

“A Study Based On Behaviour And Satisfaction Of Customers To Towards Online Shopping”

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ABSTRACT

A web-based ordering system that lets consumers place orders for products and services from a physical business that also accepts online payments. The online store will provide the consumer the order deadline and the time frame in which they may expect to get their merchandise. Orders placed before the system's cutoff time will be processed. When the item is chosen and delivered, the online retailer completes the credit card transaction. Hence, the website allows order adjustments. Pickers determine which orders to complete, and clients get service window alternatives based on their orders and service preferences. When placing an order, many websites provide a "virtual shopping cart" to store the products you've chosen to buy. A customer's virtual shopping cart accumulates merchandise as it is picked for purchase. Customers have unlimited access to their online shopping carts and have the freedom to modify or remove items at any moment. When a buyer is ready to put in an order, they may print off their virtual cart to have a physical record of everything they want to buy.

INTRODUCTION

Internet has fast become a worldwide phenomenon, and its impact on the retail industry is profound. In order to compete in today's global economy, many businesses have begun to use the Internet as a means of decreasing their marketing budgets and, in turn, the prices at which they provide their goods and services. Businesses now rely heavily on the Internet for everything from marketing and customer service to internal communications and the dissemination of information. Consumers will research a product's pricing, features, and after-sale support all before making a purchase decision, all thanks to the convenience of shopping online. The future of internet commerce is exciting to many analysts. The Internet not only presents a huge opportunity for businesses to get into the expanding E-commerce sector, but also to more effectively communicate with their current and future clientele. It shouldn't lose faith only because most of the online transaction income originates from B2B. Researchers and professionals in the field of electronic commerce are always trying to learn more about online shopper habits. As the industry of online shopping grows, so do the number of studies attempting to explain the habits of online shoppers.

SHOPPING ON THE INTERNET IN INDIA

The 20th century's biggest event was the Internet's inception and expansion. India's e-commerce industry has grown from its early 2000s start, when one could buy and sell only the most expensive goods. Businesses rely heavily on the Internet to showcase their offerings to customers throughout the world and expand their customer base. Online shopping is only one way computers and the Internet have transformed everyday living. Online businesses have revolutionized shopping. Online purchases include digital cameras, mobile phones, MP3 players, video games, cinema tickets, train tickets, and airline tickets. Internet shopping's ease, mobility, and security attract consumers. Online purchases in India will skyrocket. Cities are full with wealthy 18–40-year-olds.

The Growth of Online Shopping in India and the Factors That Drive It

- The explosion of cybercafés in the country of India
- Information Availability
- The rising tide of computer users
- Get access to online resources with broadband

The number of people in the middle class who can afford to do so is increasing. Over 200 million people in the world's population are in the middle class and have disposable income. These individuals have little spare time for retail therapy. They increasingly rely on the internet to fulfill their buying needs.

A FEW STATISTICS ABOUT ONLINE RETAILING

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- According to IAMAI, by 2016, there will be 300 million internet users in India 25% of India's regular customers are 18–25, while 46% are 26–35.
- The online matrimony industry in India is a \$230 million business.
- Although e-commerce as a whole is increasing at a pace of 28% per year, in India, a younger market, experts predict that it will expand at a rate of 51% per year.
- Following the rest of the world, Indians have recently taken to internet retail. The Internet and Mobile Association of India expects Indian internet revenues to exceed \$750 million by March 2016. (IAMAI). Up from \$11 million in 1999-2000.

A RADICAL REFRAMING OF PRECONCEPTIONS ABOUT ONLINE RETAIL

Despite the proliferation of shopping centers, more and more consumers are opting to do their shopping online. And not just a handful. Modern consumers are more discerning and may easily get alternatives in today's market. The internet plays a crucial role in raising consumer awareness. Those who have the convenience of shopping online will likely join the growing ranks of internet users. It was unexpected that Indians would embrace online shopping to such an extent. Purchasing tickets, tours, and even media like books and films online seems to be safe.

SUPPLIED BY SNAPDEAL.COM PRODUCT CATEGORIES

- Electronics (Mobile) & Parts
- Clothing for Both Sexes
- Timepieces, Luggage, and Extras
- Cameras & Electronics
- Computers and Related Devices
- Fragrances, Cosmetics, and Health
- Jewelry
- Literature and film
- Footwear
- Furniture, Decor, & Electronics
- Baby Stuff, Children's Stuff, and Playthings
- Activities of Interest
- Package Vacations
- Fun and Exciting Activities

Privacy Statement, Website Terms of Service, and General Terms of Sale, The following terms and conditions make up the "User Agreement" between you and us: The purchase and usage of the coupons/vouchers is governed by the "Terms of Sale." Access to and use of the Website are governed by these Terms of Service.

LITERATURE REVIEW

Sharma and Mittal's 2009 report "Prospects of e-commerce in India" notes that the Ecommerce sector in India is expanding rapidly. Online shopping in India has boundless potential, given the country's massive population. The term "e-commerce" is now part of everyday vernacular in Indian culture. Many services and products may be found on the internet. Then there are some that sell a product and all the accessories that go with it. These Indian e-commerce sites include products and services from many different industries. Clothing and accessories for both sexes, medicine and cosmetics, literature and periodicals, hardware and software for personal computers, automobiles and other transportation modes, home and kitchen appliances, jewelry, movies and music, and other forms of entertainment and gifts are just a few examples.

Construction and real estate. To paraphrase what Ramrez Nicolas (2010) says, "The Internet has changed many aspects of our daily lives: the way we relate and communicate with one another; the way we interact with a bank; the way we read a newspaper or watch television; and the way we buy and sell."

Unlike Yahoo! and Google. Due to these benefits, discount coupon use is rising. According to Donald Rogan, consumer behavior and marketing methods increase client purchases (2007).

Vrechopoulos et al. (2001) observed that most online buyers were under 35. Internet merchants have great potential with young people. Dholakia and Uusitalo (2002) explored how Internet sellers' easiness affected consumers' choices.

REASON FOR THE STUDY

This study provides insight into the most important considerations and influences of Internet shoppers.

The goals of the research are as follows:

- The goal is to analyze how people purchase online.
- To investigate what drives people to buy things online.
- To investigate what factors contribute to a positive online buying experience for consumers.
- The goal of this study is to determine whether people would rather purchase online or in traditional shops.

The Study's Purview

Millions of internet users are potential customers for online retailers. Yet, as Internet-related technologies evolve rapidly, any firm seeking to benefit from online product sales must be attentive in its pursuit of competitive advantages.

CONCEPT OF THE STUDY:

The goal of the methodology is to develop the method used to conduct the research, which includes the study's overall layout, sampling strategy, data collection approach, and analytic steps.

Research in marketing include the methodical collection, coding, and analysis of data pertaining to issues in the marketing of products and services.

To help company leaders make the best decisions possible when confronted with difficult or lucrative possibilities, marketing research is conducted.

There are two main categories of research: exploratory and conclusive. Each has its own strengths and limitations and certain criteria that must be met in order to be the most appropriate approach to a given topic.

1. The Design of an Exploratory Study:

It may be broken down into three subparts: establishing the primary issue, identifying the key factors, and identifying the various alternative solutions. This kind of research is also known as qualitative research.

Evidence-Based Medicine: —

Quantitative research is meant to aid executives in making decisions, thus its other name.

A marketing executive's choice is made after considering a variety of potential courses of action, some of which may be very limited in number while others may seem almost unlimited.

Exploratory studies need a flexible design like the "Descriptive Research Design" since the general research topic is refined into a more specific one, which may require adjustments in research technique to acquire relevant data.

STUDY:-

Consumers' inclination toward and contentment with online purchasing.

ANALYSIS:-

The units included in the sample are all located in the Greater Noida region.

Size of a Sample:

One hundred samples were obtained.

Method of Sampling

This experiment employed random sampling, also known as probability sampling, to ensure that all population members had an equal chance of being included in the sample and subsequent samples.

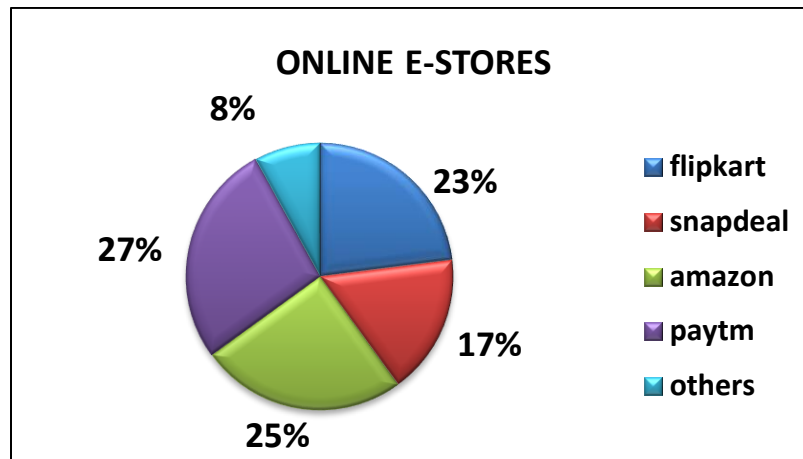
Analyzing the Data

The majority of the data analysis came from information provided by the consumers. Data collected from secondary sources is also analyzed using one specific metric. Both primary and secondary sources of data were analyzed qualitatively.

USED STATISTICAL TOOL:

The primary statistical methods used in this study for data collecting and analysis are:

Circular Graphs



Based on the data presented, we may infer that 23% of online shoppers go to Flipkart, 25% to Amazon.com, 17% to Snapdeal for cheap prices, 27% to Paytm, and the remaining 8% to other sites.

INFORMATION GATHERING PRODUCTION OF DATA:-

This project relied heavily on the input of Greater Noida residents, who provided the vast majority of the data used in its development.

METHODS DATA COLLECTION:

PRIMARY DATA:- Primary research makes use of real-time information to forecast the future of the market. The most common forms of primary data collection are surveys, interviews, and focus groups because of the transparency they provide between businesses and their prospective clients.

Secondary research is a way to repurpose previously gathered data to make decisions on how to enhance an existing service or create a whole new one.

Periodicals, Newspapers, and Websites

Businesses may benefit from both primary and secondary data, but these two types of information may not always be comparable.

CONCLUSION

Because of rising Internet access, convenient one-click ordering, and doorstep delivery, more Indians than ever are choosing to do their holiday shopping online. Although consumers have some of the responsibility for their own lack of knowledge, businesses may mitigate this risk by providing more user-friendly resources in-store such laptops and Internet kiosks. Not everyone will end up making all of their purchases online, but at least more people will know that option exists. In addition to the above, there has to be an effort made to teach people how to properly make purchases via the Internet. Moreover, a customer's feedback posted online may reveal service gaps. Blogs and online communities may help with this since they can be used for both advertising and

marketing purposes, as well as to collect customer feedback. E-marketers have difficulty converting infrequent online consumers into loyal customers despite good website design and reassurances of consistent service, as I've seen. Hence, there are more concerns with internet shopping than advantages. There is yet to be a universal standard for the quality of items sold online or the methods used to provide services. The buyer is at greater risk of fraud unless the same is done.

RECOMMENDATIONS & SUGGESTIONS

Based on my investigation into this matter, I have a few recommendations, which I have outlined below: Firstly, Because online shoppers aren't often aware of all the fees associated with their purchases, I think it's important for businesses to make the payment process as transparent as possible. So, there has to be price transparency between online stores and their customers. In addition to protecting consumers from fraud, online retailers raise consumer awareness of the generally safe nature of Internet buying. Money transactions also need to be sped up so that customers don't have to struggle too much while making purchases; if they do, they're less likely to come to our site in the first place.

To encourage repeat business from their clientele, internet stores must provide a greater variety of discounts and specials.

The following are some recommendations for online retailers to implement:

* Lower pricing * Cash back offers

Transactions are quick, and the emphasis is on happy customers.

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