

“A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING”



***A report submitted to Department of Commerce, Higher And Technical Institute,
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CERTIFICATE

This is to certify that the dissertation entitled “A Study On Consumer Behaviour Towards Online Shopping” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by Lalmuanawmi, Roll No. 2123BCOM024, IV Semester B.Com. She has fulfilled all the requirements laid down in the regulations of Mizoram University. This dissertation is the result of her investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.

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DECLARATION

I, *Lalmuanawmi* , hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

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Thank you

LALMUANAWMI

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CHAPTER - I

INTRODUCTION

1.1 CONCEPTUAL FRAMEWORK

The internet has developed into a new distribution channel and online transaction are rapidly increasing. The use of internet has created a new experience for consumer regarding gathering information, comparing product or prices and the possibility of purchasing product on the internet, online shopping is any form of sale that is done over the internet. Since many individuals are busy and have a jumbled schedule online shopping has become quite important and the most convenient and appropriate way of purchasing for them. As the internet has open up a wider and more exciting market to the new generation, consumer behaviour is an important factor for marketers. This has created a need to understand how the consumer perceives online purchases. The purpose of this study is to examine if there are any particular factors that influence the online consumer.

1.1.1. MEANING AND CONCEPT:

Online shopping

Online shopping (from electronic retail or e-shopping) is defined as a form of ecommerce which permits consumers to directly buy goods and services from the internet through virtual shop/ online sites. Online shopping makes the marketing rapidly increase due to its techniques of buying system. Michael Aldrich is the man who invented online shopping in 1979. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment.

Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers (Koo, Kim and Lee 2008). Consumers find a product of interest by visiting the website of the retailer directly or by searching among best alternative vendors, which displays the same products availability and pricing at different e-retailers. Flipkart, Zomato, Snap deal, Shopclues, Amazon, Jabong and eBay etc. are the popular online retailing companies in India. The five dominant influencing

factors of consumer perceptions for online shopping are easy to use, information, security, satisfaction and proper utilization of available information to compare the different products.

Consumer

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. Consumer is someone who is using a specific product but not from a specific brand. They are open to any brand who offers a particular type of a product. Consumers are using their mobile devices across all steps of the buyer journey, and that includes various online shopping activities.

Consumer buying behaviour

Consumer buying behaviour is a method how individual or group customers select, buy and use the products to satisfy their needs and wants. It examines how emotions, attitudes and preference affect the buying behaviour. The study of consumer behaviour explore individual qualities such as personality lifestyle and behavioural variables such as usage rate, usage occasion, loyalty, band etc. as an attempt to interpret the people wants and consumption pattern.

Customer behaviour is concern with purchase activities, use or consumption activities and disposal activities. Purchase activities are concern with how customers acquire products and services. Consumption activities are concern with who, where, when and how of consumption and the usage experience. Disposal activities are concern with the way that consumers dispose of products and packaging and also include reselling activities.

1.1.2 BENEFITS OF ONLINE SHOPPING

1. **Price:** Price is basically to be an advantage of shopping online. Due to hectic competition, prices online are lower and there are more deals and promotions available online. Retailers and online sellers know that customers have other options just a click away, and so as to stay in the game, they need to keep their prices competitive. Prices are also lesser because of no state tax applies in online shopping.

2. **Convenience:** Online shopping is best when it comes to convenience. One can do the shopping from home, or anywhere, and there is no need to get dressed, drive to a store, look for the item, wait in line, and then return home. By shopping online, one can remove all such additional tasks that take up time and energy. It is also more convenient since one can do it anytime of the day or night, and aren't restricted by store opening and closing hours. Also, when shopping online, people can purchase a variety of Items and products at the same time, which saves the inconvenience of getting to go to more than one store to get everything one need.
3. **Variety:** Another advantage of shopping online is variety. People need to visit many stores, which could take days, or even weeks, to seek out the same variety that they can find online within an hour or two. On the internet sites, they can find almost anything they are looking for. The quantity of items available for sale on the internet is astounding, and lots of those items are not even available in traditional stores. So, not only people have access to more variety in less time, but they also have access to more variety in general, irrespective of how much time you spend physically going from store to store.
4. **Discreet shopping:** People might want to buy a bit personal or private, and that they do not want anyone to know, or at least they do not need to have to come face to face with a salesperson when they purchase this particular item. They could want to buy some diet products, or a self-help book, or under garments. By ordering these sorts of items online, they will have them delivered to their home discreetly and need not worry about others' views and opinions.
5. **Cash on Delivery:** In online shopping, people might be reluctant to pay for their purchases before receiving them as such. They could worry that either the delivery might get delayed or might not get delivered at all. In order to overcome such problem, e-tailer give buyers the option of paying for the product at the time of delivering it, which is termed as 'cash on delivery'. First of all, buyers have to look whether such an option is available with the e-tailer for the chosen product and they have the option of paying through cash or credit card.
6. **Easy Returns and Exchanges:** Shopping has never been this easier. Apart from easy deliveries, online shopping also allows hassle-free returns as well. If you do not like a certain product, you can always state the reason and get it exchanged or return within a tight time frame. With just one click, you can replace the product and get it exchanged

or return as per your wish. At the same time, one can track the order and delivery status from their shopping website.

1.2 LITERATURE REVIEW:

Bhatt (2014) found in his study that Online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. The result of our study shows that mode of payment is depended upon income of the respondents. People having monthly income below Rs 1, 00,000 prefer cash on delivery and above Rs 3, 00,000 prefers Internet banking payments. People from different age groups are doing online shopping regularly.

Chandra & Sinha (2013) studied that, now days the new and latest type of retail shopping are online shopping. It has now been adopted all over the world. In many other countries this shopping method is still not as well known or accepted, and though the knowledge of online shopping in India is now beginning to increase rapidly. The main objective is to analyse factors affecting on online shopping behaviour of consumers that might be one of the most important issues of e-commerce and marketing field, this is the main objective of the study. It is a complicated socio-technical phenomenon and involves too many factors so that there is very limited knowledge about online consumer behaviour.

Kapoor & Madichie (2012) online decision making and online shopping phenomena are governed by a number of consumer acceptance and behaviour characteristics and grounded in theoretical aspects of consumer decision making. There are number of factors that affect what we buy, when we buy, and why we buy. In reference to buying online, the factors that influence consumers are marketing efforts, socio-cultural influences, psychological factors, personal questions, post decision behaviour, and experience.

1.3 RATIONALE OF THE STUDY

This study is to check the influence of online shopping on consumer purchase intentions. Today consumer choice is very important for marketers. At any given time, there are millions of people online and each of them is a potential customer for a company providing online sales. Due to the rapid development of the technologies surrounding the internet, a company that is interested in selling products from its website will constantly have to search for an edge in the fierce competition.

There are so many potential consumers, it is of the utmost importance to be able to understand what the consumers want and need. The importance of analysing and identifying factors that influence the consumer when he or she decides to purchase on the internet is vital. Since the internet is a new medium for there have been new demands set by the consumer. The online retailers must know what influences the online consumer behaviour is diverse from traditional consumer behaviour, one must identify what influences the online consumer.

1.4 STATEMENT OF THE PROBLEMS:

Social media has introduced a new dimension of purchasing products from home. Internet users, especially Youth, have shown more interest in buying products online. Many people are willing to adopt online shopping as well as not willing to do so. Although online consumers enjoy many benefits they are also prey for the online fraud in certain circumstances. Now a day's companies adopting online marketing facility to fulfil needs and wants of consumers, but still companies and consumers are facing problems at the time of online shopping such as.... Quality issues, Failure while making a digital transaction, Unclear website policies, Delivery and logistic issues, Additional charges, safety issues.

The study mentions the reasons for increase in online shopping, the factors that influence consumer to purchase through internet. It also helps to get an idea about consumer buying behaviour towards online shopping. Different consumers have different wants and needs, and for a marketer to succeed, it is imperative to understand consumers based on their unique needs, wants and behaviours. Studying consumers' shopping habits and behaviours is a necessity.

1.5 OBJECTIVE OF THE STUDY

This project research helps to find out what are the main factors that affect consumer behaviour towards online shopping. The following are the objectives of the study:

- To study consumer behaviour towards online shopping.
- To identify the factors influencing towards consumer's satisfaction towards online shopping.
- To examine whether customer prefer online shopping or offline shopping.
- To identify their preference between E- shopping website and the features of website in general.
- To know the factors which affect decision making process of customer while purchasing the online shopping products.
- To identify the problems faced by consumer towards online shopping. • To give suggestions if any

1.6 RESEARCH METHODOLOGY

1.6.1 Data collection:

The data was collected from both primary as well as secondary sources. Primary data will be collected from respective respondents. For collection of primary data, a structured questionnaire with open ended and close ended questions was prepared for the respondents.

The secondary data was collected from various published and unpublished sources including journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers as well as Web sites.

1.7 LIMITATIONS OF THE PROJECT

The following are some of the limitations of the project:

1. The respondents may not be very truthful to the questionnaire handed out to them and may reply with false information.

2. The study is conducted within a limited short time. Therefore, there is not enough time to cover more sample.
3. During survey some respondents may not give answer in proper manner.

CHAPTER-II

(ANALYSIS AND INTERPRETATION OF DATA)

Table 2.1 Age of the respondents.

Table 2.1 indicates the age of the respondents. The respondent is classified into different age groups: the first age group is a representation of the respondent between 15 to 20 years, the second group represent 20 to 25, the third group represent respondent between 25-30 and the fourth group represents the age group above 30.

Table 2.1 age of the respondents.

Particulars	Frequency	Percentage (%)
15-20	12	23
20-25	27	53
25-30	4	8
Above 30	8	16
total	51	100

The table 2.1 reveals that 52.9 percent of the respondents are between the age group of 20-25 years, the second largest age group consists of 15-20 years which constitutes 23.5 percent and 15.7 percent respondents belong to the age group of above 30 and 7.8 percent respondents belong to the age group of 25-30.

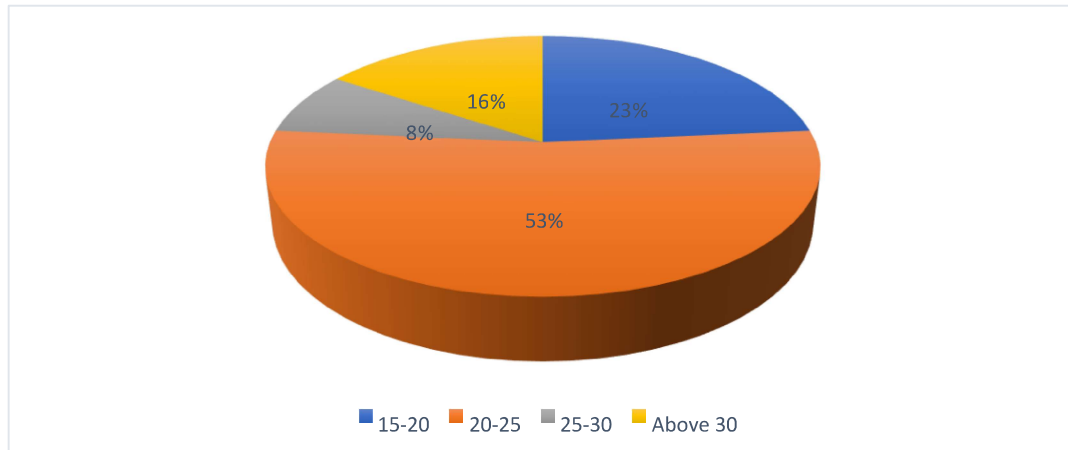


Fig 2.1

Table 2.2 Gender distribution of the respondents.

Table 2.2 indicates the gender of the respondents. The gender of the respondents is classified into the categories, viz. male and female.

Table 2.2 Gender		
Particulars	Frequency	Percentage (%)
Male	19	36
Female	32	64
Total	51	100

With regard to the gender composition among the respondent, it was founded 36 percent were male respondents and the remaining 64 percent were female respondents.

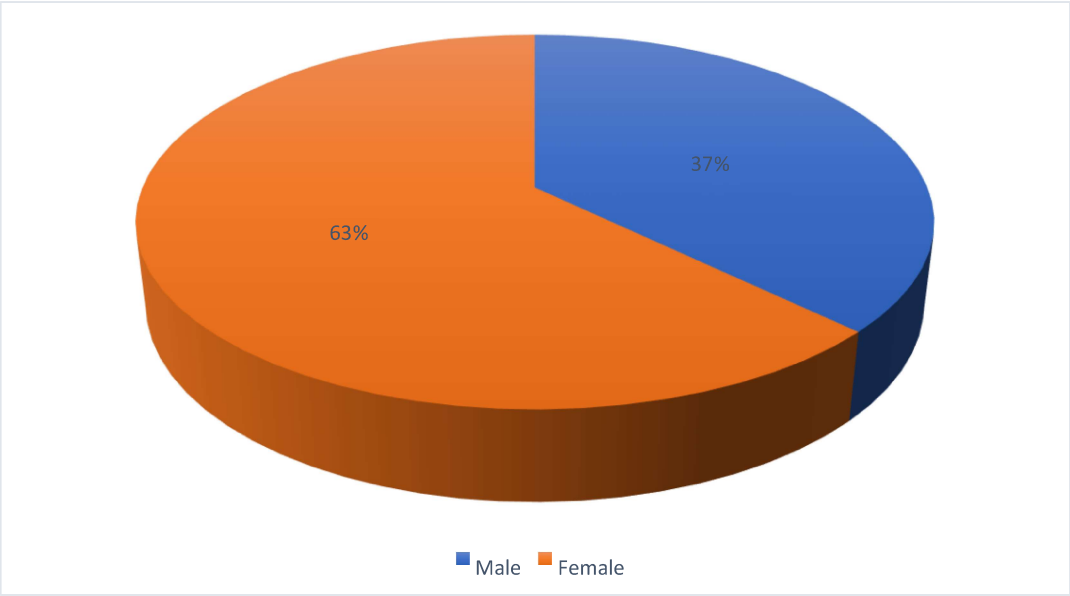


Fig 2.2

Table2.3 Occupation distribution of the respondents Table

2.3 indicates occupation of the respondents

Table 2.3 occupation		
Particulars	Frequency	Percentage (%)
Government Service	4	8
Business person	8	16
Student	37	74
Others	2	4
Total	51	100

As can be seen in table 2.3, 74 percent of respondents identified as students, 16 percent as businesspeople, 6 percent as government employees, and the remaining 4 percent as those with other occupations.

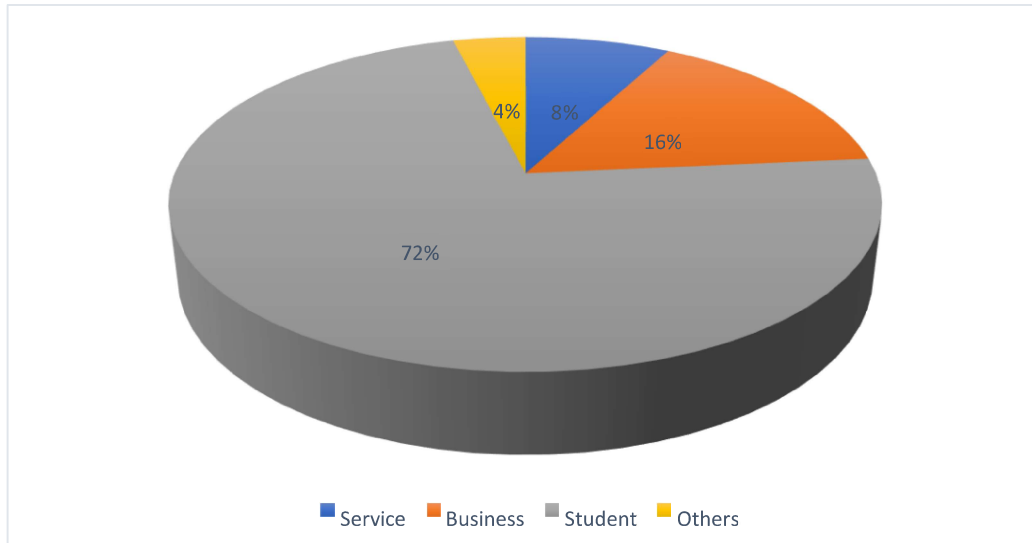


Fig 2.3

Table 2.4 Qualification of the respondents

Table 2.4 Indicate the educational qualification of the respondents. The level of the education is grouped into, HSLC/HSSLC, Under Graduate, Post Graduate and Other. **Table 2.4 qualification**

Particulars	Frequency	Percentage (%)
HSLC/HSSLC	11	21
Under Graduate	28	55
Post Graduate	9	18
Other	3	6
Total	51	100

According to the table, of the respondents, 54.9 percent were undergrads, 21.6 percent were in HSLCs or HSSLCs, 17.6 percent were postgrads, and the remaining 5.9 percent were others.

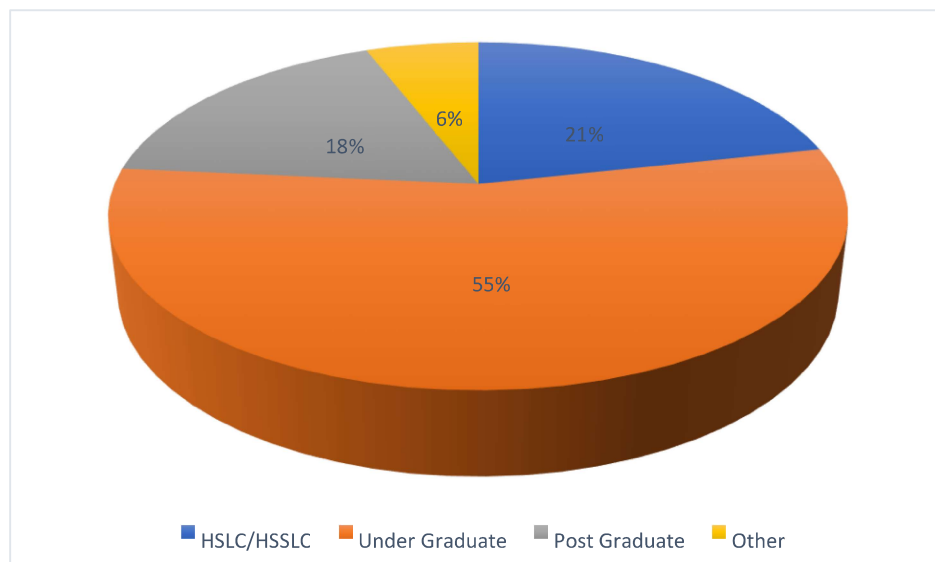


Fig 2.4

Table 2.5 Sources of Income of the respondents.

Table 2.5 indicates the sources of income of the respondent.

Table 2.5 Sources of income.

Particulars	Frequency	Percentage (%)
Family/Parents	38	74
Business	7	14
Salaries/employed	5	10
Other	1	2
Total	51	100

According to the data, 74 percent of respondents get their income from their family or parents, 14 percent from their businesses, 10 percent from their salaries or jobs, and the remaining 2 percent from other sources.

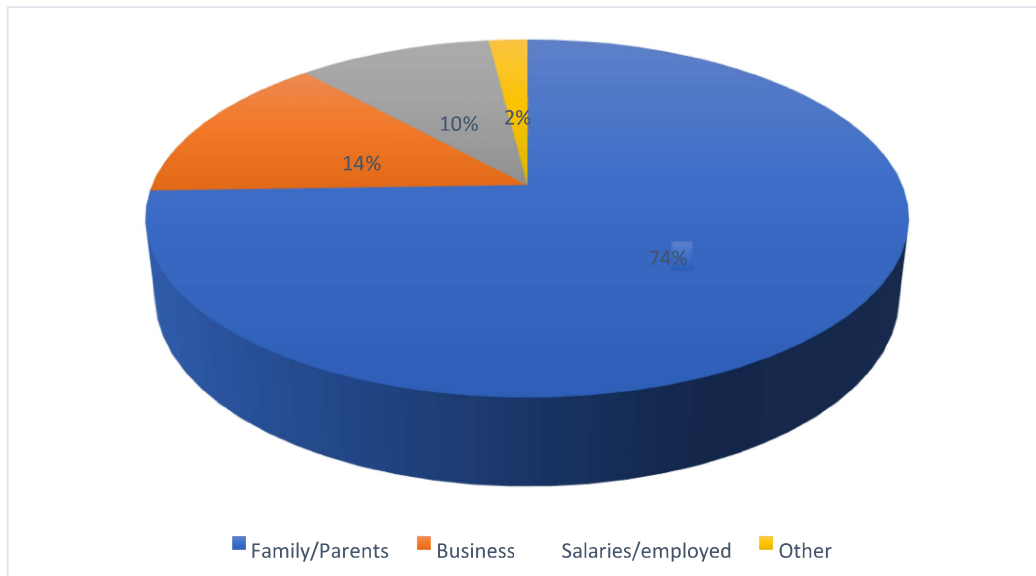


Fig 2.5

Table 2.6 Monthly income of the respondent.

Table 2.6 Indicates Monthly income of the respondent.

Table 2.6 monthly income of the respondent.

Particulars	Frequency	Percentage (%)
Below 500	13	28
500-1000	3	6
1000-1500	5	11
Above 1500	26	55
Total	51	100

According to the data above, 55% of respondents had monthly incomes of 1500 or more, 28% had incomes of 500 or less, 11% had incomes between 1000 and 1500, and the other 6% had incomes between 500 and 1000.

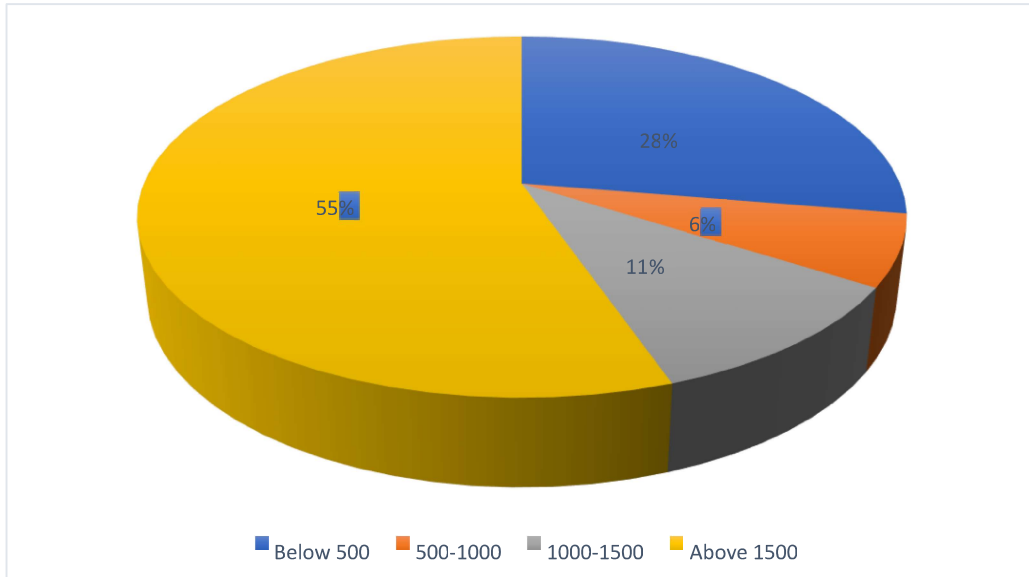


Fig 2.6

Table 2.7 What prompt you to shop the desired product on online.

Table 2.7 indicates what prompt the respondent to shop the desired product on online.

Table 2.7 what prompt you to shop the desired product on online.

Particulars	Frequency	Percentage (%)
Brand	10	19
Service	9	18
Availability of different product	27	53
Other	5	10
Total	51	100

According to the above table, 53% of respondents said they shop online because there are a variety of products available, followed by 19% for brand, 18% for service, and 10% for other reasons.

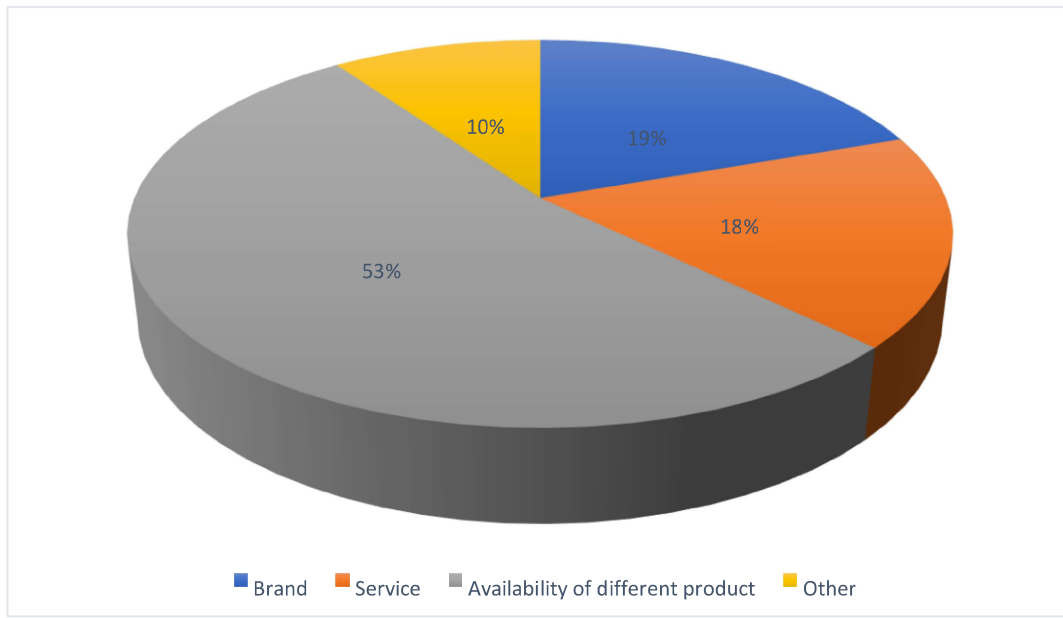


Fig 2.7

Table 2.8 when will you shop online (motivation)

Table 2.8 indicates what motivates the respondents to shop online.

Table 2.8 when will you shop online (motivation)

Particulars	Frequency	Percentage (%)
At leisure	4	8
During offers/promotion	6	12
On need	26	51
Mood/desired	15	29
Total	51	100

According to the aforementioned data, out of 51 respondents, 51% are driven to shop online by a need, 29% are motivated by a mood or want, 13% are motivated by an offer or promotion, and 8% are motivated by leisure.

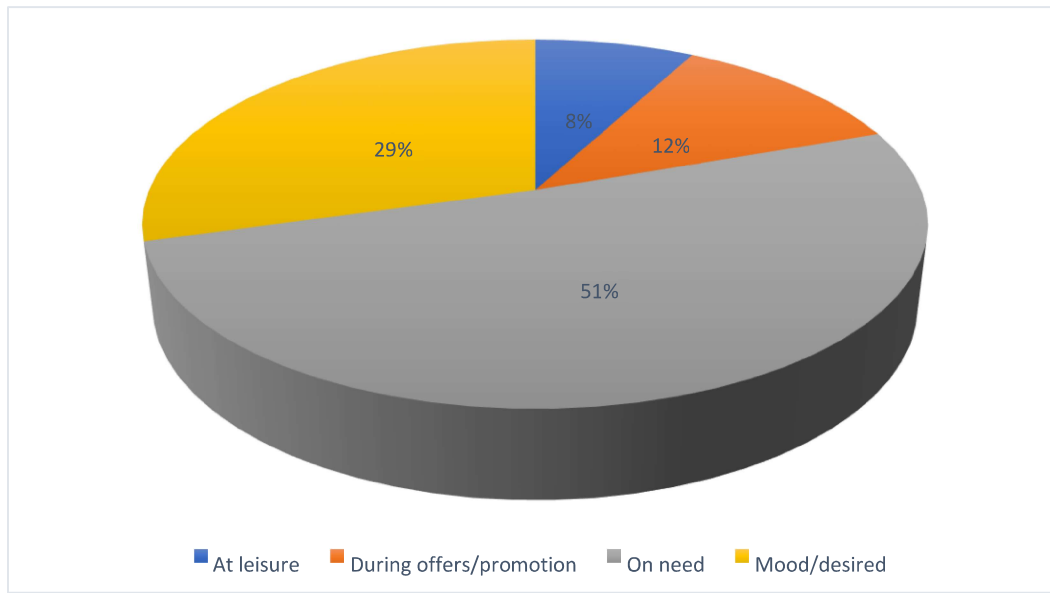


Fig 2.8

Table 2.9 When is your preferred time for online shopping.

Table 2.9 indicates the respondent's preference time for online shopping.

Table 2.9 when is your preferred time for online shopping.

Particulars	Frequency	Percentage (%)
Morning	-	-
Afternoon	-	-
Night	13	25
Any time/no preferred time	38	75
Total	51	100

According to the aforementioned data, 25% of respondents preferred to shop at night, while 75% said they would shop at any time.

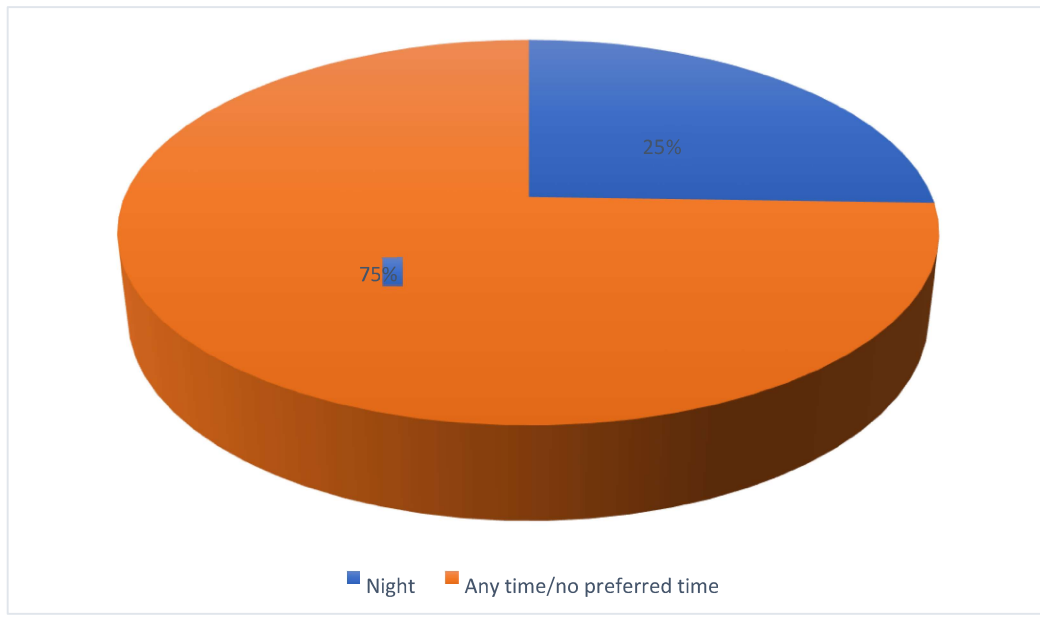


Fig 2.9

Table 2.10 how much time you use internet per day, on an average.

Table 2.10 indicates how much the respondents use internet per day, on an average.

Table 2.10 how much time you use internet per day, on an average.

Particulars	Frequency	percentage
Less than 1 hours	2	4
1 – 2 hours	7	14
2-5 hours	17	33
More than 5 hours	25	49
Total	51	100

According to the aforementioned chart, 49 percent of respondents use the internet daily, often for more than five hours, followed by 33 percent for between two and five hours, 14 percent for between one and two hours, and 4 percent for less than one hour.

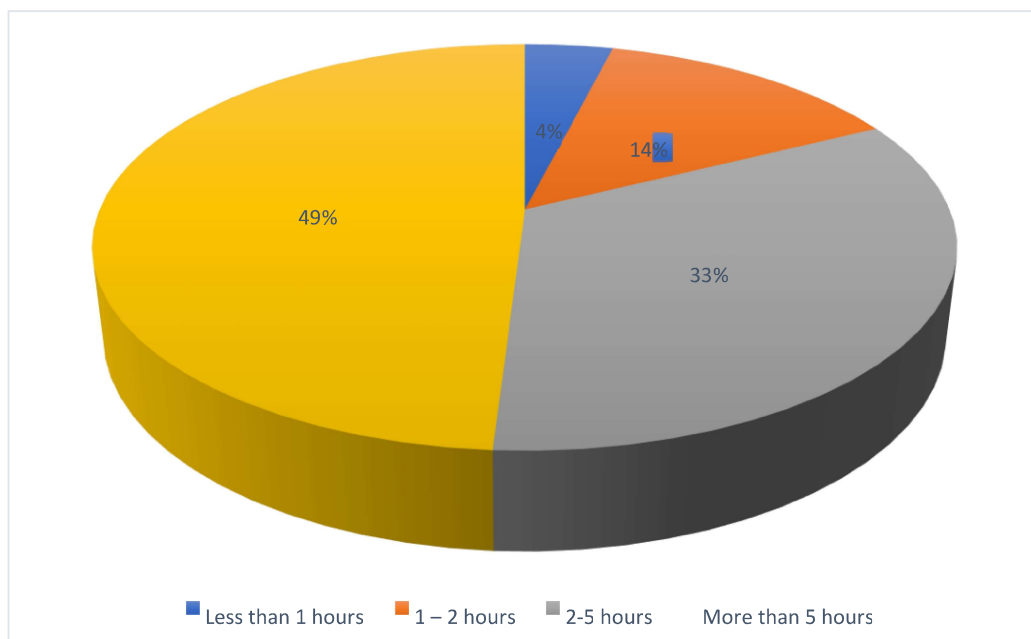


Fig 2.10

Table 2.11 how frequently do you purchase things online.

Table 2.11 indicates how frequently the respondents purchase things online.

Table 2.11 how frequently do you purchase online.

Particulars	Frequency	Percentage (%)
Once a week	1	2
Once a month	3	6
When it is convenient	17	33
When I need something	30	59
Total	51	100

The aforementioned figure and table reveals that 59 percent of respondents make online purchases when they are in need of something, 33 percent do so when it is convenient, 6 percent do it once a month, and the remaining 2 percent do so once a week.

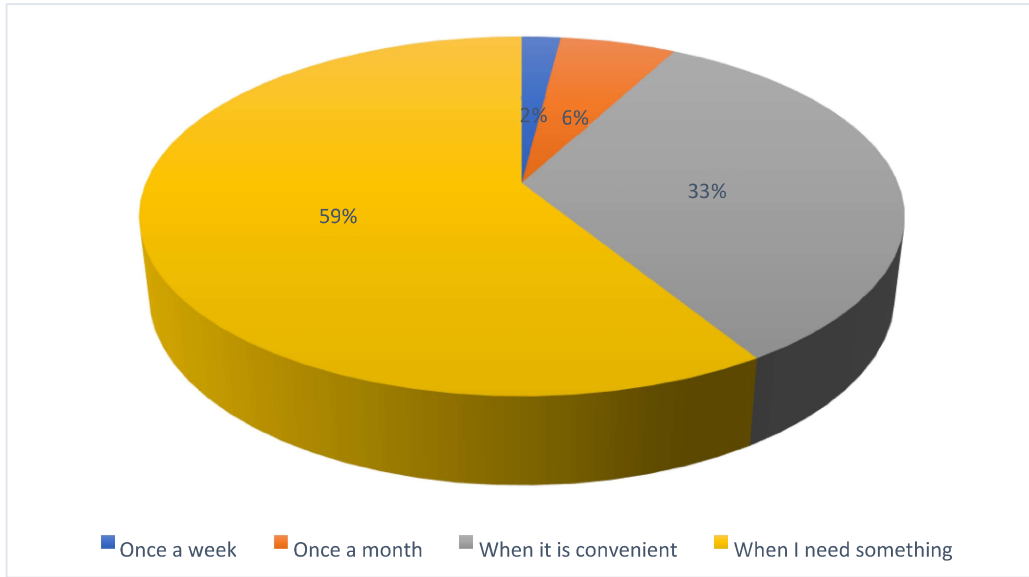


Fig 2.11

Table 2.12 what is your usual buying patterns of online shopping.

Table 2.12 Indicates the respondent's usual buying patterns of online shopping

Table 2.12 what is your usual buying patterns of online shopping

Particulars	Frequency	Percentage (%)
Search offline and buy online	7	14
Search online and buy online	41	80
Search offline and buy offline	3	6
Total	51	100

According to the above data, 81% of respondents prefer to browse online before making a purchase, 14% prefer to browse offline before making a purchase, and the remaining 6% prefer to browse offline before making a purchase.

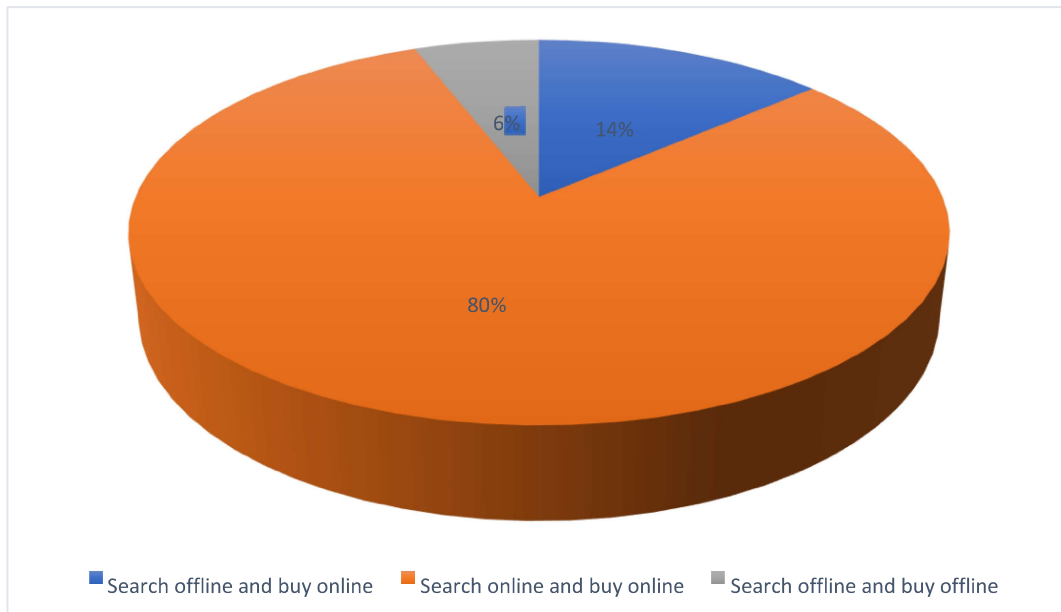


Fig 2.12

Table 2.13 why do you prefer online shopping?

Table 2.13 the preference of the respondents of online shopping

Table 2.13 why do you prefer online shopping?

Particulars	Frequency	Percentage (%)
Flexibility of price	6	12
Saves time	7	14
Home delivery	8	16
Availability of products	10	19
Other	20	39
Total	51	100

According to the above chart, 12 percent of respondents favour online shopping due to the price flexibility, 14 percent for time savings, 16 percent for home delivery, 19 percent for price availability, and 39 percent for other reasons.

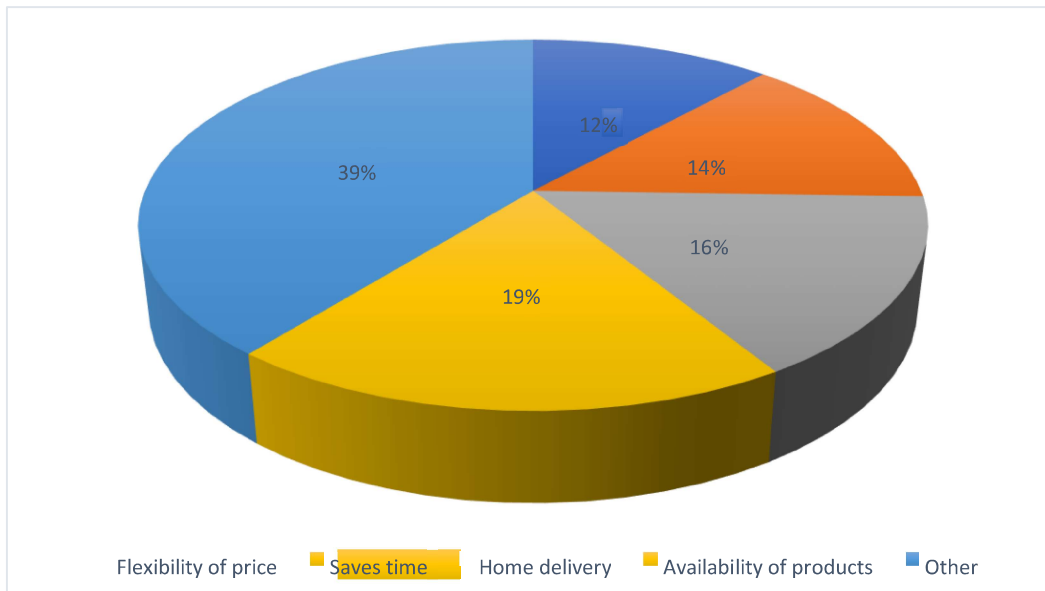


Fig 2.13

Table 2.14 which item do you buy the most?

Table 2.14 indicates the items bought the most by the respondents.

Table 2.14 which item do you buy the most?

Particulars	Frequency	Percentage (%)
Clothing	13	25
Electronics	6	12
Books	4	8
Skincare	5	10
Food	3	6
Others	20	39
Total	51	100

According to the aforementioned table, out of 51 respondents, 39% mostly purchased other goods while online shopping, 25% mostly purchased clothing, 13% mostly purchased electronics, 10% mostly purchased skincare, 8% mostly purchased books, and 6% mostly purchased food.

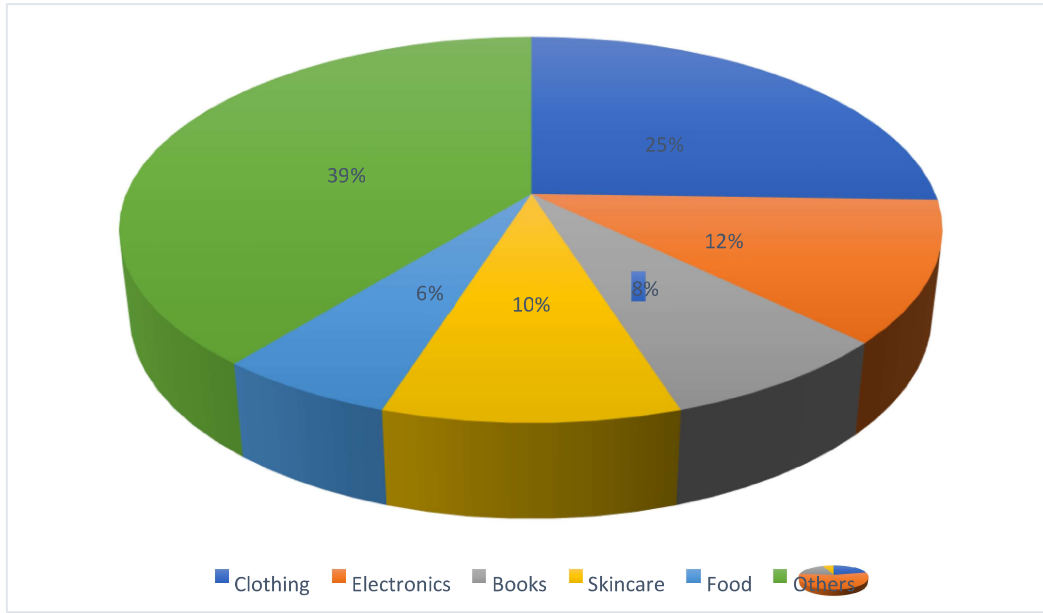


Fig 2.14

Table 2.15 how delivery of the product is done usually

Table 2.15 indicates how the delivery of the product is usually done to the respondent.

Table 2.15 how delivery of the product is done usually		
Particulars	Frequency	Percentage (%)
At work	4	8
At Home	38	74
Through Friends	2	4
Collect from counters	7	14
Total	51	100

According to the table above, 74% of respondents received their merchandise. 8 percent of respondents obtained their products at work, 14% of respondents collected from counters at home, and 4% of respondents got their products from acquaintances.

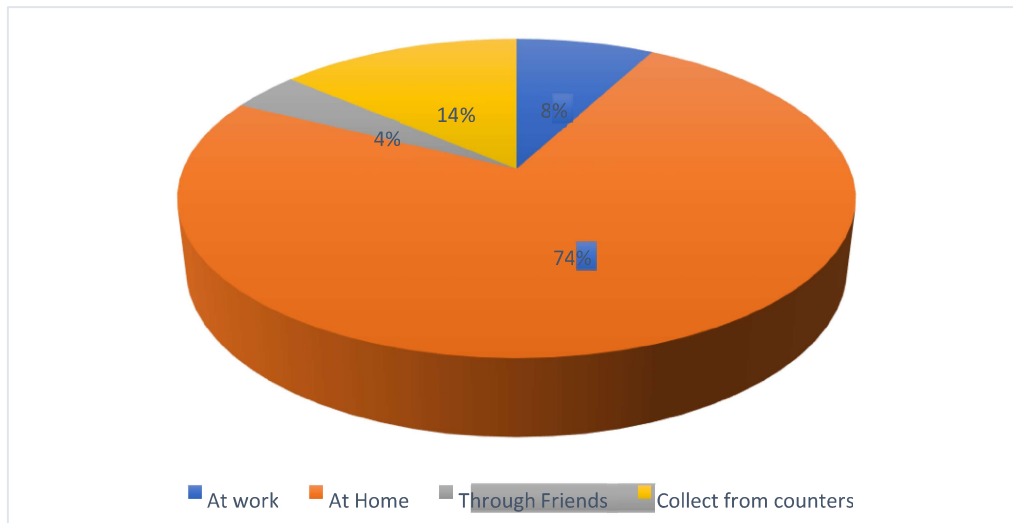


Fig 2.15

Table 2.16 the delivery of the product

Table 2.16 indicates the respondent's opinion towards the delivery of the product.

Table 2.16 the delivery of the product

Particulars	Frequency	Percentage (%)
Highly satisfied	12	23
Satisfied	37	73
Dissatisfied	1	2
Highly dissatisfied	1	2
Total	51	100

According to the aforementioned table, 73% of respondents were pleased with how the goods was delivered, 23% were extremely pleased, 2% were displeased, and the final 2% were very dissatisfied.

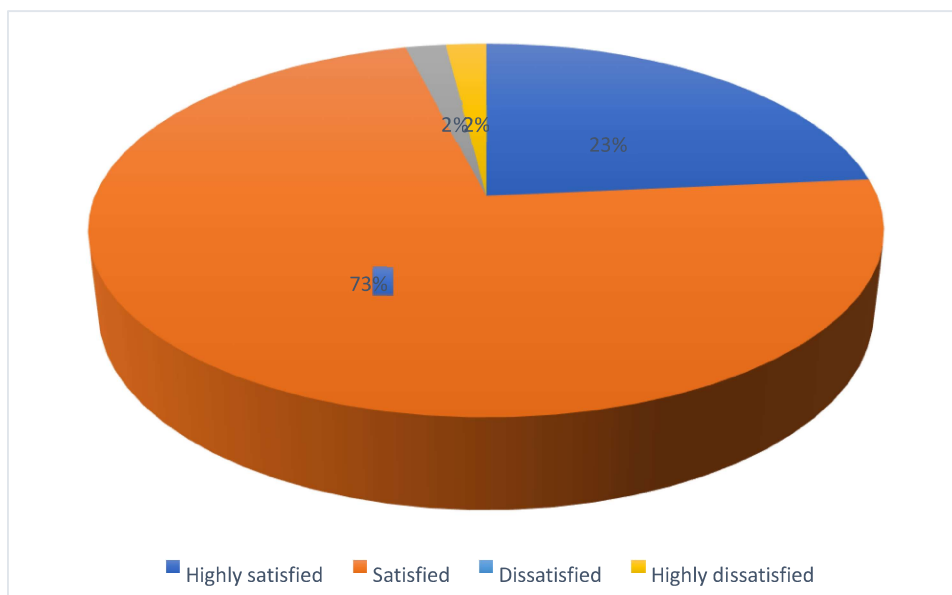


Fig 2.16

Table 2.17 how much have you spent for online shopping in past year?

Table 2.17 indicates how much the respondents had spent for online shopping in past year.

Table 2.17 how much have you spent for online shopping in past year?		
Particulars	Frequency	Percentage (%)
Less than 500	2	4
500-1000	6	12
1000-1500	7	14
More than 1500	35	70
Total	50	100

According to the aforementioned table, 71% of respondents spent more than Rs 1500, 14% spent between Rs 1,000 and Rs 1500, 13% between Rs 500 and Rs 1,000, and 4% less than Rs 500.

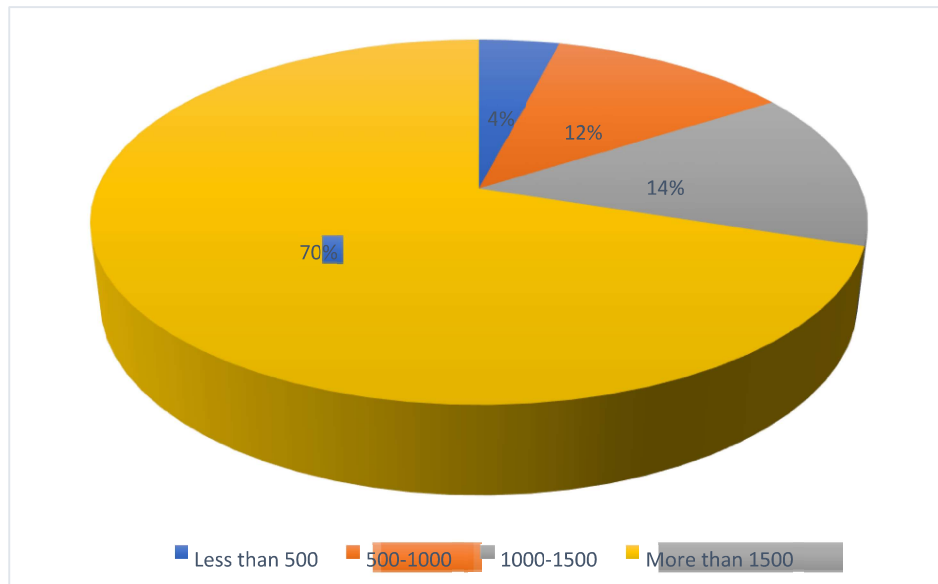


Fig 2.17

Table 2.18 which payment method do you prefer for online shopping?

Table 2.18 indicates the respondent's preference payment method for online shopping.

Table 2.18 which payment method do you prefer for online shopping?		
Particulars	Frequency	Percentage (%)
Credit card	1	2
Cash on deliver	44	86
U.P.I	6	12
Bank transfer	-	-
Total	51	100

The above table shows that 86 percent of the respondent prefer cash on delivery, 12 percent of the respondent prefer UPI method and the remaining 2 percent respondent prefer Credit Card.

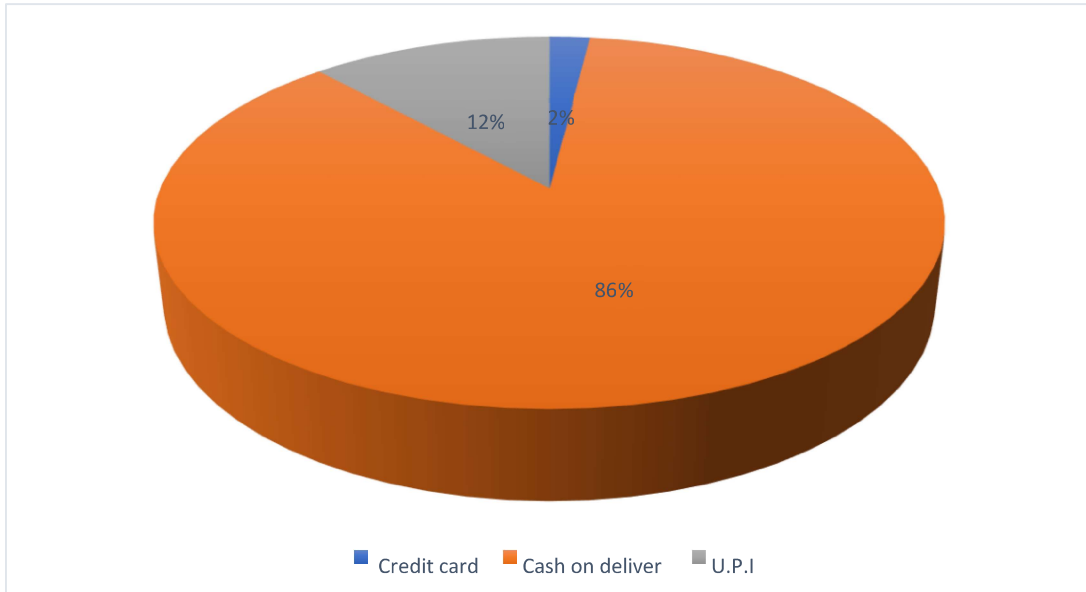


Fig 2.18

Table 2.19 what is the biggest challenge you face with shopping online?

Table 2.19 indicates the biggest challenge face by the respondents with online shopping

Table 2.19 what is the biggest challenge you face with shopping online?

Particulars	Frequency	Percentage (%)
Slow checkout time	8	16
Lack of wanted products	23	45
Slow webpage response time	11	21
Others	9	18
Total	51	100

According to the aforementioned table, challenges were encountered by 45 percent of respondents owing to a lack of desired products, 21 percent of respondents as a result of a slow homepage response time, 18 percent as a result of other factors, and the remaining 16 percent as a result of a lengthy checkout process.

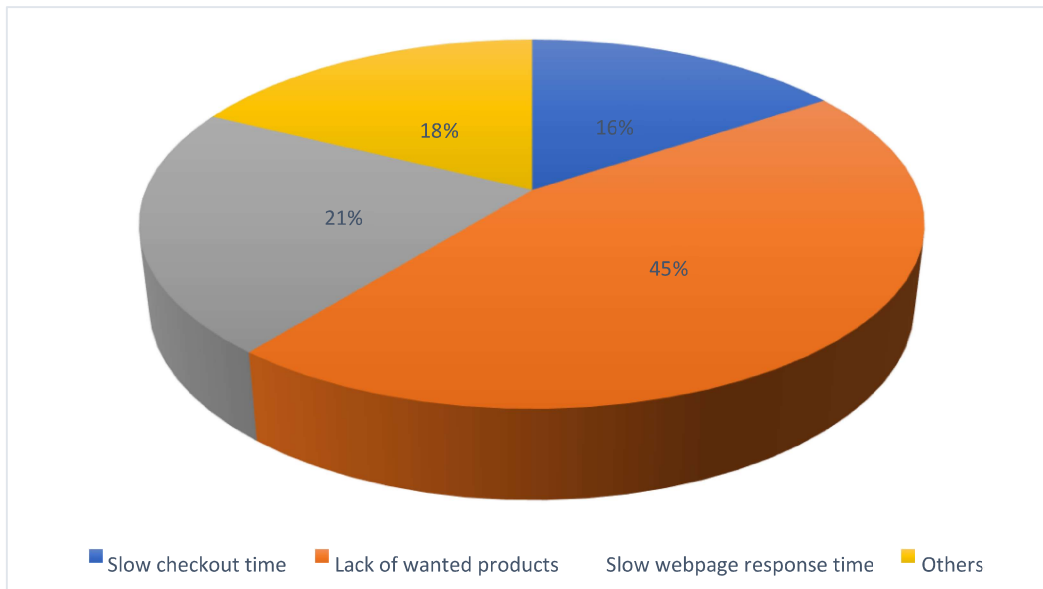


Fig 2.19

Table 2.20 your past experience with online shopping?

Table 2.20 indicates the respondents past experience with online shopping.

Table 2.20 your past experience with online shopping?

Particulars	Frequency	Percentage (%)
Highly satisfied	5	10
Satisfied	29	57
Neutral	17	33
Dissatisfied	-	-
Highly dissatisfied	-	-
Total	51	100

According to the aforementioned table, 57% of respondents expressed satisfaction with their prior online purchasing experiences, 33% expressed mixed sentiment, and 10% expressed extreme satisfaction.

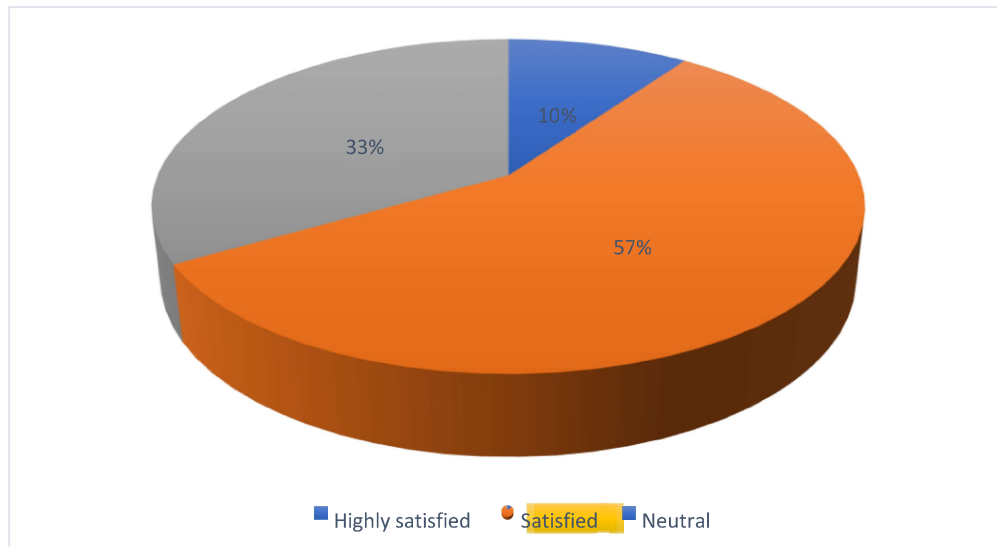


Fig 2.20

Table 2.21 would you recommend online shopping to non-online shopper

Table 2.21 indicates the respondent's recommendation on online shopping towards online shopper.

Table 2.21 would you recommend online shopping to non-online shopper

Particulars	Frequency	Percentage (%)
Yes	50	98
No	1	2
Total	51	100

According to the aforementioned table, 98% of respondents said they would suggest internet shopping to anyone who had never done it before, while the remaining 2% said they would not.

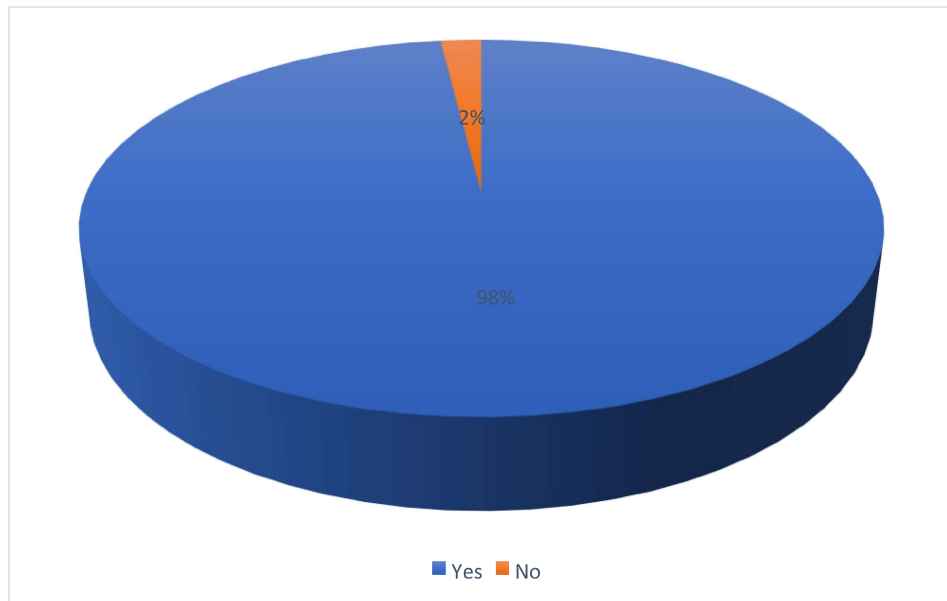


Fig 2.21

CHAPTER-III

RESULTS AND DISCUSSIONS

Major findings

This chapter finally highlights the findings of the study from the data collected from 51 respondents.

Demographic profile of the respondents

The demographic status of the respondents is one of the objectives that this research tried to find out.

- 53 per cent of the respondents are between 20-25 years of age and 23 per cent are between 15-20 and above 30 are 16 per cent and 8 per cent of the respondents are 2530 which indicates that online shopping is more influence on the youth than the older one.
- 36 per cent of the respondents were male and 64 percent are female which may indicates that female has more interest on online shopping.
- Most of the students are students having 74 percent of the 51 respondents, 16 percent are business person and 8 per cent are government service and 4 per cent were others
- 55 per cent of the respondents were under graduate, 21 per cent for HSLC/HSLC and 18 percent are post graduate and 6 per cent are others.
- 74 percent of the respondent sources of income are from Family/Parents, 14 percent of the respondent from Business, 10 percent of the respondent from Salaries/Employed and the remaining 2 percent of the respondent from other.

- 55 percent of the respondent Monthly income were above 1500, 28 percent of the respondent were Below 500, 11 percent of the respondents were 1000-1500 and the remaining 6 percent monthly income were 500-1000.

Buying preferences of the respondents

- 53 percent of the respondents prompt to shop online for the availability of different products, 19 percent for brand, 18 percent for service and the remaining 10 percent for other reason.
- Out of 51 respondent's 51 percent of the respondents are motivated to shop online on need, 29 percent respondents on mood and desired, 12 percent respondents during offer or promotion and 8 percent respondents at leisure.
- 75 percent of the respondents preferred to shop any time/no preferred time, 25 of the respondents at night.
- 49 percent respondents use internet per day, on an average for more than 5 hours, 33 percent respondents for 2-5 hours, 14 percent respondents for 1-2 hours and 4 percent for less than 1 hours.
- 59 percent of the respondents purchase things online when needed something, 33 percent respondents when it is convenient, 6 percent respondents once in a month and the remaining 2 percent respondents once a week.
- 80 percent of the respondents buying patterns of online shopping is to search online and buy online, 14 percent respondents to search offline and buy online and the remaining 6 percent respondents search offline and buy offline.
- 12 percent respondents prefer online shopping for the flexibility of price, 14 percent respondents prefer the saving of time, 16 percent respondents for home delivery, 19

percent respondents for the availability of price and 39 percent respondents for other reason.

- 51 respondents, 39 percent respondents mostly bought others items from online shopping, 25 percent respondents bought clothing, 12 percent respondents bought electronic, 10 percent respondents bought skincare, 8 percent respondents bought books and the remaining 6 percent respondents mostly bought food
- 74 percent of the respondents received their product at home, 14 percent respondent Collect from counters, 8 percent respondents received at work and the remaining 4 percent respondents received their products through friends.
- 73 percent of the respondents are satisfied with the delivery of the product, 23 percent respondents were highly satisfied, 2 percent respondents were Dissatisfied and the remaining 2 percent were highly dissatisfied.
- 70 percent of the respondents spent More than 1500, 14 percent respondents spent 1000-1500, 12 percent respondents spent 500-1000 and the remaining 4 percent spent Less than 500.
- 86 percent of the respondent prefer cash on delivery, 12 percent of the respondent prefer UPI method and the remaining 2 percent respondent prefer Credit Card.
- 45 percent of the respondents faced challenge due to Lack of wanted Products, 21 percent of the respondents due to Slow webpage response time, 18 percent due to other reasons and the remaining 16 percent due to slow checkout time.
- 57 percent of the respondents were satisfied towards their past experience with online shopping, 33 percent of the respondents were neutral and the remaining 10 percent of the respondents were highly satisfied.

- 98 percent of the respondents would recommend online shopping to non-online shopper and the remaining 2 percent of the respondents would not recommend online shopping to non-online shopper.

The majority of the respondents are female and most of the respondents are in the age group of 20 - 25 which means that the youth are more interested in online shopping. And most of the respondents are students, indicating that online shopping are more influences to the students.

The study shows that most of the respondents are mostly prompt to shop online for the availability of different products and are motivated to shop online on need which shows that online shopping play a vital role in consumer buying behaviour.

Most of the responses of all 51 respondents are in a positive result that reveals that consumer prefer online shopping and would recommend online shopping to non-online shopper.

The main problem in influence of online shopping on consumer buying preferences are the respondents are affecting their buying behaviours by online shopping but the respondents are unwilling to spend a lot of money for different products, only few of the respondents allow to spend extra amount for product.

CHAPTER-IV

SUGGESTIONS AND CONCLUSIONS

SUGGESTIONS:

- ✚ The respondents prefer cash on delivery more because they worry that online payments lack security and credit card data may be compromised. Taking preventative measures to address these issues can boost customer confidence.
- ✚ Companies impose exorbitant shipping fees; it is suggested to them that they either cut these fees or offer free delivery of the product.
- ✚ Companies should inform customers of the return policy and process if a defective or incorrect product is delivered. Companies should simplify the return process and offer a returnable product.
- ✚ The majority of consumers who shop online tend to buy items for transient purposes. Therefore, it is advised that sellers concentrate on providing more guaranteed durable products.
- ✚ Although consumers have a basic understanding of online shopping, they are unable to put it into practise. Consequently, language becomes an obstacle. Creating regional language-focused websites would aid newcomers in expanding their knowledge as well as boost online sales.
- ✚ Most of the buyers of online shopping products is the nature of short term uses. Hence it is suggested that the sellers can concentrate on offering more of durable products with guarantee.

CONCLUSIONS:

The effect of online reviews on consumers' purchasing decisions is covered in this essay. Through this study, we discovered that consumer product purchases have a close relationship with customer reviews, and that these reviews significantly influence online word-of-mouth. Online evaluations, which are an essential component of the purchasing experience, may be just what a potential consumer needs to move them from contemplation to purchase. It has also been observed that valuable information regarding a certain product offered through reviews can help to minimise the consumer's perceived risk and will boost the customer's buy intention and behaviour through reviews and will stimulate the customer's purchase intention and behaviour.

The study has allowed us to draw the conclusion that different client behaviours exist when it comes to online buying. When it comes to attitudes and purchases, various consumers behave differently. Aspects such as psychological, social, economic, personal, and cultural factors all have an effect on how consumers choose what products to buy. Online shopping offers advantages in terms of price, selection, quality, convenience, and more.

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QUESTIONNAIRE:

A STUDY ON CONSUMER BEHAVIOUR TOWARDS ONLINE SHOPPING

Greeting!

I am lalmuanawmi, B.Com 4th semester student from Higher and Technical Institute, Mizoram. I am conducting a survey on the topic of “Consumer behaviour towards online shopping”, as a part of my project work. I would be grateful if you could spare me some of your time to attempt the following question. THANK YOU

Personal information Age:

15-20	20-25	25-30	Above 30

Gender:

Male	female	Prefer not to say

Occupation:

Government service	Business person	student	other

Qualification:

HSLC/HSSLC	Under graduate	Post graduate	other

Sources of income:

Family/parents	business	Salaries/employed	other

Monthly income:

Below 500	500-1000	1000-1500	Above 1500

Consumer preferences towards online shopping

What prompt you to shop the desired product on online:

Brand	Service	Availability of product	other

When will you shop online (motivation) :

At leisure	During offers/promotion	On need	Mood/desired	other

What is your preferred time for online shopping:

morning	afternoon	night	Anytime/no preferred time	other

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How much time you use internet per day, on an average:

Less than 1 hour	1-2 hours	2-5 hours	More than 5 hours

How frequently do you purchase things online:

Once a week	Once a month	When it is convenient	When I need something

What is your buying patterns of online shopping:

Search offline and buy online	Search online and buy online	Search offline and buy offline

Why do you prefer online shopping:

Flexibility of price	Saves time	Home delivery	Availability of products	other

Which items do you buy the most:

Clothing	Electronics	Books	Skincare	Food	Other

--	--	--	--	--	--

How the delivery of the product is done usually:

At work	At home	Through friends	Collect from counters

The delivery of the product:

Highly satisfied	satisfied	dissatisfied	Highly dissatisfied

How much have you spent for online shopping in past year:

Less than ₹500	₹500 - ₹ 1000	₹1000 - ₹1500	More than ₹1500

Which payment method do you prefer for online shopping:

Credit card	Cash on delivery	UPI	Bank transfer	other

What are the biggest challenges you face with shopping online:

Slow checkout time	Lack of wanted products	Slow webpage response time	other

Your past experience with online shopping:

Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied

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Would you recommend online shopping to non- online shopper:

Yes	No