A STUDY ON THE CUSTOMER SATISFACTION OF E-SERVICE QUALITY IN ONLINE SHOPPING: - WITH SPECIAL REFERENCE TO KOTTAYAM MUNICIPALITY

Project work submitted in partial fulfillment of the requirement for the award of

Bachelor's Degree in Commerce

Submitted by

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SAINTGITS COLLEGE OF APPLIED SCIENCES
Kottukulam Hills, Pathamuttom P.O Kottayam

Date:

CERTIFICATE

Certified that this is a bonafide report of the project work undertaken by MS. POOJA V SABU (Register No: 170021084427) of B. Com. Semester VI, in partial fulfillment of the requirements for the award of the Bachelor's Degree in Commerce of Mahatma Gandhi University, Kottayam under my supervision and guidance.

Faculty -in-Charge

Countersigned

Principal   **Academic Coordinator**

DECLARATION

I do hereby declare that the project titled **"A STUDY ON THE CUSTOMER SATISFACTION OF E SERVICE QUALITY IN ONLINE SHOPPING: -WITH SPECIAL REFERENCE TO KOTTAYAM MUNICIPALITY"** *is a bonafide report of the project work undertaken by me in partial fulfillment of the requirements for the award of the Bachelor of Commerce (Taxation) of Mahatma Gandhi University, under the guidance of* **Asst. Prof. Seethu John**, *Department of Commerce, Saintgits College of Applied Sciences, Pathamuttom, Kottayam. I also declare that this project report has not been submitted by me anywhere, fully or partially for the award of any degree, diploma, fellowship or other similar title or recognition of any university/institute to the best of my knowledge and belief.*

PATHAMUTTOM   **POOJA V SABU**

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PATHAMUTTOM   **POOJA V SABU**

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over internet using web browser. Consumer finds a product of interest by visiting Website of retailer directly or by searching among online vendors. Using a shopping search engine which displays the same product available and pricing at different e-Retailers. The term does not only include buying things online but also searching for them online. Online shopping has been around for about twenty-five years. It has grown in popularity significantly. Today, we can purchase nearly anything online. In fact, retail experts say that online shopping will soon overtake traditional shopping in monetary terms. Search engines and online price comparison services are useful for finding sellers of a specific product. The biggest challenge for online shopping is to provide and maintain customer satisfaction. A key success factor to survive in a fierce competitive e-environment is a strategy that focuses on services. A company must deliver superior service experiences to its customers, so that they will repurchase and be loyal to the firm. E-services are services which use the Information and communication techniques. The three main services of e-commerce are Service provider, Service receiver and channel of service delivery. Internet is the main channel of service delivery. The concept of service quality can be defined as consumer's overall evaluation and judgement of excellence and quality of e-service offering in a virtual marketplace.E-Service Quality is the difference between customers' expectations for service performance priorities the service encounters and their expectations about service performance prior to the service offering. E-service quality has various definitions, Santos (Santos, 2003) suggest that it can be defined "as the consumers overall evaluation and judgment of the excellence and quality of e-service offerings in the virtual marketplace." The most commonly used definition of e-service quality is "the extent to which a website. In the service industry, definitions of service quality tend to focus on meeting customers needs and requirements and how well the service delivered meets their expectations. In order to deliver and maintain service quality, an organization must first identify what it is that constitutes quality to those whom it serves (Gronross 1984).

1.2 OBJECTIVES

- To know whether the customers are aware about e service.
- To study the factors leading to e-service quality of online shopping.
- To identify the efficiency of online shopping.

1.3 SIGNIFICANCE OF STUDY

The study gives significant importance to find the factors that influence the e-service quality through online shopping. To know the "fulfilment and responsiveness" function is significantly related to the customer loyalty. To know the customer satisfaction and purchase intentions through online shopping.

1.4 STATEMENT OF THE PROBLEM

Most of the people may not have the knowledge regarding online service quality. This research is conducted to find out the knowledge and satisfaction of people regarding online service quality. Unfortunately, many people fail to succeed due to lack of accuracy in online activities. This research problem is to find out the satisfaction of people in Kottayam district while using online service quality.

1.5 RESEARCH METHODOLOGY

Source - Primary source of data has been used

Population - People of Kottayam town have been considered.

Sample size - 80 respondents

Sampling technique - Using convenience sampling

Tools for analysis - Data was analyzed using Techniques like tables, graphs and results are interpreted.

1.6 LIMITATIONS OF THE STUDY

- Data will be collected through questionnaire method and as a result information is subjected to individual bias.
- Errors of convenient sampling is applicable.

1.7 CHAPTER SCHEME

The study is divided into four chapters:

Chapter 1 – Introduction

Chapter 2 – Theoretical knowledge and literature review

Chapter 3 – Data analysis and interpretation

Chapter 4 – Findings, suggestion and conclusion

CHAPTER-2

LITERATURE REVIEW

&

THEORETICAL FRAMEWORK

2.1 LITERATURE REVIEW

Santos (2003): E-service quality can be defined as overall customer evaluations and judgments regarding the excellence and quality of e-service delivery in the virtual marketplace.

Yang and Jun, 2002; Wolfinbarger and Gilly (2003): Research over the past two decades has demonstrated that service quality influences consumption decisions, but only recently these findings have been applied to e-commerce.

van Riel et al (2001): Customers are unlikely to evaluate each sub-process in detail during a single visit to an online store, but rather will perceive the service as an overall process and outcome.

Yang (2001): For online customers, high standard e-service quality is the means by which the potential benefits of the internet can be realized.

Parasuraman et al. (1988) conceptualize service quality as the relative perceptual distance between customer expectations and evaluations of service experiences and service quality using a multi-item scale called the SERVQUAL model. The SERVQUAL model includes the five dimensions of tangibles (physical facilities and the appearance of personnel), reliability (ability to perform the promised service dependably and accurately), responsiveness (willingness to help customers and provide prompt service), assurance (employee knowledge base which induces customer trust and confidence), and empathy (caring and individualized attention provided to customers by the service provider).

Parasuraman and Grewal (2000) suggested that research is needed on whether "the definitions and relative importance of the SERVQUAL dimensions change when customers interact with technology rather than with service personnel".

Wu (2003): Analyzing customer evaluations of online shopping is particularly interesting to academics and practitioners, especially in the field of e-commerce.

Ajzen and Fishbein (1980): The theory of reasoned action proposes that behavior can be predicted from intentions that correspond directly (in terms of action, target and context) to that behavior.

Zeithaml (2000) modified the SERVQUAL scale in his study of the e-service environment and he proceeded to identify 11 dimensions namely ease of navigation, access, flexibility, efficiency, reliability, security/privacy, customization/personalization, responsiveness, site aesthetics, assurance/trust and price knowledge.

2.2 THEORETICAL FRAMEWORK

The concept of e-service has been used increasingly by researchers and practitioners from the beginning of 2000. E-service can be defined as the electronic provision of services to customers. E-service is a Web-based service delivered through the Internet. An e-service operation is one where all or part of the interaction between the service provider and the customer is conducted through the Internet. An e-service has a 'front-end' Web-based system and 'back-end' information systems. It also includes the interface between them, which has an important role in the e-service.

2.2.1 SERVICE QUALITY

Service Quality or quality of service is provided by the one to another and its evaluation is done by the receiver based on the differentiation of the perception and expectation of the quality of services provided by the service provider. An assessment of how well a delivered service conforms to the client's expectations.

Service quality has been defined keeping in view at least four perspectives:

- Excellence – Although the mark of an uncompromising student and high achievement, the attributes of excellence may change dramatically and rapidly. Excellence is often externally defined.
- Value – It incorporates multiple attributes, but quality and value are different constructs— one the perception of meeting or exceeding expectations and the other stressing benefit to the recipient.
- Conformance to Specifications – It facilitates precise measurement, but users of a service may not know or care about internal specifications.
- Meeting and/or Exceeding Expectations – This definition is all-encompassing and applies across service industries, but expectations change and may be shaped by experiences with other service providers?

2.2.2 E-SERVICES

The concept of e-service represents one prominent application of utilizing the use of information and communication technologies in different areas. However, providing an exact definition of e-service is hard to come by as researchers have been using different definitions to describe e-service. Despite these different definitions, it can be argued that they all agree about the role of technology in facilitating the delivery of services which make them more of electronic services. It seems compelling to adopt Rowley approach who defines e-services as: "…deeds, efforts or

performances whose delivery is mediated by information technology. Such e-service includes the service element of e-tailing, customer support, and service delivery". This definition reflects three main components- service provider, service receiver and the channels of service delivery. For example, as concerned to public e-service, public agencies are the service provider and citizens as well as businesses are the service receiver. The channel of service delivery is the third requirement of e-service. Internet is the main channel of e-service delivery while other classic channels are also considered.

2.2.3 E-SERVICE QUALITY

E-service quality is increasingly recognized as an important aspect of electronic commerce (e-commerce). Because the online comparison of the technical features of products is essentially costless, feasible, and easier than comparisons of products through traditional channels, service quality is the key determinant for successful e-commerce. A conceptual model of the determinants of e-service quality is proposed and discussed. Given the exploratory nature of this research, focus groups are used to investigate e-service quality dimensions. It is proposed that e-service quality has incubative and active dimensions for increasing hit rates, stickiness, and customer retention. The incubative dimension consists of: ease of use, appearance, linkage, structure and layout, and content. The active dimension consists of reliability, efficiency, support, communication, security, and incentives. The importance and implications of each determinant are presented.

2.2.4 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. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers, smartphones, and smart speakers.

An online shop evokes the physical analogy of buying products or services at a regular bricks-and-mortar retailer or 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 businesses, 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.

2.2.5 THE FIVE DIMENSIONS OF SERVICE QUALITY MEASURED BY THE SERVQUAL INSTRUMENT

The SERVQUAL Instrument measures the five dimensions of Service Quality. These five dimensions are: tangibility, reliability, responsiveness, assurance and empathy.

TANGIBILITY

Since services are tangible, customers derive their perception of service quality by comparing the tangible associated with these services provided. It is the appearance of the physical facilities, equipment, personnel and communication materials. In this survey, on the questionnaire designed, the customers respond to the questions about the physical layout and the facilities that FFR offers to its customers.

RELIABILITY

It is the ability to perform the promised service dependably and accurately. Reliability means that the company delivers on its promises-promises about delivery, service provision, problem resolutions and pricing. Customers want to do business with companies that keep their promises, particularly their promises about the service outcomes and core service attributes. All companies need to be aware of customer expectation of reliability. Firms that do not provide the core service that customers think they are buying fail their customers in the most direct way.

RESPONSIVENESS

It is the willingness to help customers and provide prompt service. This dimension emphasizes attentiveness and promptness in dealing with customer's requests, questions, complaints and problems. Responsiveness is communicated to customers by length of time they have to wait for assistance, answers to questions or attention to problems. Responsiveness also captures the notion of flexibility and ability to customize the service to customer needs.

ASSURANCE

It means to inspire trust and confidence. Assurance is defined as employees' knowledge of courtesy and the ability of the firm and its employees to inspire trust and confidence. This dimension is likely to be particularly important for the services that the customers perceives as involving high rising and/or about which they feel uncertain about the ability to evaluate. Trust and confidence may be embodied in the person who links the customer to the company, for example, the marketing department. Thus, employees are aware of the importance to create trust and confidence from the customers to gain competitive advantage and for customers' loyalty.

EMPATHY

It means to provide caring individualized attention the firm provide its customers. In some countries, it is essential to provide individual attention to show to the customer that the company does best to satisfy his needs. Empathy is an additional plus that the trust and confidence of the customers and at the same time increase the loyalty. In this competitive world, the customer's requirements are rising day after day and it is the companies' duties to their maximum to meet the demands of customers, else customers who do not receive individual attention will search elsewhere.

2.2.6 CUSTOMER SATISFACTION

The customer is the judge of quality. Understanding customer needs, both current and future and keeping pace with changing market require effective strategies for listening to and learning from customers, measuring their satisfaction relative to competitors and building relationships. Satisfaction and dissatisfactions information are important because understanding them leads to the right improvements that can create satisfied customers who reward the company with loyalty.

Satisfaction can be expressed in many ways, like positive word-of-mouth, giving compliments to the service provider and brand loyalty to the service organization. Quite often it is assumed that satisfied consumers will be brand loyal. That needs not be the case, especially even now entrants have come to the satisfied customers will show a higher repurchase rate than dissatisfactions of customers are an important one. Customer satisfaction leads to repeat purchases and repeat purchases lead to loyal customers. In turn, customer's loyalty leads to enhanced brand equity and higher profits.

2.2.7 FACTORS THAT INFLUENCE CUSTOMER SATISFACTION

Accessibility

You need to ensure that customers are able to find and access your products and services efficiently, without barriers and friction, on their preferred channel.

Also, make sure that they can reach your company and obtain good service whenever they have a question or need assistance to make a purchase decision.

Navigation

Navigating and browsing your store should be a straightforward and simple process. This includes providing users who know what they want with an effective keyword search or filters but also integrating solutions that guide unsure shoppers to help them identify suitable products quickly.

A website that's difficult to navigate will only lead to customer frustration and a loss of potential customers.

Page Load Speed

It's a simple rule: the faster your website loads, the happier your visitors. If one of your pages doesn't appear lightning-fast, your customer will move on to speedier online stores.

Language

Speaking to your customers in their preferred language is pivotal for your business. More than 50% of consumers won't make a purchase if information about a product isn't available in their language.

Use user-friendly language and avoid industry specific jargon that could cause confusion and rob you of an opportunity to connect on a personal level.

Without great communication, there can be no great customer experience.

Memory

According to Harvard Business Review, customers become frustrated if they have to repeat themselves. Consumers feel comfortable switching from one channel to another and expect their information and data to follow them along. They don't want to be asked for the same details over and over again, regardless of the channel or department, they're interacting with.

Memory also means remembering your customer's needs and wants to avoid trying to sell products to customers, which they already have or clearly have no interest in.

Personalized

By personalizing the experience and sharing the right content, at the right time with the right people, you can make interactions faster, easier and more efficient for your customers. This results in increased customer satisfaction and the likelihood of repeat visits.

Convenience

Convenience is an essential element of a positive customer experience. It influences how customers make decisions about what to buy, what services to use, where to go, and with whom to engage.

Intuition

Customers value companies that "really get them". Some companies simply have a good intuition or "sixth sense". They are proactive and anticipate the needs and emotions of customers. Companies who know what their customers want before they want it or solve a problem before customers even know it exists are able to create better, more convenient experiences and a trust-based relationship.

Real-Time

If you want to capture the attention of your audience, think about how you can take advantage of real-time experiences. It's about showing up when your customers need you. They expect real-time responses and faster resolutions.

Simplicity

Simplicity is key. It is one of the easiest ways to improve your chances of getting your customer's business is by making the process as simple as possible. You need to take away the intricacy and complexity related to decision-making by advising and supporting customers throughout their journey.

Deliverability

According to an E-consultancy report, 48% of customers are not willing to wait more than five days for most of their purchases, while 23% said they would be willing to wait eight days or more.

Shipping time does not only influence purchase decisions but also has a major impact on customer satisfaction.

Choice

The more choices you can give your customers during the buying process, the more likely they are to feel in control of the experience that they have with your brand.

CHAPTER-3

DATA ANALYSIS AND INTERPRETATION

3.1 GENDER

Table 3.1
Gender

Gender	No of Respondents	Percentage
Male	40	50%
Female	40	50%
Total	80	100%

Source: primary data

Interpretation: It can be seen that out of 80 respondents, 50% were male and 50% were female.

Figure 3.1
Gender
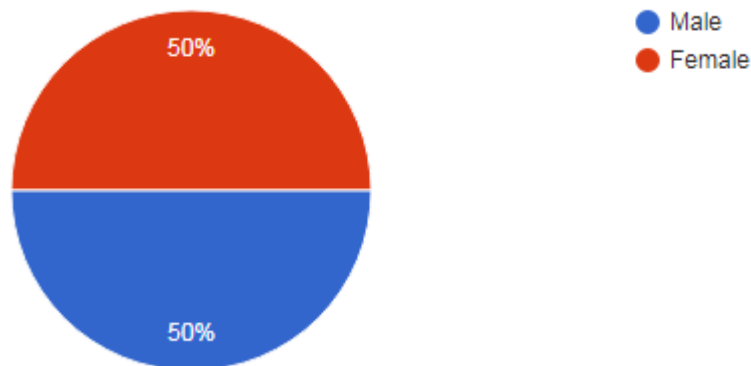
Source: table 3.1

3.2 AGE

Table 3.2
Age

Age	No of Respondents	Percentage
15-25	56	69.1%
25-35	15	19.8%
35-45	4	4.9%
Above 45	5	6.2%
Total	80	100%

Source: primary data

Interpretation: 69.1% of the respondents were in the age group of 15-25 years, 19.8% were in the age group of 25-30 years, 4.9% were in the age group 35-45 years and 6.2% were above 45 years.

Figure 3.2
Age
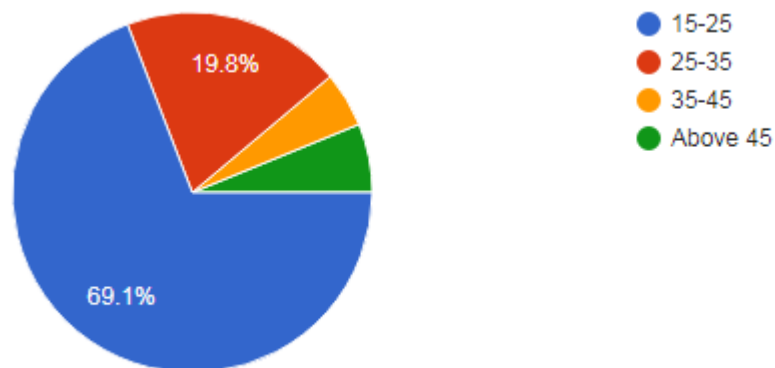
Source: Table 3.2

3.3 OCCUPATION

TABLE 3.3
Occupation

Occupation	No of Respondents	Percentage
Business	8	9.8%
Self-employee	13	17.1%
Student	53	65.9%
Government employee	6	7.3%
Total	80	100%

Source: primary data

Interpretation: If we see the occupation, out of 80 respondents 9.8% were business person, 17.1% were self-employee ,65.9% were students,7.3% were government employees.

Figure 3.3
Occupation
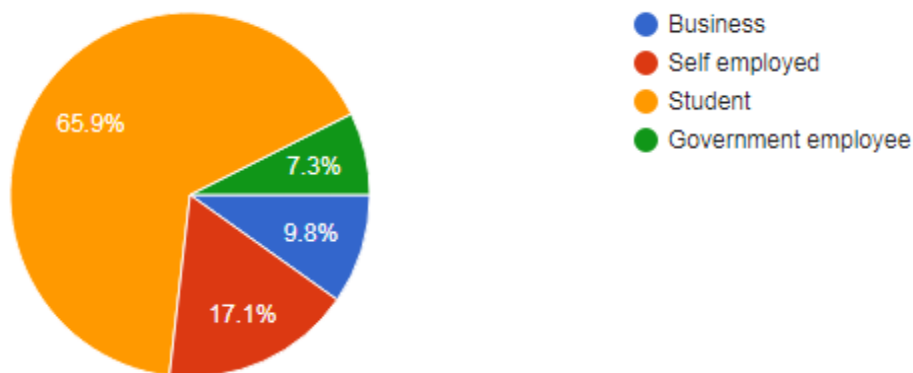
Source: Table 3.3

3.4 MONTHLY INCOME

Table 3.4
Monthly Income

Monthly Income	No of Respondents	Percentage
Below 100000	61	81.4%
200000	13	10%
300000	6	3.6%
Above 300000	0	0
Total	80	100%

Source: Primary data

Interpretation: Out of 80 respondents, 81.4% had an income of less than 100000 rupees,10% had an income of 200000 rupees and 3.6% had an income of 300000 rupees.

Figure 3.4
Monthly Income
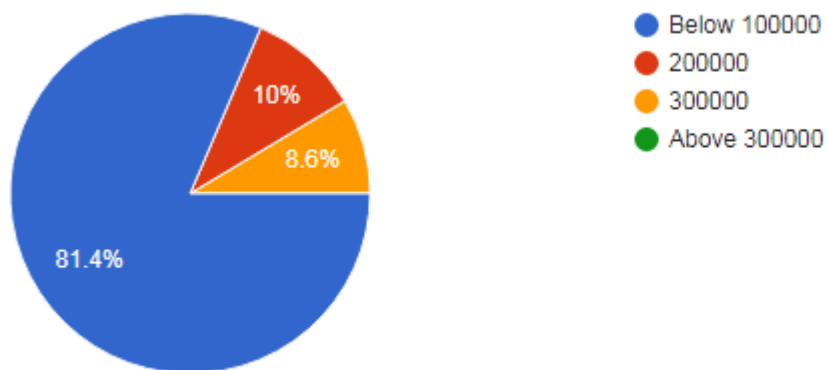
Source: Table 3.4

3.5 HOURS SPEND ON BROWSING

Table 3.5
Hours spend on browsing

Hours spend on browsing	No of Respondents	Percentage
Less than 1 hour	8	9.6%
1 Hour	23	28.9%
2 Hour	17	21.7%
More than 2 hours	32	39.8%
Total	80	100%

Source: Primary data

Interpretation: Out of 82 respondents, 9.6% spend less than one hour for browsing,28.9% spend one hour,21.7% spend two hours and 39.8% spend more than 2 hours for browsing.

Figure 3.5
Hours spend on browsing
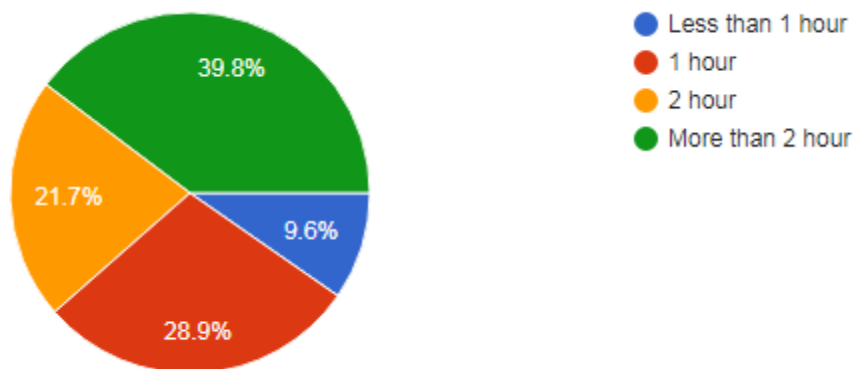
Source: Table 3.5

3.6 NUMBER OF RESPONDENTS WHO CHECK ONLINE ADVERTISMENT WHILE BROWSING YOUTUBE, FACEBOOK

Table 3.6
No. of respondents who check online advertisement while browsing YouTube, Facebook.

Particulars	No of Respondents	Percentage
Yes	56	68.7%
No	24	31.3%
Total	80	100%

Source: Primary data

Interpretation: Out of 80 respondents, 68.7% check online advertisement while browsing and 31.3% did not check advertisement.

Figure 3.6
No. of respondents who check online advertisement while browsing YouTube, Facebook.
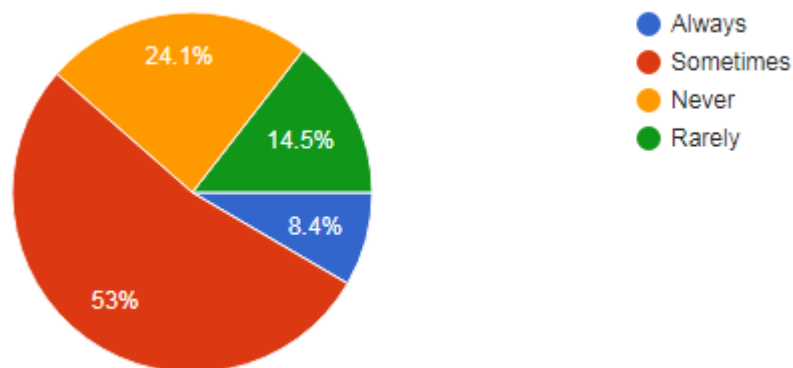
Source: Table 3.6

3.7 FREQUENCY OF BUYING ONLINE PRODUCTS

Figure 3.7
Frequency of buying online products

Particulars	No of Respondents	Percentage
Once in a six month	42	50.6%
Within one year	22	30.1%
Never bought online	3	3.6%
Others	13	15.7%
Total	80	100%

Source: Primary data

Interpretation: 50.6% buy online products once in a six month, 30.1% buy products within one year,3.6% never bought online products and 15.7% were included in another category.

Figure 3.7
Frequency of buying online products
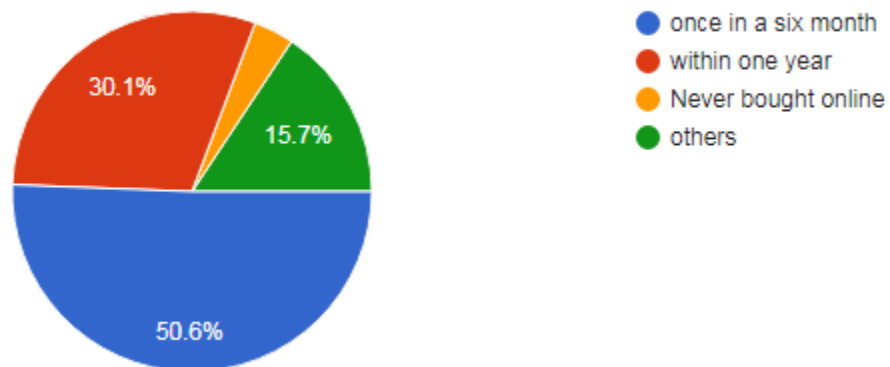
Source: Table 3.7

3.8 MONEY SPEND PER YEAR FOR ONLINE SHOPPING

Figure 3.8
Money spend per year for online shopping

Particulars	No of Respondents	Percentage
500-1000	30	37.8%
Less than 10000	40	50%
10000-25000	7	8.5%
Less than 50000	3	3.7%
Total	80	100%

Source: Primary data

Interpretation: Out of 80 respondents 37.8% spend 500 to 1000 rupees for online shopping per year, 50% spend less than 10000 rupees,8.5% spend between 10000 to 25000 and 3.7% spend less than 50000 rupees.

Figure 3.8
Money spend per year for online shopping
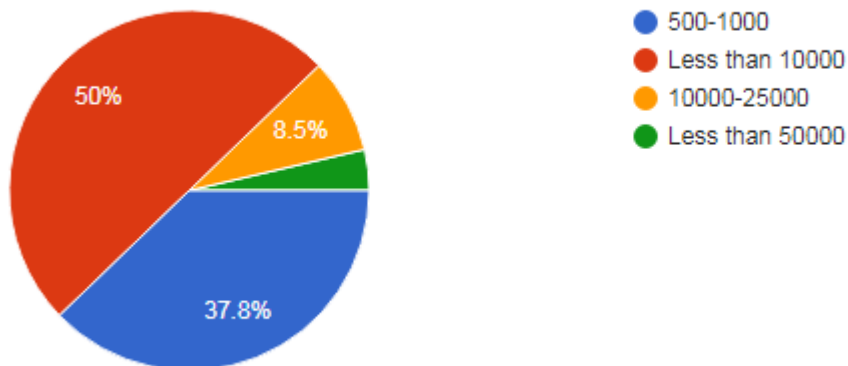
Source: Table 3.8

3.9 QUALITY OF THE PRODUCT

Figure 3.9
Quality of the product

Particulars	No of respondents	Percentage
Excellent	14	18.3%
Very good	43	52.4%
Fair	22	28%
Poor	1	1.2%
Total	80	100%

Source: Primary data

Interpretation: Out of 80 respondents,18.3% believe that the quality of the product is excellent,52.4% believe that it is very good,28% believe that it is fair and other 1.2% believe that quality of the product is poor.

Figure 3.9
Quality of the product

Source: table 3.9

22
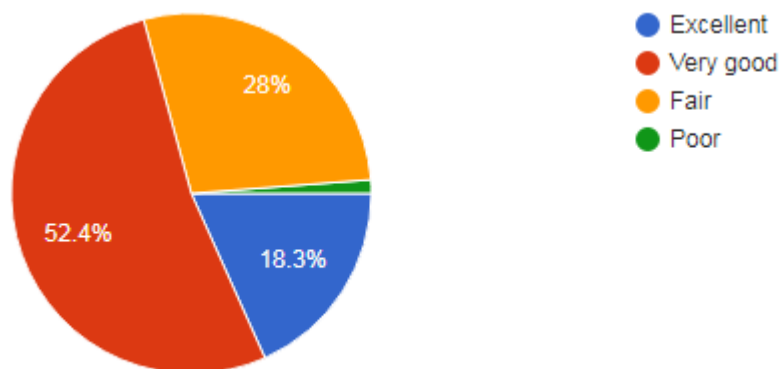
3.10 BARRIERS WHICH KEEP YOU AWAY FROM ONLINE SHOPPING

Table 3.10
Barriers which keep you away from online shopping

Particulars	No of Respondents	Percentage
Safety of payment	14	18.1%
Low trust	29	36.1%
High shipping cost	17	21.7%
Others	20	24.1%
Total	80	100%

Source: Primary data

Interpretation: Out of 80 respondents, 18.1% are concerned about safety of payment,36.1% have low trust towards online shopping, 21.7% are bothered about the high shipping cost and 24.1% faces other problems on online shopping.

Figure 3.10
Barriers which keep you away from online shopping

Source: Table 3.10

23
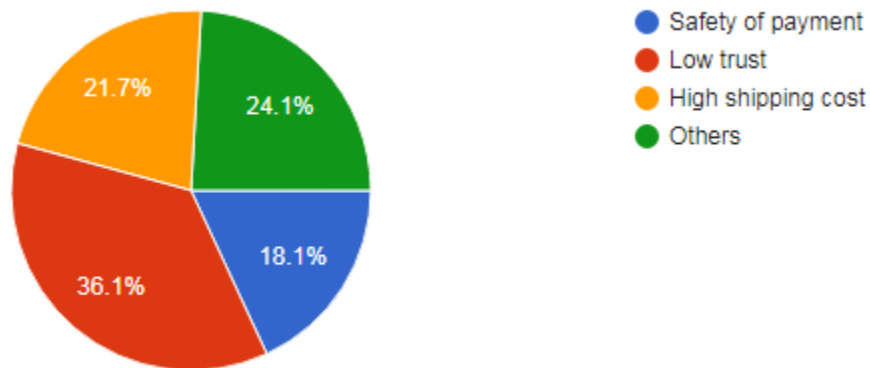
3.11 PREFERENCE ON ONLINE SHOPPING SITE

Table 3.11
Preference on online shopping site

Particulars	No of Respondents	Percentage
Amazon	33	42.9%
Flipkart	36	45.2%
Snapdeal	4	4.8%
Others	7	7.1%
Total	80	100%

Source: Primary data

Interpretation: 42.9% prefer amazon for online shopping,45.2% prefer Flipkart,4.8% prefer Snapdeal and 7.1% prefer other online sites.

Figure 3.11
Preference on online shopping site
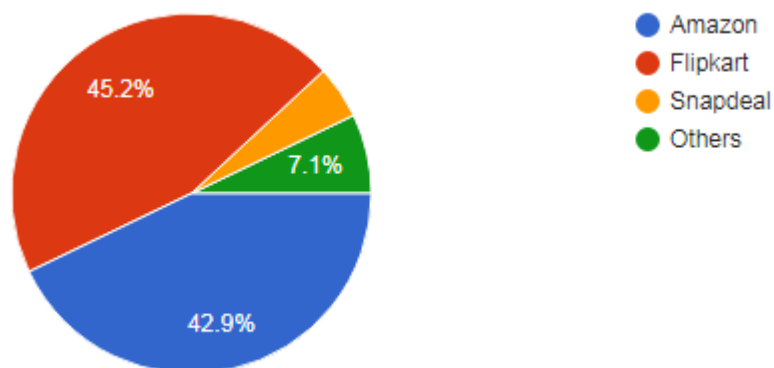
Source: Table 3.11

3.12 KIND OF ONLINE SHOPPING

Table 3.12
Kind of online shopping

Particulars	No of Respondents	Percentage
Reputation	6	7.2%
Recommendation	9	12%
Good quality	50	61.4%
Low price	15	19.3%
Total	80	100%

Source: Primary data

Interpretation: Out of 80 respondents 7.2% are concerned about their reputation,12% do online shopping based on recommendation,61.4% purchase based on the quality of the product and 19.3% are attracted by low price.

Figure 3.12
Kind of online shopping
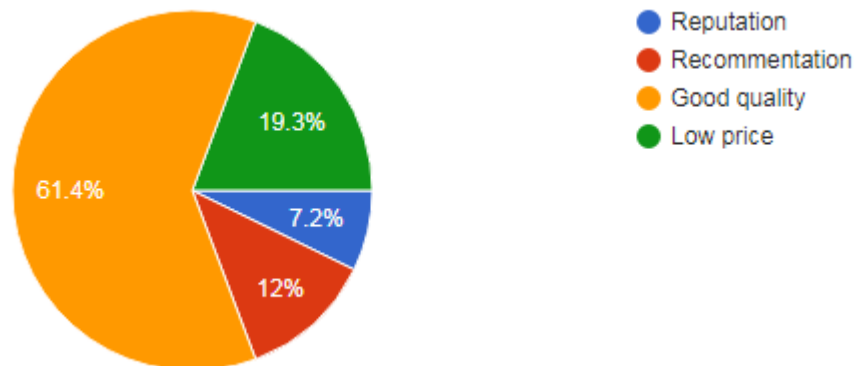
Source: Table 3.12

3.13 REASON FOR CHOOSING ONLINE SHOPPING

Table 3.13
Reason for choosing online shopping

Particulars	No of Respondents	Percentage
Very convenient and time saving	26	32.9%
Low price	20	25.6%
Product variety	30	36.6%
Others	4	4.9%
Total	80	100%

Source: Primary data

Interpretation: 32.9% choose online shopping as it is convenient and time saving,25.6% prefer low priced products, 36.6% are looking for variety products,4.9% purchase products based on other factors.

Figure 3.13
Reason for choosing online shopping

Source: Table 3.13

26
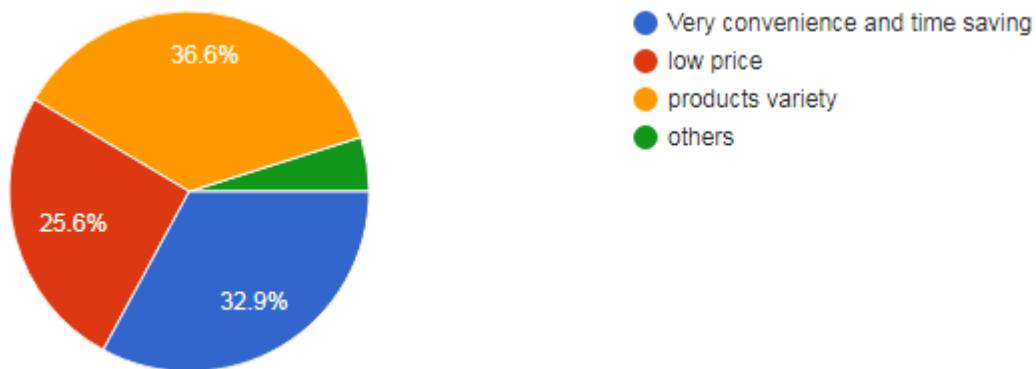
3.14 METHODS OF SHOPPING PREFERRED BY CUSTOMERS

Table 3.14
Method of shopping preferred by customers

Particulars	No of Respondents	Percentage
E Retailing	54	67.1%
Retailing	26	32.9%
Total	80	100%

Source: Primary data

Interpretation: Out of 80 respondents 67.1% prefer E Retailing and 32.9% prefer Retailing for online shopping.

Figure 3.14
Method of shopping preferred by customers.

● E-Retailing(online)
● Retailing(High street)
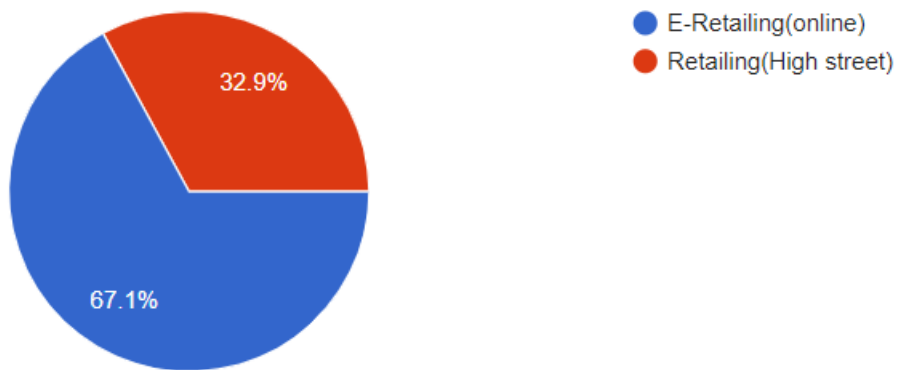
Source: Table 3.14

3.15 CONFIDENCE ABOUT YOUR PERSONAL INFOTMATION WHICH IS KEPT CONFIDENTIAL WHEN BUYING PRODUCTS ONLINE

Table 3.15
Confidence about your personal information which is kept confidential when buying products online.

| Particulars	No of Respondents	Percentage
Extremely confident	10	12.3%
Quite confident	27	34.6%
Moderately confident	33	40.7%
Not at all confident	10	12.3%
Total	80	100%

Source: Primary data

Interpretation: 12.3% are extremely confident about online shopping, 34.6% are quite confident, 40.7% are moderately confident, 12.3% are not at all confident.

Figure 3.15
Confidence about your personal information which is kept confidential when buying products online.

- extremely confident
- quite confident
- moderately confident
- not at all confident
- Option 5

Source: Table 3.15

28
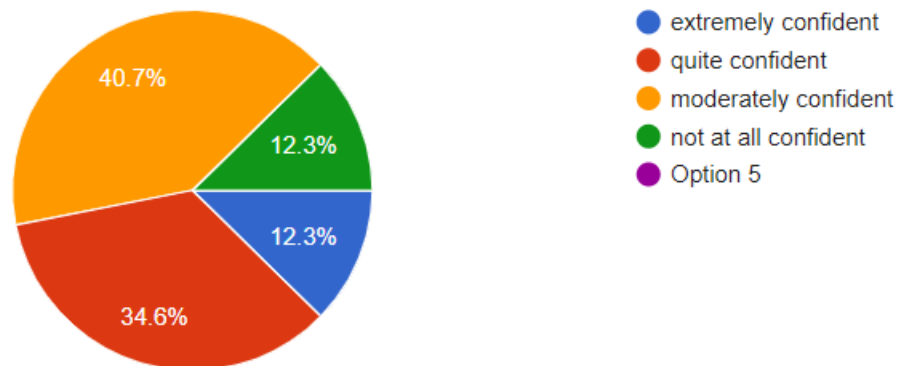
3.16 CONFIDENCE ABOUT YOUR PAYMENT INFORMATION WHICH IS KEPT SECURE WHEN BUYING PRODUCTS ONLINE

Table: 3.16

confidence about your payment information which is kept secure when buying products online

Particulars	No of Respondents	Percentage
Extremely confident	10	12.3%
Quite confident	42	51.9%
Slightly confident	26	33.3%
Not at all confident	2	2.5%
Total	80	100%

Source: Primary data

Interpretation: 12.3% are extremely confident about payment information, 51.9% are quite confident, 33.3% are slightly confident, 2.5% are not at all confident about the payment information.

Figure 3.16

Confidence about your payment information which is kept secure when buying products online
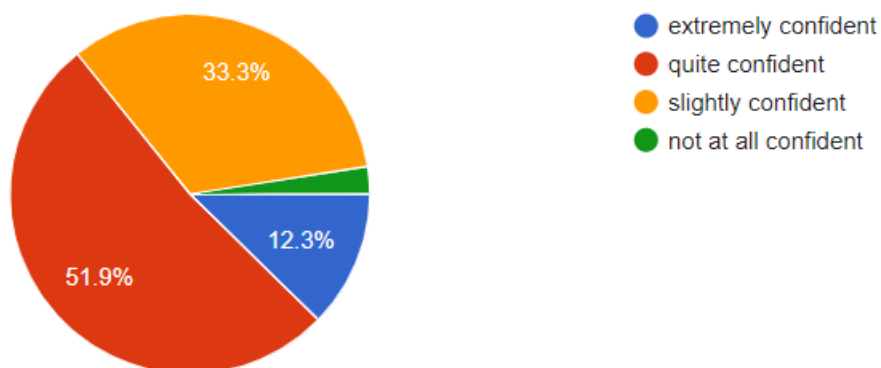
Source: Table 3.16

## 3.17 OFTENNESS OF PRIVACY CONCERNS PREVENTING RESPONDENTS FROM BUYING PRODUCTS ONLINE

Table 3.17
Oftenness of privacy concerns preventing respondents from buying products online.

Particulars	No of Respondents	Percentage
Always	4	4.9%
Most of the time	31	39.5%
Once in a while	35	43.2%
Never	10	12.3%
Total	80	100%

Source: Primary data

Interpretation: 4.9% are always concerned about privacy of online shopping, 39.5% are concerned about it most of the time, 43.2% are concerned about it once in a while and 12.3% are not concerned about it.

Figure 3.17
Oftenness of privacy concerns preventing respondents from buying products online.
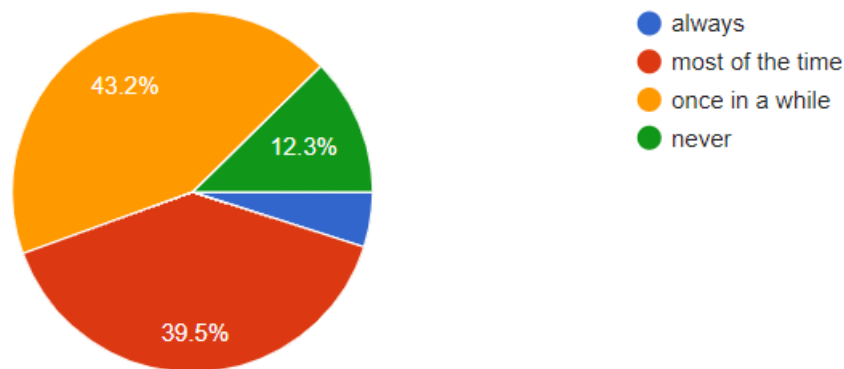
Source: Table 3.17

3.18 WEBSITE FROM WHICH CUSTOMERS ARE MOST COMFORTABLE BUYING FROM AN INDIVIDUAL THEY DON'T KNOW

Table 3.18
Website from which customers are most comfortable buying from an individual they don't know.

Particulars	No of Respondents	Percentage
Amazon	36	44.4%
Flipkart	32	40.7%
Snapdeal	6	7.4%
Others	6	7.4%
Total	80	100%

Source: Primary data

Interpretation: 44.4% choose Amazon for online shopping,40.7% choose flipkart,7.4% choose Snapdeal,7.4% choose other online sites.

Figure 3.18
Website from which customers are most comfortable buying from an individual they don't know.
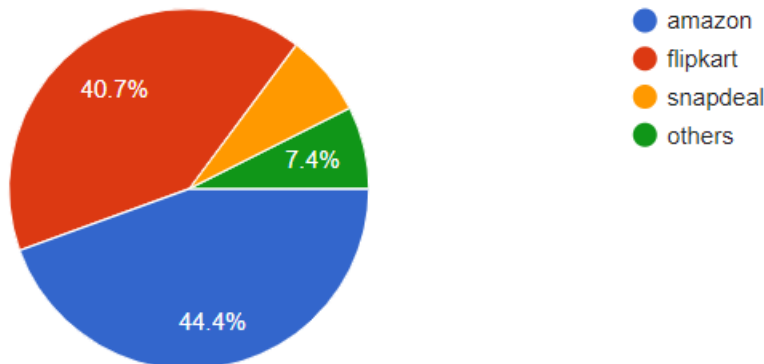
Source: Table 3.18

3.19 RESPONDENTS BELIEF THAT ONLINE SHOPPING IS COST EFFECTIVE AND SAVES TIME

**Table 3.19**

Respondents' belief that online shopping is cost effective and saves time.

Particulars	No of Respondents	Percentage
Yes	57	70.4%
No	6	7.4%
Maybe	17	22.2%
Total	80	100%

Source: Primary data

Interpretation: 70.4% believe that online shopping is cost effective and time saving,7.4% did not believe that online shopping is cost effective and time saving,22.2% believes that online shopping is sometimes cost effective and time saving.

Figure 3.19

Respondents' belief that online shopping is cost effective and saves time.
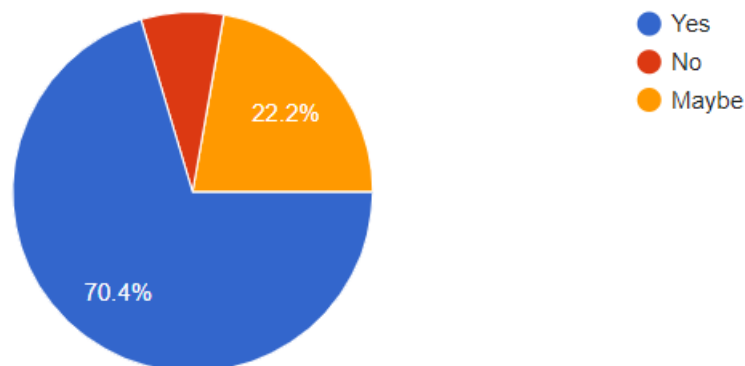
Source: Table 3.19

3.20 DELIVERY OF PRODUCTS

Table 3.20
Delivery of products

Particulars	No of Respondents	Percentage
On time	59	74.1%
Delayed	11	13.6%
Rarely	10	12.3%
Never	0	0
Total	80	100%

Source: Primary data

Interpretation: 74.1% believe that product purchased through online shopping is delivered on time, 13.6% believe that product purchased through online shopping is delayed and 12.3% believe that product purchased through online shopping is rarely delivered on time.

Figure 3.20

Delivery of products
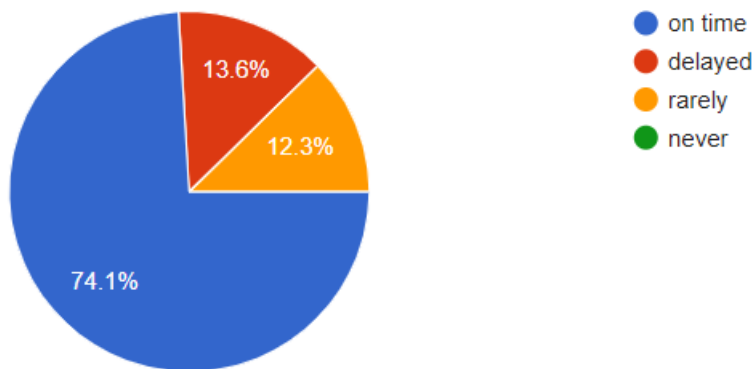
Source: Table 3.20

3.21 AFTER SALE SERVICE PROVIDED BY ONLINE SHOPPING

Table 3.21
After sale service provided by online shopping

Particulars	No of Respondent	Percentage
Always	12	15%
Sometimes	38	47.5%
Rarely	20	23.8%
Never	10	13.7%
Total	80	100%

Source: Primary data

Interpretation: 15% believe that online shopping always provides after sales service, 47.5% believe that online shopping sometimes provides after sale service,23.8% believe that online shopping rarely provides after sale service and 13.7% believe that online shopping did not provide after sale service.

Figure 3.21
After sale service provided by online shopping
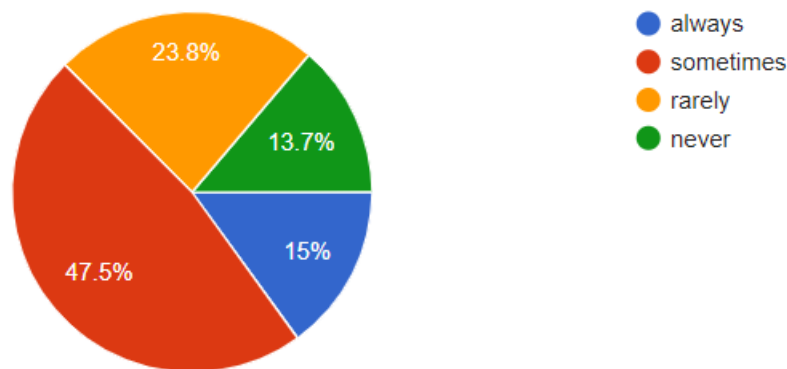
Source: Table 3.21

## 3.22 YOU WILL BUY THE PRODUCT AGAIN FROM THE SAME ONLINE SHOPPING STORE IF YOU ARE SATISFIED WITH IT

Table: 3.22
You will buy the product again from the same online shopping store if you are satisfied with it

Particulars	No of Respondents	Percentage
Strongly agree	39	49.4%
Agree	27	33.3%
Neutral	14	17.3%
Disagree	0	0
Total	80	100%

Source: Primary data

Interpretation: 49.4% strongly agree that they will products again from the same online store,33.3% agree that they will buy products again from the same online store and 17.3% neutrally agree that they will buy products from the same online store.

Figure 3.22
You will buy the product again from the same online shopping store if you are satisfied with it
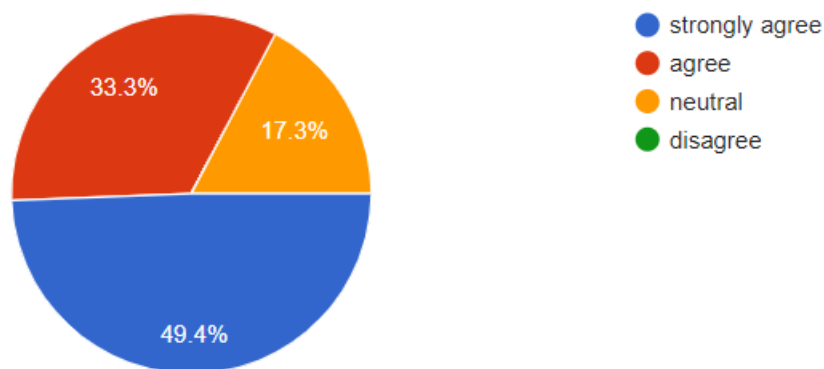
Source: Table 3.22

3.23 OFTENNESS OF CLICKING ON ONLINE ADVERTISEMENTS

Table 3.23
Oftenness of clicking on online advertisements

Particulars	No of Respondents	Percentage
Always	7	8.4%
Sometimes	43	53%
Rarely	19	24.1%
Never	11	14.5%
Total	80	100%

Source: Primary data

Interpretation: 8.4% always click on advertisement, 53% sometimes click on advertisement, 24.1% rarely click on advertisement and 14.5% never click on advertisement.

Figure 3.23
Oftenness of clicking on online advertisements
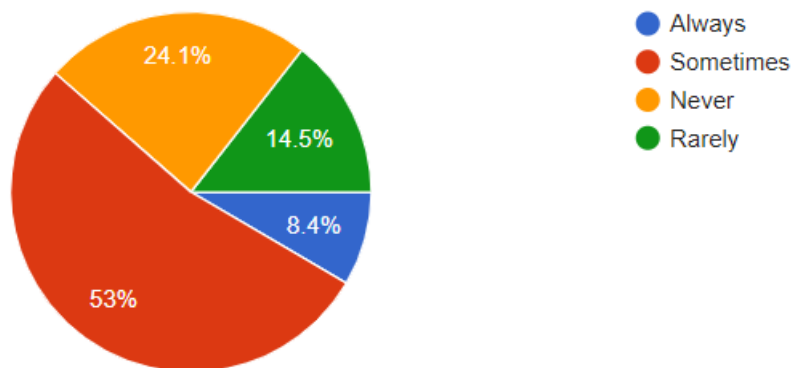
Source: Table 3.23

3.24 ONE PARTICULAR FAVOURITE ITEM THAT YOU NORMALLY LIKE PURCHASING ONLINE

Table 3.24
One particular favorite item that you normally like purchasing online

Particulars	No of Respondents	Percentage
Books	7	8.6%
Electronics	27	34.6%
Magazines	2	2.5%
Others	44	54.3%
Total	80	100%

Source: Primary data

Interpretation: 8.6% purchase books,34.6% purchase electronics,2.5% purchase Magazines and 54.3% purchase other items from online shopping sites.

Figure 3.24

One particular favorite item that you normally like purchasing online
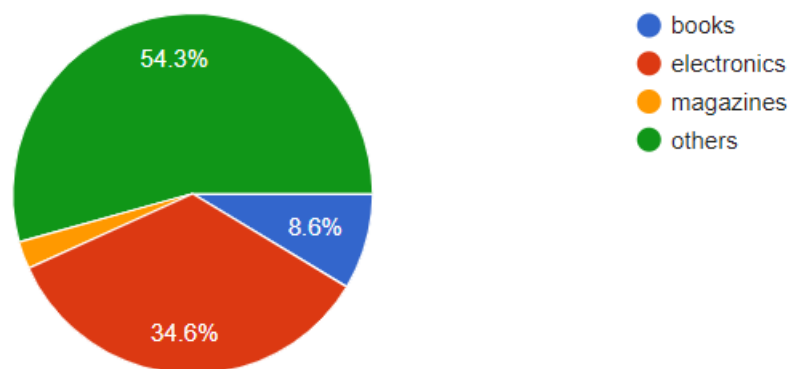
Source: Table 3.24

3.25 EXPERIENCE OF ONLINE SHOPPING

Table 3.25
Experience of shopping online.

Particulars	No of respondents	Percentage
Highly satisfied	25	30%
Satisfied	33	43%
Highly dissatisfied	5	6%
Dissatisfied	17	21%
Total	80	100%

Source: Primary data

Interpretation: Out of 80 respondents, 30% is highly satisfied with online shopping, 43% is satisfied,6% is highly dissatisfied and 21% is dissatisfied with online shopping.

Figure 3.25
Experience of shopping online
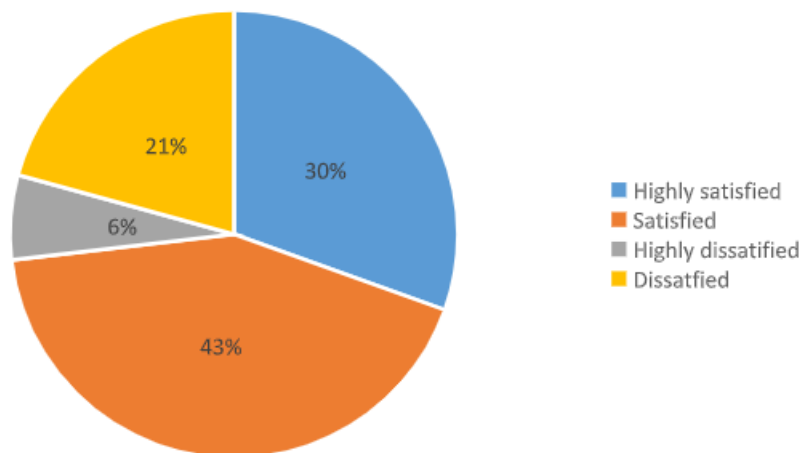
Source: Table 3.25

CHAPTER -4
FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

1) From the study, it can be seen that out of 82 respondents, 50% were male and 50% were female.

2) 69.1% of the respondents were in the age group of 15-25 years, 19.8% were in the age group of 25-30 years, 4.9% were in the age group 35-45 years and 6.2% were above 45 years.

3) If we see the occupation, out of 82 respondents 9.8% were business person, 17.1% were self-employee ,65.9% were students,7.3% were government employees.

4) It was found that out of 82 respondents, 81.4% had an income of less than 100000 rupees,10% had an income of 200000 rupees and 3.6% had an income of 300000 rupees.

5) It was found that out of 82 respondents, 9.6% spend less than one hour for browsing,28.9% spend one hour,21.7% spend two hours and 39.8% spend more than 2 hours for browsing.

6) It was found that out of 82 respondents, 68.7% check online advertisement while browsing and 31.3% did not check advertisement.

7) 50.6% buy online products once in a six month, 30.1% buy products within one year,3.6% never bought online products and 15.7% were included in another category.

8) It was found that out of 82 respondents 37.8% spend 500 to 1000 rupees for online shopping per year, 50% spend less than 10000 rupees,8.5% spend between 10000 to 25000 and 3.7% spend less than 50000 rupees.

9) It was found that out of 82 respondents,18.3% believe that the quality of the product is excellent,52.4% believe that it is very good,28% believe that it is fair and other 1.2% believe that quality of the product is poor.

10) It was found that out of 82 respondents, 18.1% are concerned about safety of payment,36.1% have low trust towards online shopping, 21.7% are bothered about the high shipping cost and 24.1% faces other problems on online shopping.

11) It was found that out of 82 respondents 7.2% are concerned about their reputation,12% do online shopping based on recommendation,61.4% purchase based on the quality of the product and 19.3% are attracted by low price.

12) 32.9% choose online shopping as it is convenient and time saving,25.6% prefer low priced products, 36.6% are looking for variety products,4.9% purchase products based on other factors.

13) It was found that out of 82 respondents 67.1% prefer E Retailing and 32.9% prefer Retailing for online shopping.

14) 12.3% are extremely confident about online shopping,34.6% are quite confident,40.7% are moderately confident,12.3% are not at all confident.

15) 12.3% are extremely confident about payment information,51.9% are quite confident ,33.3% are slightly confident,2.5% are not at all confident about the payment information.

16) 4.9% are always concerned about privacy of online shopping,39.5% are concerned about it most of the time,43.2% are concerned about it once in a while and 12.3% are not concerned about it.

17) 44.4% choose Amazon for online shopping,40.7% choose flipkart,7.4% choose Snapdeal,7.4% choose other online sites.

18) 70.4% believe that online shopping is cost effective and time saving,7.4% did not believe that online shopping is cost effective and time saving,22.2% believes that online shopping is sometimes cost effective and time saving.

19) 74.1% believe that product purchased through online shopping is delivered on time,13.6% believe that product purchased through online shopping is delayed and 12.3% believe that product purchased through online shopping is rarely delivered on time.

20) 15% believe that online shopping always provides after sales service, 47.5% believe that online shopping sometimes provides after sale service,23.8% believe that online shopping rarely provides after sale service and 13.7% believe that online shopping did not provide after sale service.

21) 49.4% strongly agree that they will buy products again from the same online store,33.3% agree that they will buy products again from the same online store and 17.3% neutrally agree that they will buy products from the same online store.

22) 8.4% always click on advertisement,53% sometimes click on advertisement,24.1% rarely click on advertisement and 14.5% never click on advertisement.

23) 8.6% purchase books,34.6% purchase electronics,2.5% purchase Magazines and 54.3% purchase other items from online shopping sites.

SUGGESTIONS

- Complaints should be handled properly.
- Personal information should be handled carefully.
- There should not be any delays in delivery of products.
- Complete information about the product should be provided.

CONCLUSION

From the study it is clear that majority of respondents spend more than two hours for browsing.

The analysis reveals that respondents click on advertisement if ads look interesting.

From the study it is clear that most of the respondents purchase once in a six month.

When the online shopping is compared with traditional shopping, most of the consumers prefer online shopping over traditional shopping. Most of the respondents prefer amazon for online shopping. Most of them had low trust towards online shopping. From the study it is clear that people purchase based on the quality of the product from online shopping sites. Most of the respondents are moderately confident about online shopping and are concerned about the privacy of online shopping. Majority of respondents believe that online shopping is cost effective and time saving. From the study it is clear that product purchased through online shopping is delivered on time. The analysis reveal that online shopping sometimes provide after sales service. Most of them agreed that they will buy products from the same online store if they are satisfied with their products.

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WEBSITES

1) www.google.com
2) www.wikipedia.com
3) www.academia.edu.com
4) www.sciencedirect.com

APPENDIX

QUESTIONAIRE

1) Gender

    ☐ Male   ☐ Female

2) Age group

    ☐ 15-25   ☐ 25-35   ☐ 35-45   ☐ Above 45

3) What is your occupation?

    ☐ Business

    ☐ Self employed

    ☐ Government employee

    ☐ Student

4) What is your monthly income?

    ☐ Below 100000   ☐ 200000   ☐ 300000   ☐ Above 300000

5) How many hours do you spend on browsing?

    ☐ Less than one hour

    ☐ One hour

    ☐ Two hours

    ☐ More than two hours

6) Do you check online advertisement while browsing YouTube, Facebook?

    ☐ Yes   ☐ No

7) How often do you click advertisement?

    ☐ Always   ☐ Sometimes   ☐ Rarely   ☐ Never

8) How frequently do you buy online?

    ☐ Once in a six month

    ☐ Within one year

    ☐ Never bought online

    ☐ Others

9) How much approximately you spend per year for online shopping?

☐ 500-1000

☐ Less than 10000

☐ 10000-25000

☐ Less than 50000

10) How do you rate quality of the product?

☐ Excellent   ☐ Very good   ☐ Fair   ☐ Poor

11) What are e main barriers which keep you away from shopping online?

☐ Safety of payment

☐ Low trust

☐ High shipping cost

☐ Others

12) Which online shopping site do you prefer?

☐ Amazon   ☐ Flipkart   ☐ Snapdeal   ☐ Others

13) What kind of shopping do you prefer?

☐ Reputation   ☐ Recommendation   ☐ Good quality   ☐ Low price

14) Why are you choosing shop online?

☐ Very convenience and time saving

☐ Low price

☐ Product variety

☐ Others

15) What method of shopping do you prefer?

☐ E – Retailing (online shopping)   ☐ Retailing (high street)

16) How confident are you that your personal information is kept confidential when buying product online?

☐ extremely confident

☐ quite confident

☐ moderately confident

☐ not at all confident

17) How confident are you that your payment information is kept secure when buying products online?

☐ extremely confident

☐ quite confident

☐ slightly confident

☐ not at all confident

18) How often do privacy concerns prevent you from buying products online?

☐ Always

☐ Most of the time

☐ Once in a while

☐ Never

19) On which website are you most comfortable buying from an individual you don't know?

☐ Amazon   ☐ Flipkart   ☐ Snapdeal   ☐ Others

20) Do you believe that online shopping is cost effective and time effective?

☐ Yes   ☐ No   ☐ Maybe

21) Is the product purchased through online delivered on time?

☐ on time   ☐ delayed   ☐ rarely   ☐ never

22) Whether online shopping provide after sale service?

☐ Always   ☐ Sometimes   ☐ Rarely   ☐ Never

23) You will buy the products again from the same online shopping store if you are satisfied with it?

☐ strongly agree   ☐ agree   ☐ neutral   ☐ disagree

24) Have you got one particular favorite item that you normally like purchasing online?

☐ Books   ☐ Electronics   ☐ Magazines   ☐ Others

25) What is your experience of shopping online?

☐ Highly satisfied   ☐ Satisfied   ☐ Highly dissatisfied   ☐ Dissatisfied