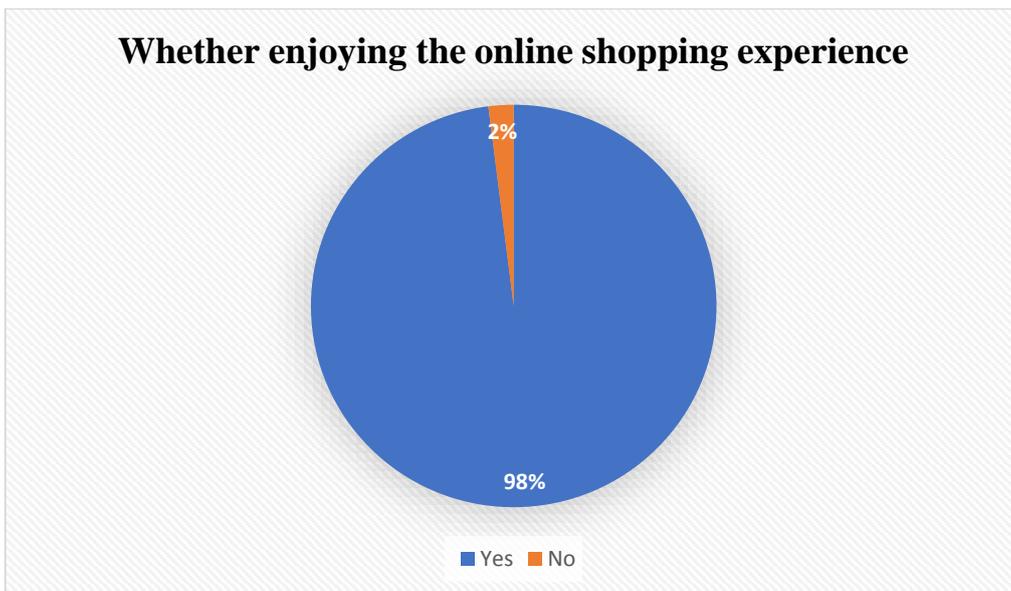
The table 3.19 shows that majority of respondents agree with repurchasing/replacing of any products.

Table 3.20

Whether enjoying the online shopping experience

| Whether enjoying the online shopping experience | Frequency | Percentage |
|--|------------------|-------------------|
| Yes | 49 | 98 |
| No | 1 | 2 |

Figure 3.20.1



Source: Primary data

Interpretation

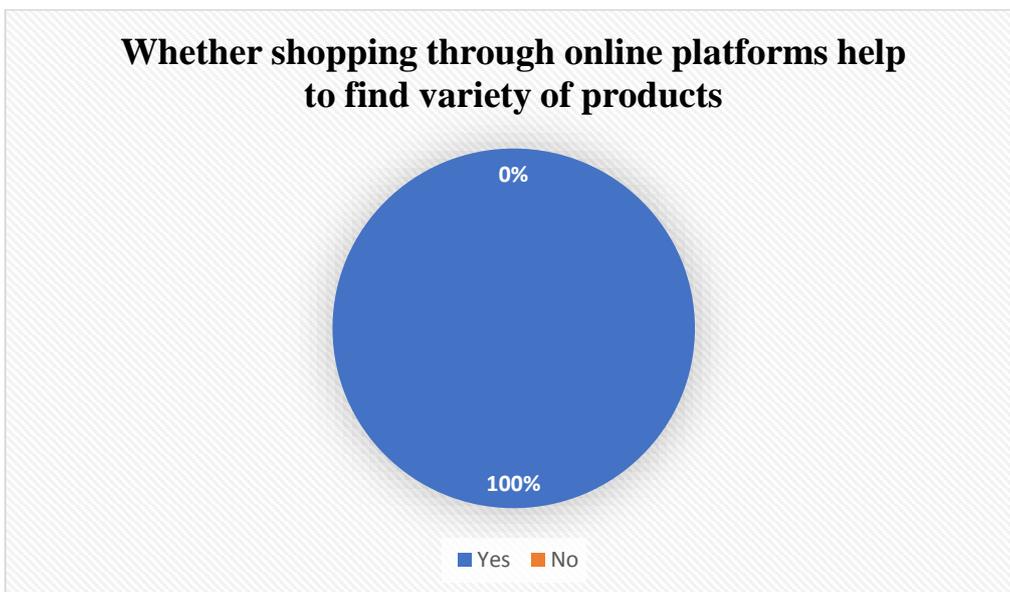
Table 3.20 reveals that majority of respondents enjoy the online shopping experience with a majority of 98%.

Table 3.21

Whether shopping through online platforms help to find variety of products

| Whether shopping through online platforms help to find variety of products | Frequency | Percentage |
|---|------------------|-------------------|
| Yes | 50 | 100 |
| No | 0 | 0 |

Figure 3.21.1



Source: Primary data

Interpretation

Table 3.21 shows that, shopping through online platforms help every respondent to find variety of products.

CHAPTER IV
FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS OF THE STUDY

1. The study reveals that 52% are males and 48% are females.
2. Most of the respondents are using amazon for online shopping.
3. From the study, it is seen that majority portion of respondents are satisfied with online shopping.
4. Most of the respondents find online shopping as affordable.
5. The study shows that most of the respondents prefer Cash On Delivery (COD).
6. Majority of respondents spend less than one hour in online shopping.
7. The study shows that it is convenient to purchase daily use products through online shopping.
8. From this survey, we can find that majority of the consumers are satisfied with the speed of delivery of products.
9. Most of the respondents state that the quality of the products is good and not bad.
10. Majority of the respondents agree with the repurchasing/replacing of products in online shopping.
11. From the response of majority of respondents, it is seen that most of them recommend online shopping to their friends and relatives.
12. From this survey, it is clear that majority of the respondents enjoy online shopping experience.
13. Every respondent finds online shopping very helpful to find variety of products.

SUGGESTIONS OF THE STUDY

After analysing the data collected from various users of online shopping, the following suggestions and recommendation are made for their improving: -

1. The speed of loading in websites should be increased in order to make online shopping easier for consumers.
2. The response time of clicks in online shopping sites should be reduced.
3. Consumers should be provided with their desired products and services.
4. The reviews should be authentic and honest.
5. The additional and shipping charges should be reduced.
6. Sellers should make reliable remarks on the quality of products.
7. Shop assistant services should be provided in online shopping facilities.
8. Visuals should be provided without filters and edits.
9. The sellers should provide proper and best details of the products or services.
10. More personalized/customized products should be provided.
11. Shopping should be carried on out of the box media. It should be available in social media and other facilities.
12. Increase the visibility of products and services by reducing or eliminating unnecessary ads.

CONCLUSION

The consumer's satisfaction on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The Satisfaction of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 18-25 are mostly interested in online shopping. It is also found that the majority of the people who shop online buys daily use products online as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products has the most influencing factor on online purchase.

The study reveals that majority of the respondent's buys products from Amazon India which is thus one of the leading online shopping sites in India. On top of that the most of the customers finds online shopping affordable.

In nutshell, through this study it is found that majority of respondents of Mavelikara Thaluk are well aware of the online shopping and 90% of them have made online purchase which indicates the growing popularity of the online shopping within the people. Transformation in the trends of shopping is occurring because of the changing lifestyle of the consumers in India and expansion in online activity. Major draw card of online Shopping is the security issues of sites.

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APPENDIX

**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE
SHOPPING WITH SPECIAL REFERENCE TO MAVELIKARA
THALUK**

QUESTIONNAIRE

This study is done as a part of the final year B. com project work of students of Mar Ivanios college, Mavelikara in partial fulfilment of the award of B. com degree of University of Kerala. We assure that the information collected will remain fully confidential and will be used for educational purpose only.

NAME: _____

- 1) Age group
 - 18-25 25-35
 - 35-45 45 and above
- 2) Gender
 - Male Female
- 3) Occupation: _____
- 4) Why do you choose online shops?
 - Convenient and time saving Low price
 - Good quality Others
- 5) Which app do you prefer for online shopping?
 - Amazon Flipkart
 - Ajo Others
- 6) How frequently do you conduct online shopping?
 - Once a month Once in six month
 - Once a year Others
- 7) Is online shopping affordable?
 - Affordable
 - Neutral
 - Not affordable

- 8) Did online shopping influence you during pandemic days?
 Yes No
- 9) Which mode of payment do you prefer the most?
 COD
 Online payment
 Debit/Credit card
- 10) How much time do you spend in every visit?
 Less than one hour 1-3 hours
 3-5 hours More than 5 hours
- 11) Are daily use products convenient to purchase through online platforms?
 Convenient Inconvenient
- 12) How would you rate the quality of the products bought from online?
 Very good Good
 Neither good nor bad Bad
- 13) Have you ever experienced any inconvenience in online shopping?
 Yes No
- 14) Are you satisfied with online shopping?
 Highly satisfied Satisfied
 Neutral Dissatisfied
 Highly dissatisfied
- 15) Are you satisfied with the speed of delivery of products?
 Satisfied
 Neutral
 Not satisfied
- 16) Have you ever recommended online shopping to your friends/relatives?
 Yes No
- 17) What is the biggest challenge you have faced in online shopping?
 Slow check out time
 Lack of products/services
 Slow webpage response time

18) How much do you spend on online shopping every month?

- Less than 1000rs 1000-5000rs
 5000-1000rs More than 10000rs

19) Do you agree with repurchasing/replacing any product you get?

- Strongly agree Agree
 Neutral Disagree
 Strongly disagree

20) Do you enjoy the online shopping experience?

- Yes No

21) Do shopping through online platforms help to find variety of products?

- Yes No