A Study on Online Shopping Behaviour

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ABSTRACT

The purpose of the study is to evaluate the consumer behaviour in online shopping. This study was conducted with due reference of certain theoretical background. Living area, price and service are major influencers in online shopping. Data has been validated with analytical tools and founded that there is an increasing trend in online shopping for their comfort and it is also evident that the living area influences the mode of shopping.

I INTRODUCTION

E-commerce or electronic commerce is very popular in this digital era. The process of buying and selling of products or services easily can be done via the Internet. For many of us, E-commerce become an important platform to carry out daily tasks, like online payment and online shopping. Nowadays, people never thought to live without E-commerce. A day without E-commerce would be complicated, inconvenience and impossible. E-commerce, is not to show our luxurious lifestyle but become as a necessity for many of us. In Malaysia, E-commerce development especially from the year 1998 to 2009 were not achieved many important milestones. There were few e-marketplaces, online shopping sites, online payment websites, logistic and other service providers entered the E-commerce industry. The significant ones are the launch of Lelong, Air Asia and the introduction of online payment getaway companies. However, since 2011 and onwards, E-commerce has started to kick start in Malaysia. In line with the advancement of Internet and smartphones, many companies from various industries grabbed the opportunities to start E-commerce. It is notable that there are many online shopping platforms were created in 2015. As time goes by, many new categories were emerged

in the digital marketing .

1.1 Online Shopping

Online shopping was a type of electronic commerce . It allows consumers to buy products or services directly from internet retailers using mobile devices such as computers, smartphones and tablets. In recent years, people can shop easily through internet. They might feel pleasure and convenient when they purchase products through online. Everyone was capable to click or tap on the website to browse on their favorite online shops. They can select, compare and buy their favorable products in just a few minutes. According to the latest statistics revealed in , overall 83% of people in Malaysia have shopped online where men aged 36 years old shopped 1.5x more than female in the same age group. Meanwhile, the non-online shoppers (17%) said "Yes" to shop in the next 12 months. The married couples are 2x more likely to give a try to online shopping than singles. In terms of frequency, 59% Malaysian online shoppers shop online at least once in a month or more frequently. Most of the shoppers (80%) shop on their smart phones. This might be due to the high entrance of smartphone and tablets to the market . The improved features of smartphones and tablets make online shopping become easier and more convenient without the needs of desktop computer which is unmovable to other place. Furthermore, a survey done by indicated that the top three online shop in Malaysia were MYNTRA, Groupon and AJIO. About 34% of the Malaysian's shopped from MYNDRA. Lazada is selling varieties of products across many categories. This make AJIO.

1.2 Developed An Online Shop

Stand on top compared to other online retailers. There were 19% used Groupon to purchase coupons and cash vouchers with a good deal for money that paid. While, Expedia is listed as preferable website for travelers (8%). This website provides consumers the service of booking hotels, flight tickets and car rental. The consumers could do booking before travelling. The online shops that sell bags, accessories, home & living, electronic and others including Ensogo (7.2%), Rakuten (6%) and Shoppe panda (5.1%), each shop had occupied below 10% among the favorite online shops in Malaysia. This might be due to too many similar shops that sell almost same products. Moreover, retailers also take opportunity to promote their products in social media such as Facebook and Instagram. Hence, consumers have more choices to buy this category of items from various online retailers. In the category of food delivery, consumers chose Foodpanda (1.5%)

as the best delivery service provider.   It can be concluded that Malaysians more knowledgeable and equipped with ICT information. Internet business will never ends with the existence of ICT. It added value in the customer service because customers can make transactions regardless of time and place barriers. Transactions can be done anytime, without any limit. In fact, this will become a trend in today's modern lifestyle. In accordance with the present life, especially for working people, time for shopping is very limited. Therefore, the e - commerce is a major option to purchase goods or services.

Unlike a physical store, all the goods in online stores described through text, with photos, and with multimedia files. Many online stores will provide links for much extra information about their product. On the other hand, some online consumers are an adventurous explorer, fun seeker, shopping lover, and some are technology muddler, hate waiting for the product to ship. Consequently, online consumer behavior (user action during searching, buying, using products) became a contemporary research area for an increasing number of researchers to understand this unique nature of online shopping.

The primary goal of a business is to offer product and services that best serve their consumer needs. A business which fulfills the customer needs with satisfaction very well is more successful than its competitors as satisfied buyers tend to make a repetitive purchase. Moreover, in Bangladesh, online shopping has been evolving fast and has the potential to grow exponentially in time to come, as Internet penetration reaches far and wide across the rural areas. However, it is also true that Bangladeshi people are traditionally conservative in their approach to shopping due to modernization and fast-paced life, dependence on online shopping will increase. Thus, the purpose of this study is to understand the consumer behavior towards online shopping, their liking, disliking, and satisfaction level.

OBJECTIVE OF THE STUDY

This project is based on the comparative study consumer preference towards Hero. Objectives of the study are:

1. To study demographic profile of online shopping terms.
2. To study factors affecting services in online shopping.
3. To study most widely used online shopping services of the E-digital.
4. To study on enhanced the customer satisfaction level in customer satisfaction.

II REVIEW OF LITERTURE

From the project thesis and analysis journals area unit taken for the literature review. The investigator and author area unit recommend and known new ideas. This project took this all contents for this analysis

Salini Devi Rajendran (2018) The delivery service is related to the ability and capability of the supplier to deliver merchandise to a consumer's based on the desired lead time. It is imperative as it will lead to the consumer's happiness and loyalty. Thus, the effective planning and proper strategy are mandatory to ensure the desired merchandise can be delivered on time.

SitiNoridaWahab (2019) One of the vital elements in the E-commerce environment is the effectiveness of the merchandise coordination in meeting the consumers demand. A success of E-commerce business is depending on how competence the supplier may deliver the merchandise regardless of consumer's location. Therefore, it is crucial to ensure the required merchandise can safely deliver to the consumer's location without any postponement due to ineffectiveness of delivery service.

Yeow Way Ling (2018) postponement may negatively affect the Ecommerce business performance. Hence, the to stand on top compared to other online retailers. There were 19% used Groupon to purchase coupons and cash vouchers with a good deal for money that paid. While, Expedia is listed as preferable website for travelers (8%). This website provides consumers the service of booking hotels, flight tickets and car rental.

Lim Shin Yun (2019) The consumers could do booking before travelling. The online shops that sell bags, accessories, home & living, electronic and others including Ensogo (7.2%), Rakuten (6%) and Shoppeepanda (5.1%), each shop had occupied below 10% among the favorite online shops in Malaysia.

SD Rajendran (2017) This might be due to too many similar shops that sell almost same products. Moreover, retailers also take opportunity to promote their products in social media such as Facebook and Instagram. Hence, consumers have more choices to buy this category of items from various online retailers. In the category of food delivery, consumers chose Foodpanda (1.5%) as the best delivery service provider.

SN Wahab (2020) Online shopping was a type of electronic commerce . It allows consumers to buy products or services directly from internet retailers using mobile devices such as computers, smartphones and tablets. In recent years, people can shop easily through

internet. They might feel pleasure and convenient when they purchase products through online. Everyone was capable to click or tap on the website to browse on their favorite online shops. They can select, compare and buy their favorable products in just a few minutes.

YW Ling (2021) According to the latest statistics revealed in , overall 83% of people in Malaysia have shopped online where men aged 36 years old shopped 1.5x more than female in the same age group. Meanwhile, the non-online shoppers (17%) said "Yes" to shop in the next 12 months. The married couples are 2x more likely to give a try to online shopping than singles.

MC Chen (2019) In terms of frequency, 59% Malaysian online shoppers shop online at least once in a month or more frequently. Most of the shoppers (80%) shop on their smart phones. This might be due to the high entrance of smartphone and tablets to the market . The improved features of smartphones and tablets make online shopping become easier and more convenient without the needs of desktop computer which is unmovable to other place.

Maryam Abdirad (2019) Reverse logistics is a process of moving goods from downstream to the upstream due to disproportionate criteria from the consumer's perspective. Reverse logistics also refer as aftermarket transaction. Due to the difficulties in reverse logistics processes, 85% of the consumer prefer not to constantly perform an online shopping.

Krishna Krishnan (2021) Approximately every post-purchase online shopping required a reverse logistics service due to so many reasoning which includes damage or defect merchandise, merchandise that not meet consumer inclination and many more reasons. Eretailer who are competence in providing transcend reverse logistics service will result in almost 82% repurchase intention in online shopping . Thus, it is paramount to ensure the completeness of the delivery service can be carry out so that any unnecessary or additional work required due to improper transaction can be avoided which at the end consumer satisfactory can meet.

(Hua and Cong, 2011)SCM, along with other industries, has been deeply impacted by the growth and development of information technology, and has seen significant growth in areas from the traditional supply chain to Electronic Commerce SCM (E-SCM). E-SCM refers to management in all the processes in the entire supply chain, such as planning and forecasting, procurement, inventory, production, logistics, sales and information, and other resources as well as customer satisfaction (CS) and service quality (SQ), which is achieved by means of e-commerce/information technology. E-SCM is the result of the integration of e-commerce and SCM,

Abdirad (2020) Researchers apply different names for E-SCM, for example, Supply

Chain 4.0, E-logistics or Logistics 4.0 which is derived from Industry 4.0 in the SCM .Industry 4.0 has had important effects on E-SCM (Ben-Daya et al., 2017;Valverde and Saadé, 2015). The growth of connected devices, the Internet of Technology (iot), cloud computing and big data in recent decades has caused world-renowned companies and economic institutions to invest heavily in this field and beyond to implement the most innovative facilities to gain more benefits and attract more customers

Krishnan(2020) the extant research on last-mile logistics (LML) models and consider LML's diverse roots in city logistics, home delivery and business-to-consumer distribution, and more recent developments within the e-commerce digital supply chain context. The review offers a structured approach to what is currently a disparate and fractured field in logistics.

IIIRESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

The research design is the arrangement of conditions for gathering and investigation of information in a way that intends to consolidate pertinence to the exploration reason with economy in technique. The examination configuration is the reasonable structure inside which inquire about is conducted; it establishes the plan for the gathering, estimation, and investigation of information.

3.1.1. RESEARCH PROBLEM

The topic deals with the study of online shopping with customer satisfaction The customer varies from brand excepting the online shopping experience purchase the things of quality and price. The complication had undergone to identify customer satisfaction.

3.2 RESEARCH METHODOLOGY

The methodology design used in this project is Analytical in nature the procedure using, which researcher has to use facts or information already available, and analyze these to make a critical evaluation of the performance. We have adopted the Survey Method. In order to carry out with our survey we took a sample of customer from **AJIO AND MYNTRA** asked them to fill up a Questionnaire that was designed in such a way that would help us analyze whether performance exist in their organizational framework and whether it has helped them and the organization as a whole or not.

3.3 SAMPLING DESIGN

This research is completely based on the description of the factors that influences the online shopping. It is basically valued on the various parameters which include various factors influencing online shopping behavior of the consumers and their demographic factors.

3.3.1 Sample Size

The sample size taken for the main study is 140.

3.3.2 Sampling Technique

Convenient Sampling Method is implemented to collect the primary data. The respondents for the purpose of this study are selected systematically. Convenience sampling is a type of non-probability sampling, which doesn't contain random selection of respondents. The opposite is probability sampling, where respondents are randomly selected, and each has an equal chance of being chosen.

3.4 DATA COLLECTION

In this study, the method used is secondary data. Secondary data means data already variable. I.e. They referred to data which have already been collected and analyzed. The data is collected from few annul reports and company's website.

3.4.1 Primary Data

The data which is collected from the published sources i.e., not originally collected of the first rime is called secondary data.   Here the secondary data is data collected from the company's brochures, pamphlets, catalogues and the website.

3.4.2 Secondary Data

- Performance and Potential Review form

- Reference Books

- Internet:

3.5 STATISTICAL TOOLS

For the purpose of analysis and interpretation, the data collected from the questionnaires were taken into consideration and analyzed using the following.

3.5.1 Percentage Analysis

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. Percentage Analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding, and to determine the percentage usually for data on profile (example: age, gender, income etc.)

% = f/n *100

Where,

% = percentage

F = frequency

N = number of cases

3.5.2 Chi -Square

The Chi-square test is intended to test how likely it is that an observed distribution is due to chance. It is also called a **"goodness of fit"** statistic, because it measures how well the observed distribution of data fits with the distribution that is expected if the variables are independent.

The **Chi-Square Test** is the widely used non-parametric statistical test that describes the magnitude of discrepancy between the observed data and the data expected to be obtained with a specific hypothesis. The observed and expected frequencies are said to be completely coinciding when the $\chi^2 = 0$ and as the value of χ^2 increases the discrepancy between the observed and expected data becomes significant. The following formula is used to calculate

Chi-square:

$$\chi^2 = \sum \frac{(O-E)^2}{E}$$

Where:

χ^2 = Chi Square obtained
$\sum$ = the sum of
O = observed score
E = expected score

3.6 LIMITATIONS OF THE STUDY

➢ The topic has been formulated by me and with the help of my mentor.

➢ I also have created the questions of the research as per the objectives.

➢ The unstructured data of the impact of digital technology on the business.

IV DATA ANALYSIS AND INTERPERATION

TABLE 4.1

Age Wise Classification Of The Respondents

AGE	NUMBER OF RESPONDENTS	PERCENTAGE (%)
20-30	40	30
31-40	30	30
41-50	25	25
>45	25	15
Total	**120**	**100**

Interpretation:

The table clearly depicts 30 percent of the age respondents belong to the age group of 20-30, 30 percent belong to 31-40 years, 30 percent belong to 41-50 years, 15 percent belong to >45 years.
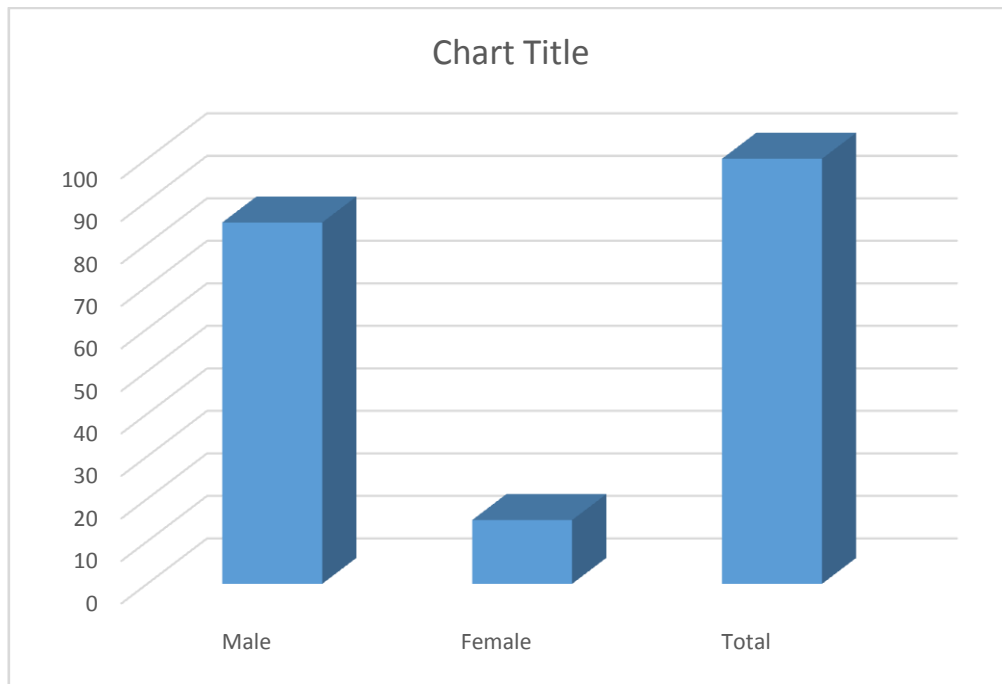
CHART 4.1

Age Wise Classification Of The Respondents

TABKE 4.2
Gender Wise Classification Of The Respondents

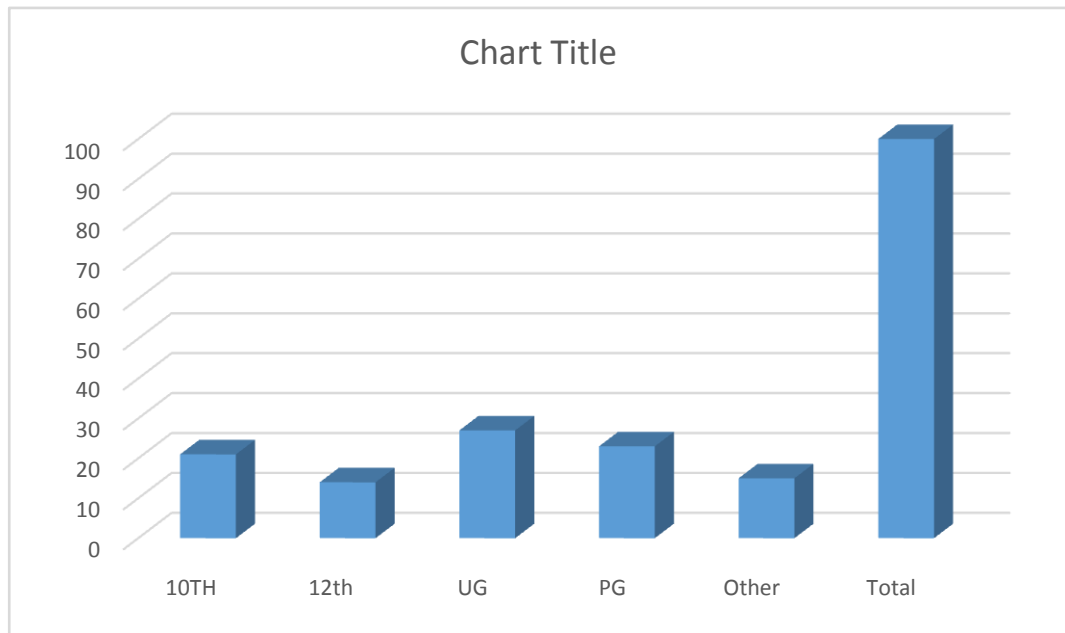| Gender	No. Of. Respondents	Percentage (%)
Male	105	85
Female	15	15
Total	**120**	**100**

Interpretation:

The table clearly shows that 85 percent of the respondents are male and 15 percent are Female.

TABKE 4.2

Gender Wise Classification Of The Respondents

TABLE 4.3

Education Wise Classification Of The Respondents

Education	No. Of. Respondents	Percentage (%)
10$^{\text{TH}}$	41	21
12$^{\text{th}}$	14	14
UG	27	27
PG	23	23
Other	15	15
Total	**120**	**100**

Interpretation:

The table clearly depicts 21 percent of the respondents belong to the 10$^{\text{th}}$, 14 percent belong to 12$^{\text{th}}$, 27 percent belong to UG, 23 percent belong to PG, 15 percent belong to Others.

TABLE 4.3

Education Wise Classification Of The Respondents

TABLE 4.4
MARTIAL STATUS

Marital status	No. Of. Respondents	Percentage (%)
Married	90	70
Unmarried	30	30
Total	**120**	**100**

Interpretation:

The table clearly shows that 70 percent of the respondents are married and 30 percent are unmarried.

CHART 4.4
MARTIAL STATUS

TABLE 4.5

Occupation Wise Classification Of The Respondents

Occupation	No. Of. Respondents	Percentage (%)
Private	50	30

Government	6	6
Self -employed	40	40
Other	24	24
Total	**120**	**100**

Interpretation:

The table clearly depicts 30 percent of the respondents belong to the private, 6 percent belong to government, 40 percent belong to Self-Employees, 24 percent Others.

TABLE 4.5
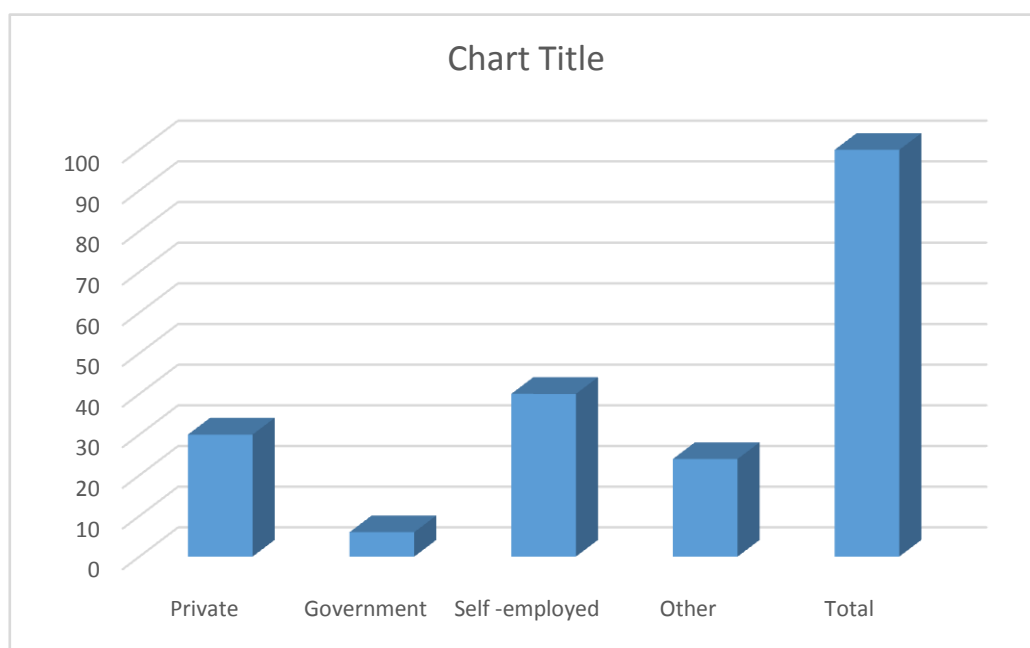## Occupation Wise Classification Of The Respondents

TABLE 4.6
Which Online Shopping website you mostly preferred

Particulars	No. Of. Respondents	Percentage (%)
Shopclues	40	30
Myntra	30	20
Ajio	40	40
Other	10	10
Total	**120**	**100**

Interpretation:

The table clearly depicts 30 percent of the respondents belong to the shopclues, 20 percent belong to Myntra, 40 percent belong to Ajio, 10 percent Others.

CHART 4.6
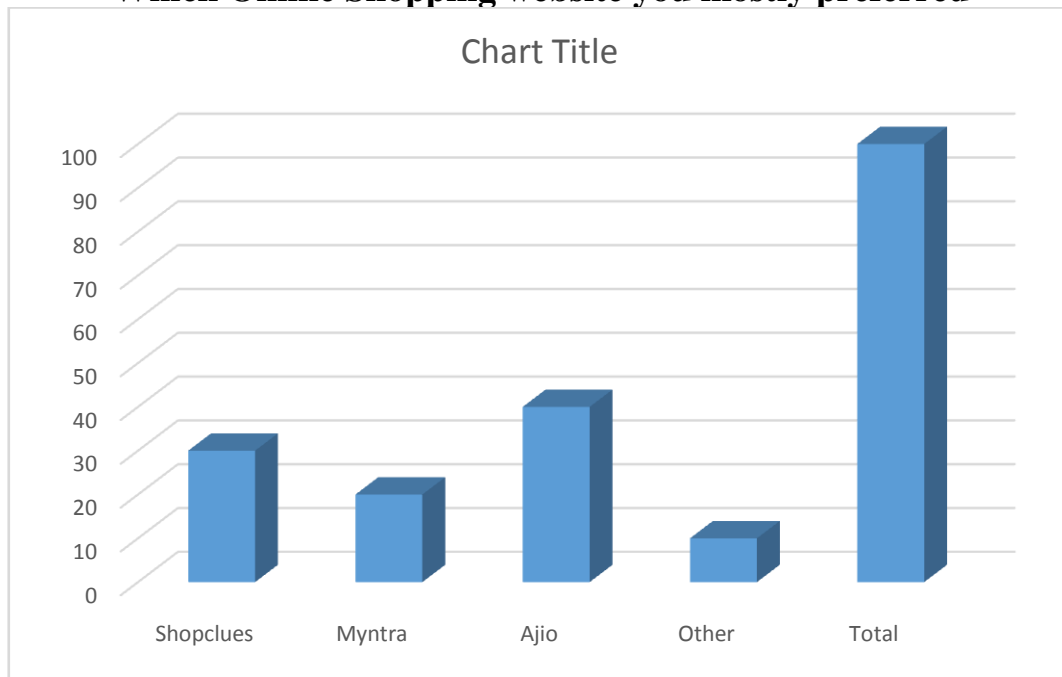### Which Online Shopping website you mostly preferred

Chart Title

TABLE 4.7
What payment method do you use in online shopping

Particulars	No. Of. Respondents	Percentage (%)
Credit card	25	25
Debit card	15	15
Netbanking	10	10
UPI	30	20
COD	40	30
Total	**120**	**100**

Interpretation:

The table clearly depicts 25 percent of the respondents belong to the Credit card, 15 percent belong to debit card, 10 percent belong to net banking, 20 percent UPI, then 30% says that COD.

CHART 4.7

What payment method do you use in online shopping
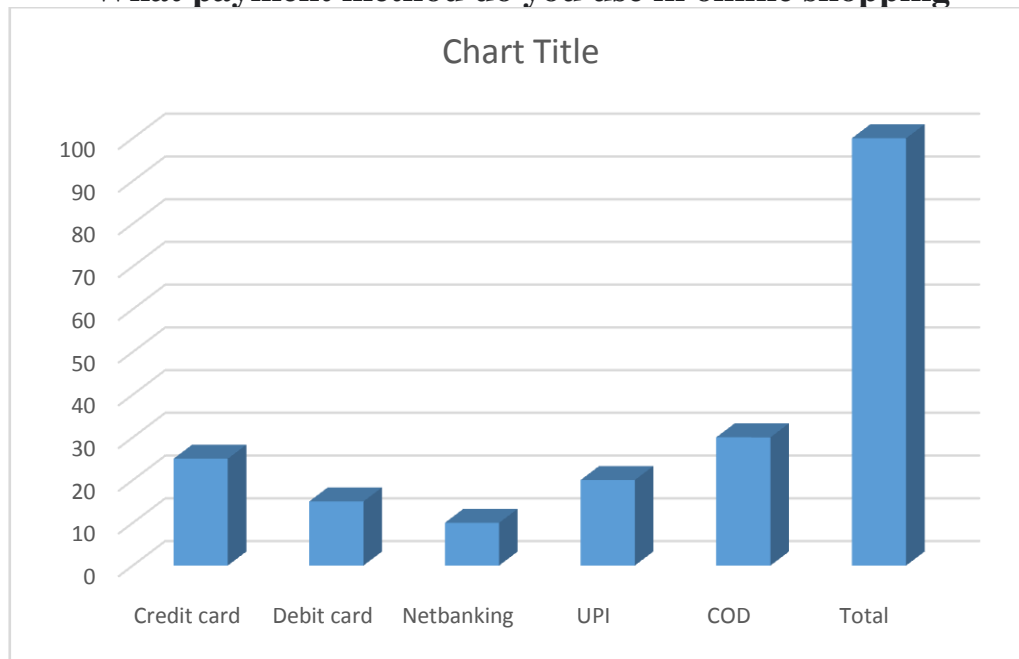
TABLE 4.8

You get on time delivery by shipping online

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	5	5
Agree	4	4
Neutral	55	45
Disagree	35	25
Strongly Disagree	21	21
Total	**120**	**100**

Interpretation:

The table clearly shows 5 percent of the respondents belong to the Strongly agree, 4 percent belong to Agree, 45 percent belong to net neutral, 25 percent disagree, then 21% says that strongly disagree.

CHART 4.8
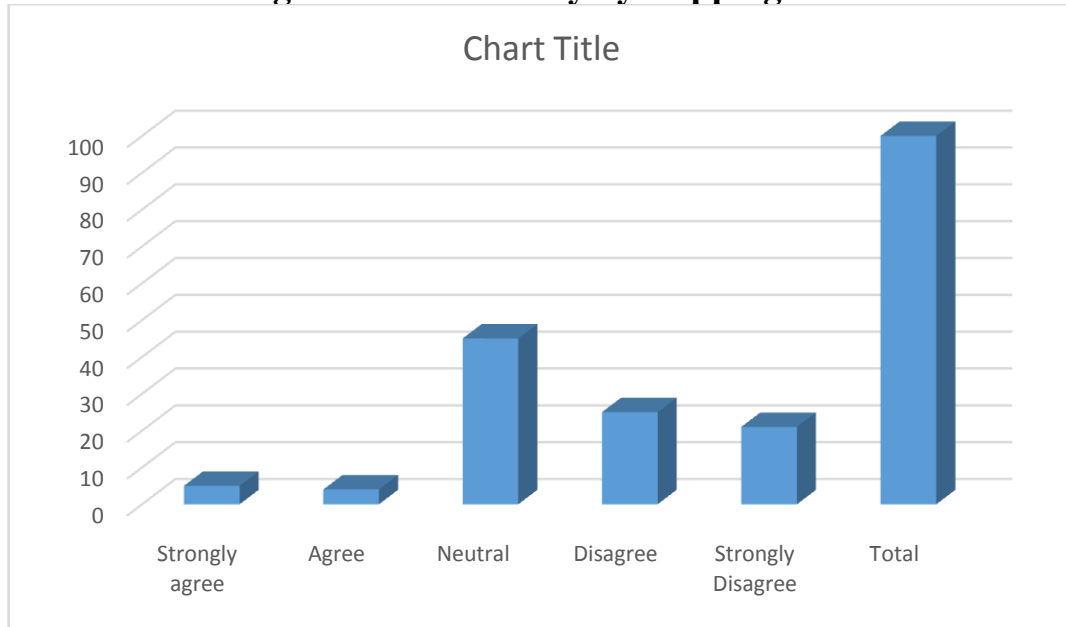
You get on time delivery by shipping online

TABLE 4.9

Detailed information is a available while shopping online

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	25	25
Agree	55	45
Neutral	31	21
Disagree	5	5
Strongly Disagree	4	4
Total	**120**	**100**

Interpretation:

The table clearly shows 25 percent of the respondents belong to the Strongly agree, 45 percent belong to Agree, 21 percent belong to net neutral, 5 percent disagree, then 4% says that strongly disagree.

CHART 4.9
Detailed information is a available while shopping online

TABLE 4.10
You prefer to buy form website that provide me with quality of information.

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	21	21
Agree	35	25
Neutral	45	45
Disagree	15	5

Strongly Disagree	4	4
Total	**120**	**100**

Interpretation:

The table clearly shows 21 percent of the respondents belong to the Strongly agree, 25 percent belong to Agree, 45 percent belong to net neutral, 5 percent disagree, then 4% says that strongly disagree.

CHART 4.10
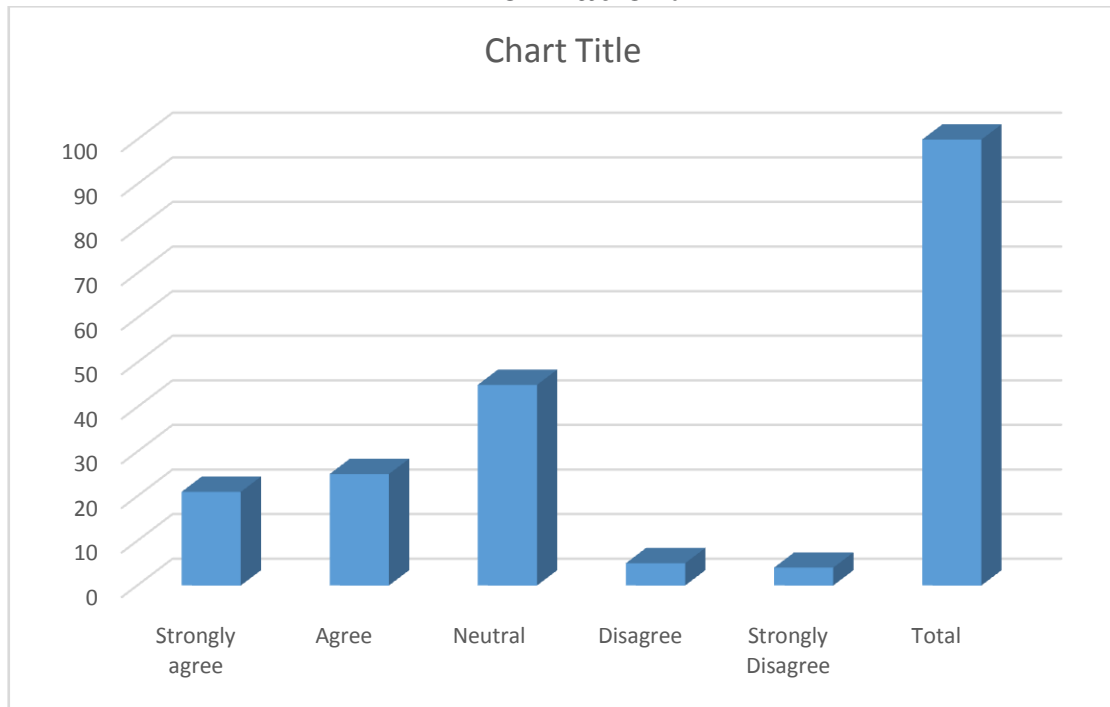## You prefer to buy form website that provide me with quality of information.

TABLE 4.11
A online shopping doesn't waste time

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	4	4
Agree	20	10
Neutral	36	26
Disagree	40	40
Strongly Disagree	20	20
Total	**120**	**100**

The table clearly shows 4 percent of the respondents belong to the Strongly agree, 10 percent belong to Agree, 26 percent belong to net neutral, 40 percent disagree, then 20% says that strongly disagree.

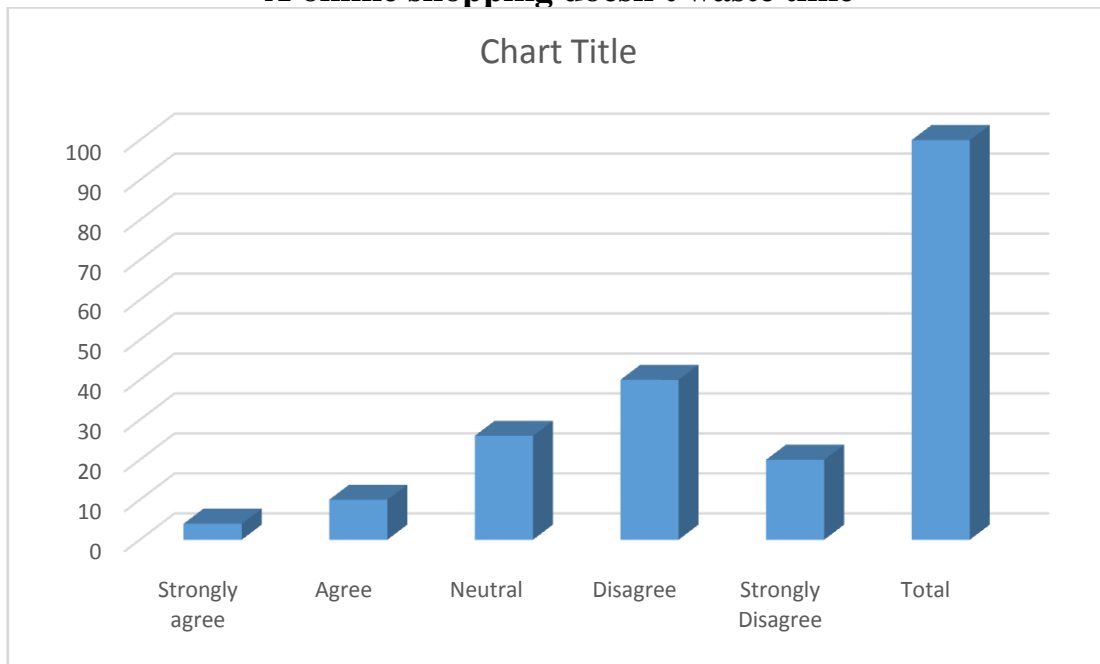## CHART 4.11

A online shopping doesn't waste time

TABLE 4.12

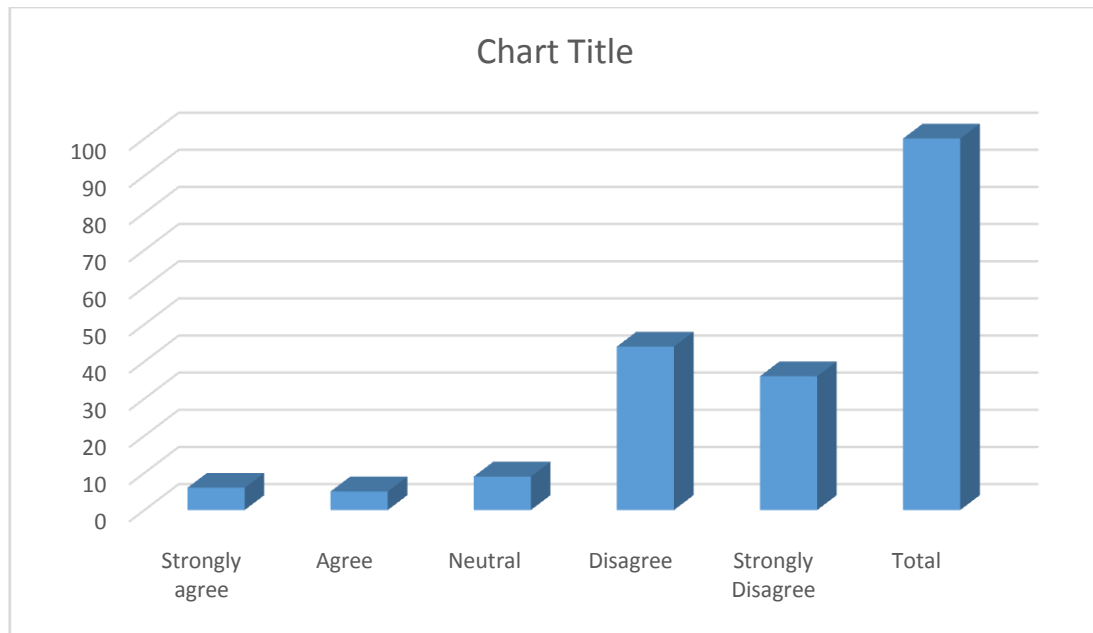### You can buy the product anytime {24hrs} a day while shopping online.

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	6	6
Agree	5	5
Neutral	9	9
Disagree	54	44
Strongly Disagree	46	36
Total	**100**	**100**

Interpretation:

The table clearly shows 6 percent of the respondents belong to the Strongly agree, 5 percent belong to Agree, 9 percent belong to net neutral, 44 percent disagree, then 36% says that strongly disagree.

CHART 4.12

You can buy the product anytime {24hrs} a day while shopping online.

TABLE 4.13
You feel that it takes less time in evaluating and selecting a product while shopping online.

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	7	7
Agree	47	37
Neutral	53	43
Disagree	5	5
Strongly Disagree	8	8
Total	**120**	**100**

Interpretation:

The table clearly shows 7 percent of the respondents belong to the Strongly agree, 37 percent belong to Agree, 43 percent belong to net neutral, 5 percent disagree, then 8% says that strongly disagree.

CHART 4.13
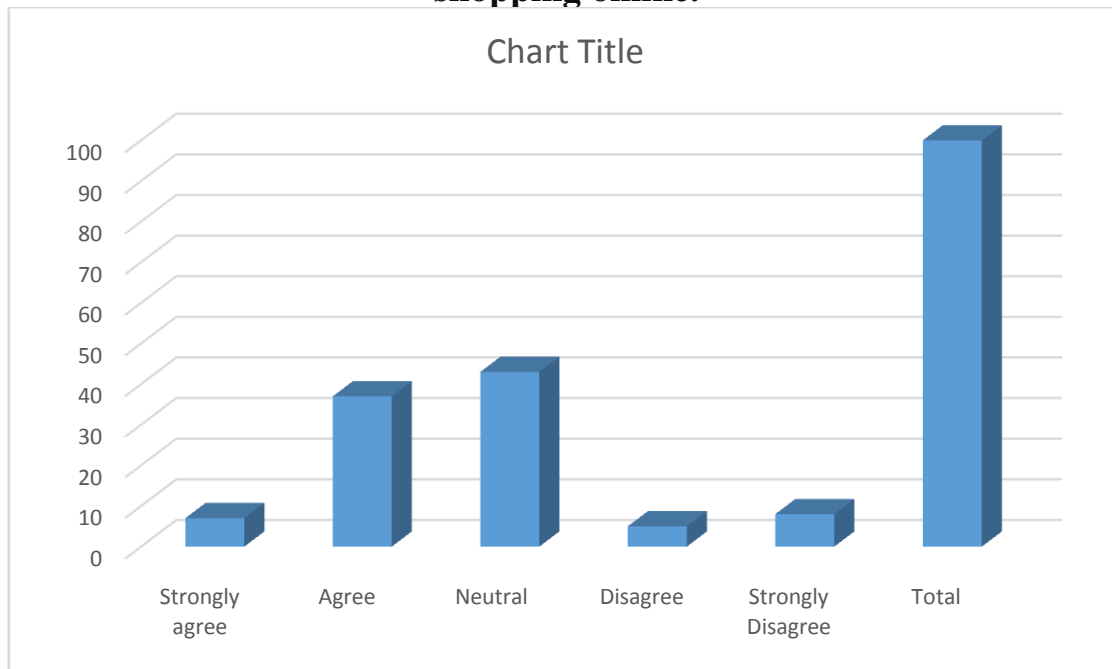**You feel that it takes less time in evaluating and selecting a product while shopping online.**

Chart Title

TABLE 4.14
You are able to view the tracking details at any time

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	3	3
Agree	37	37
Neutral	53	43
Disagree	19	9
Strongly Disagree	8	8
Total	**120**	**100**

Interpretation:

The table clearly shows 3 percent of the respondents belong to the Strongly agree, 37 percent belong to Agree, 43 percent belong to net neutral, 9 percent disagree, then 8% says that strongly disagree.

CHART 4.14
You are able to view the tracking details at any time

TABLE 4.15
It is easy to choose and make comparison with other product while shopping one.

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	9	9
Agree	45	35
Neutral	50	40
Disagree	5	5
Strongly Disagree	11	11
Total	**120**	**100**

Interpretation:

The table clearly shows 9 percent of the respondents belong to the Strongly agree, 35 percent belong to Agree, 40 percent belong to net neutral, 5 percent disagree, then 11% says that strongly disagree.

CHART 4.15
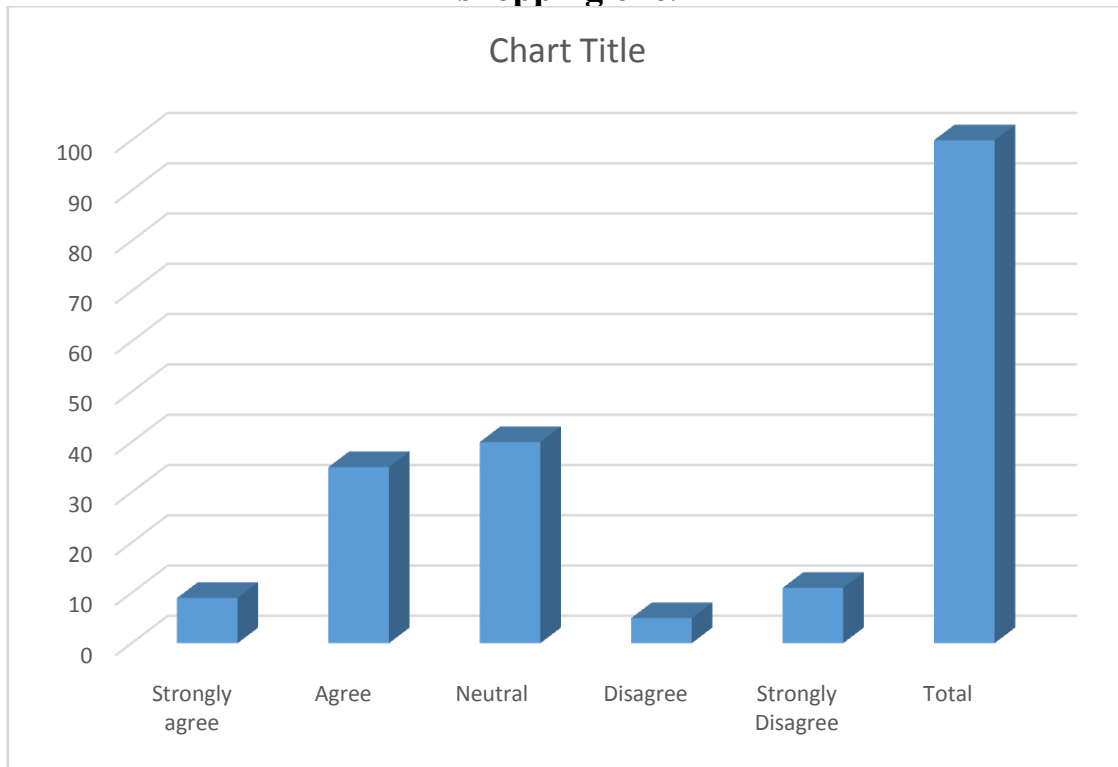**It is easy to choose and make comparison with other product while shopping one.**

TABLE 4.16
There are convenient apps to place order of product.

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	5	5
Agree	44	34
Neutral	50	40
Disagree	9	9
Strongly Disagree	12	12
Total	**120**	**100**

Interpretation:

The table clearly shows 5 percent of the respondents belong to the Strongly agree, 34 percent belong to Agree, 40 percent belong to net neutral, 9 percent disagree, then 12% says that strongly disagree.

CHART 4.16
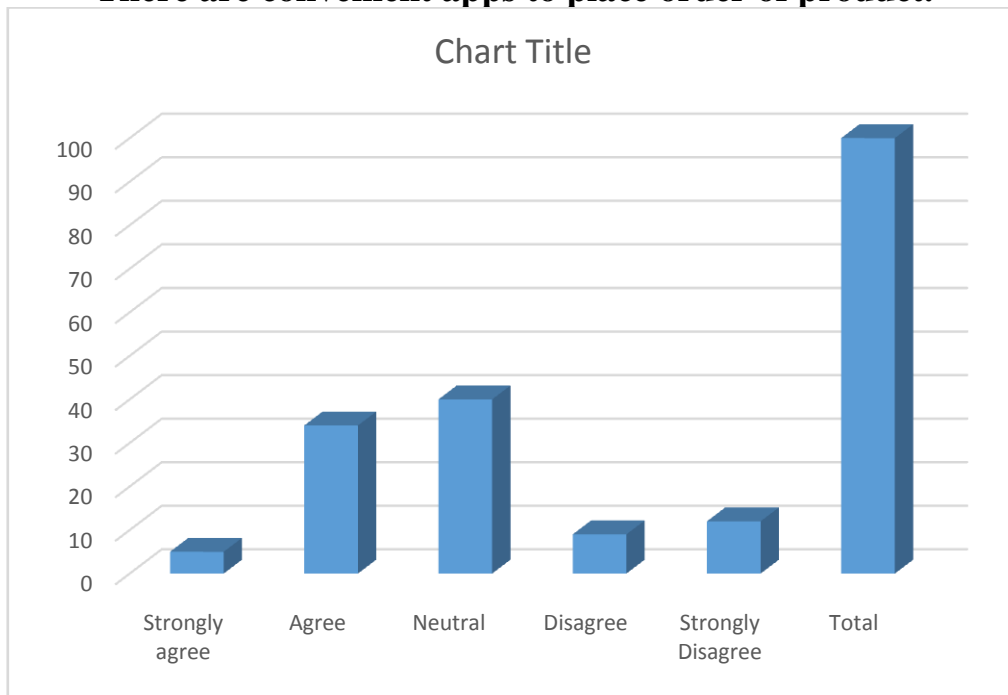**There are convenient apps to place order of product.**

TABLE 4.17
You feel safe and secure while shopping online

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	9	9
Agree	40	30
Neutral	50	40
Disagree	10	10
Strongly Disagree	11	11
Total	**120**	**100**

Interpretation:

The table clearly shows 9 percent of the respondents belong to the Strongly agree, 30 percent belong to Agree, 40 percent belong to net neutral, 10 percent disagree, then 11% says that strongly disagree.

CHART 4.17
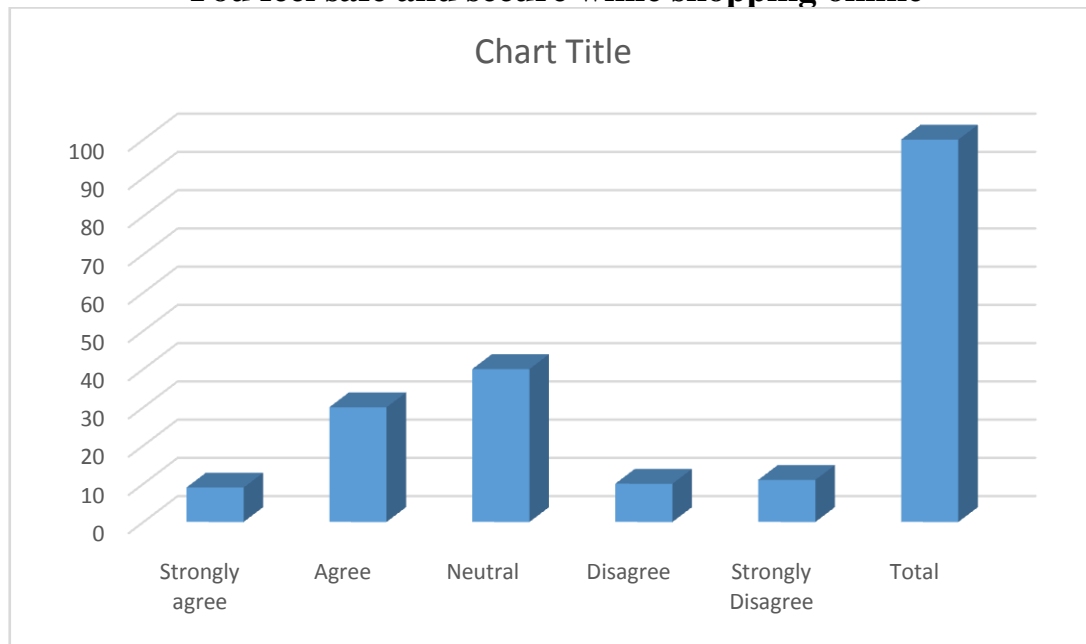## You feel safe and secure while shopping online

Chart Title

TABLE 4.18
You will feel prefer online shopping because online prices are lower than actual price

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	12	12
Agree	45	35
Neutral	40	30
Disagree	15	15
Strongly Disagree	8	8
Total	**120**	**100**

Interpretation:

The table clearly shows 12 percent of the respondents belong to the Strongly agree, 35 percent belong to Agree, 30 percent belong to net neutral, 15 percent disagree, then 8% says that strongly disagree.

CHART 4.18
You feel safe and secure while shopping online

TABLE 4.19
Not being able to touch a product is a one of the problem

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	31	21
Agree	35	25
Neutral	45	45
Disagree	5	5
Strongly Disagree	4	4
Total	**120**	**100**

Interpretation:

The table clearly shows 21 percent of the respondents belong to the Strongly agree, 25 percent belong to Agree, 45 percent belong to net neutral, 5 percent disagree, then 4% says that strongly disagree.

CHART 4.19
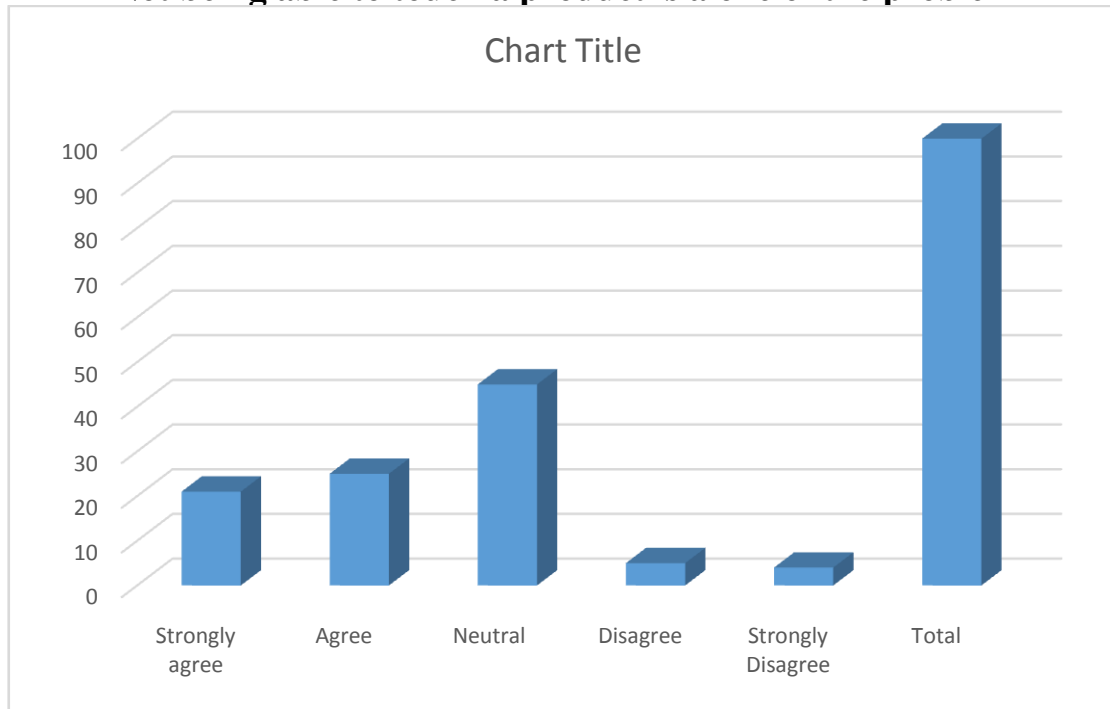## Not being able to touch a product is a one of the problem

TABLE 4.20
The difference between your expectation and the real product would influence your satisfaction

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	4	4
Agree	10	10
Neutral	26	26
Disagree	50	40
Strongly Disagree	30	20
Total	**120**	**100**

Interpretation:

The table clearly shows 4 percent of the respondents belong to the Strongly agree, 10 percent belong to Agree, 26 percent belong to net neutral, 40 percent disagree, then 20% says that strongly disagree.

CHART 4.20
The difference between your expectation and the real product would influence your satisfaction
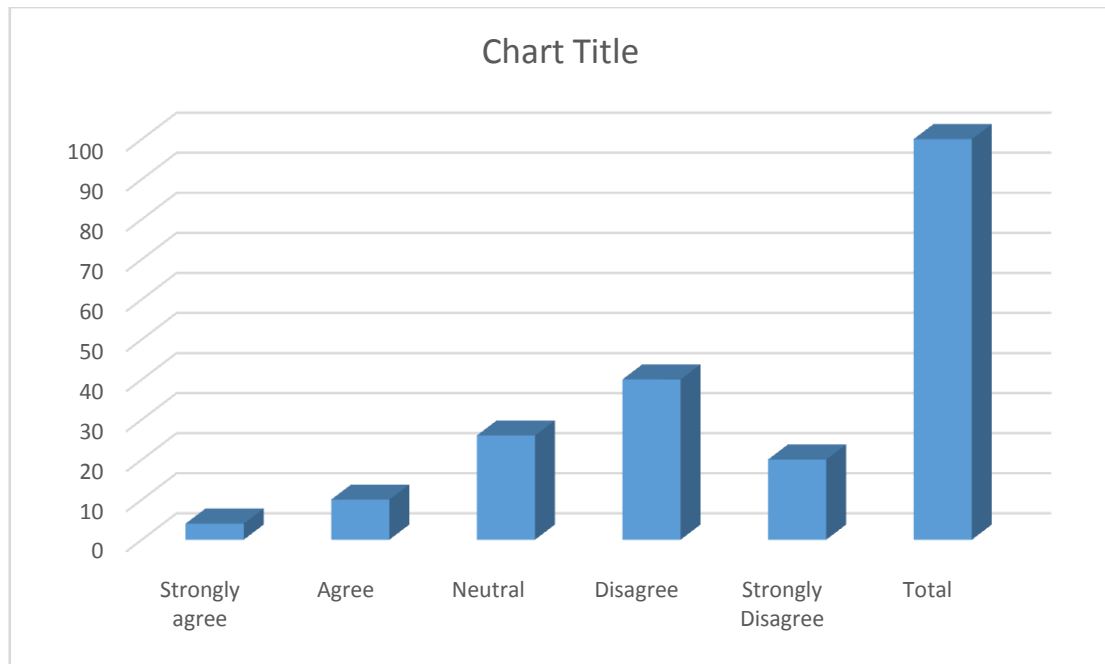
TABLE 4.21
The return or replace item are satisfactory is online purchase.

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	6	6
Agree	5	5
Neutral	9	9
Disagree	54	44
Strongly Disagree	46	36
Total	**120**	**100**

Interpretation:

The table clearly shows 6 percent of the respondents belong to the Strongly agree, 5 percent belong to Agree, 9 percent belong to net neutral, 44 percent disagree, then 36% says that strongly disagree.

CHART 4.21
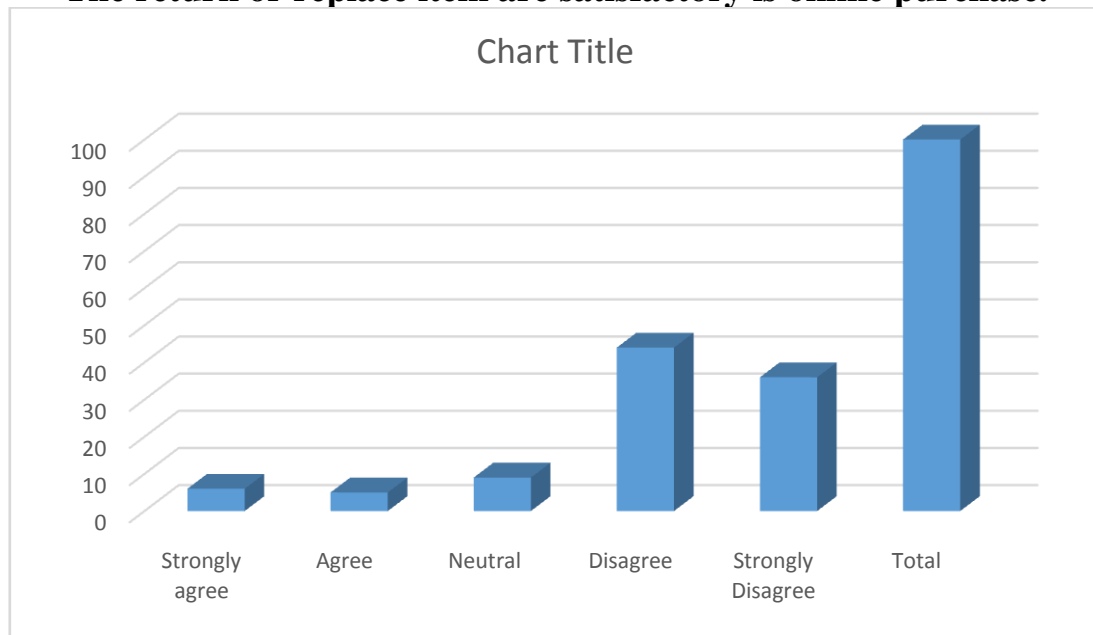### The return or replace item are satisfactory is online purchase.

TABLE 4.22
I find it is very difficult to return the products.

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	7	7
Agree	47	37
Neutral	53	43
Disagree	5	5
Strongly Disagree	8	8
Total	**120**	**100**

Interpretation:

The table clearly shows 7 percent of the respondents belong to the Strongly agree, 37 percent belong to Agree, 43 percent belong to net neutral, 5 percent disagree, then 8% says that strongly disagree.

CHART 4.22
### I find it is very difficult to return the products.

TABLE 4.23
I do not mind paying in advance for the product

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	3	3
Agree	47	37
Neutral	43	43
Disagree	9	9
Strongly Disagree	18	8
Total	**120**	**100**

Interpretation:

The table clearly shows 3 percent of the respondents belong to the Strongly agree, 37 percent belong to Agree, 43 percent belong to net neutral, 9 percent disagree, then 8% says that strongly disagree.

CHART 4.23
I do not mind paying in advance for the product
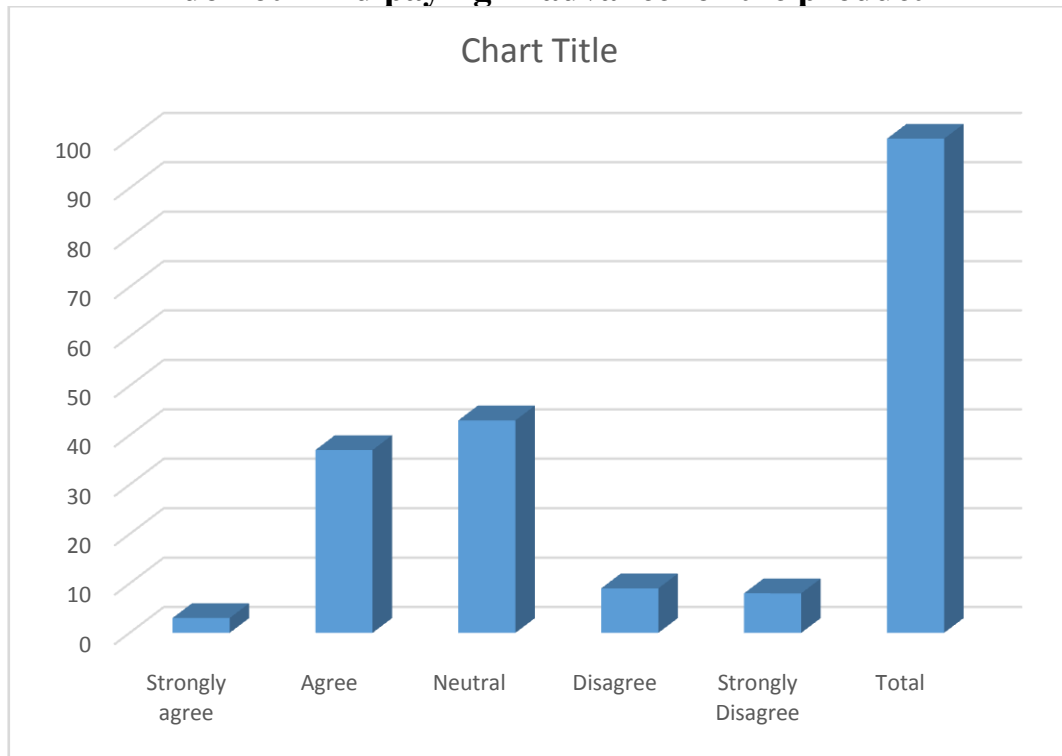
TABLE 4.24
Shipping price is too high, while shopping online

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	9	9
Agree	45	35
Neutral	40	40
Disagree	15	5
Strongly Disagree	11	11
Total	**120**	**100**

Interpretation:

The table clearly shows 9 percent of the respondents belong to the Strongly agree, 35 percent belong to Agree, 40 percent belong to net neutral, 5 percent disagree, then 11% says that strongly disagree.

CHART 4.24
Shipping price is too high, while shopping online

Chart Title
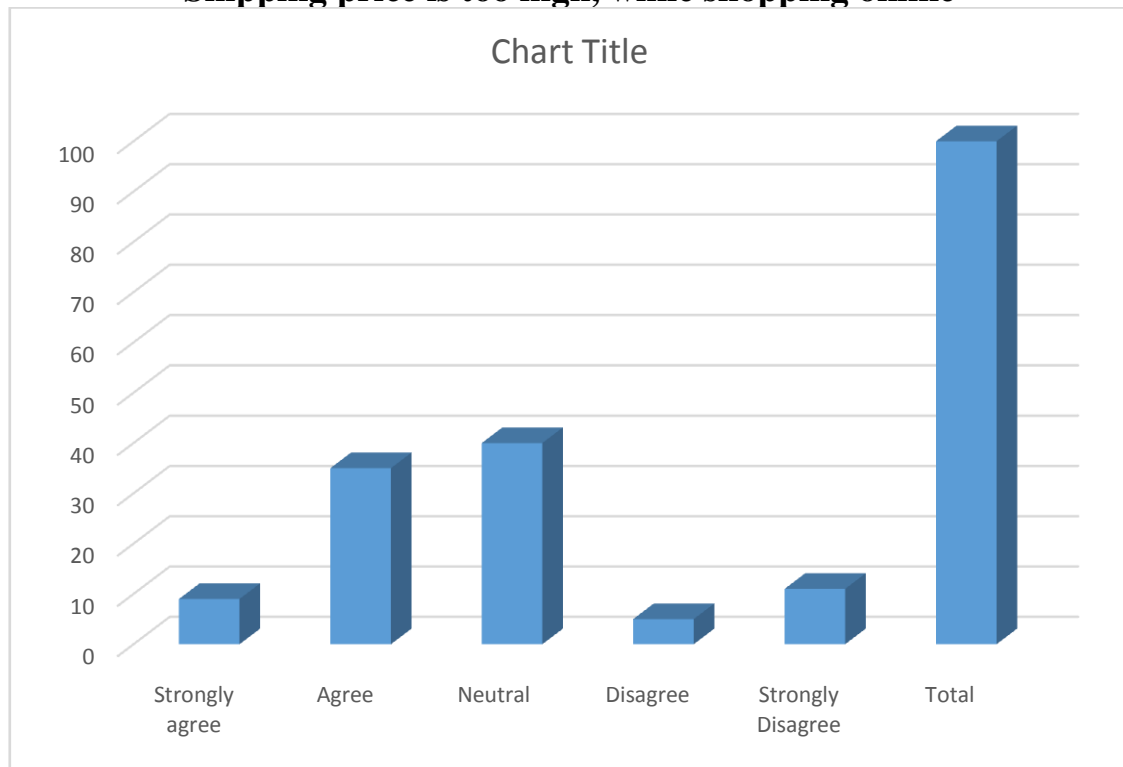
TABLE 4.25
The transportation services from the online store are very fast.

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	5	5
Agree	44	34
Neutral	40	40
Disagree	9	9
Strongly Disagree	22	12
Total	**120**	**100**

Interpretation:

The table clearly shows 5 percent of the respondents belong to the Strongly agree, 34 percent belong to Agree, 40 percent belong to net neutral, 9 percent disagree, then 12% says that strongly disagree.
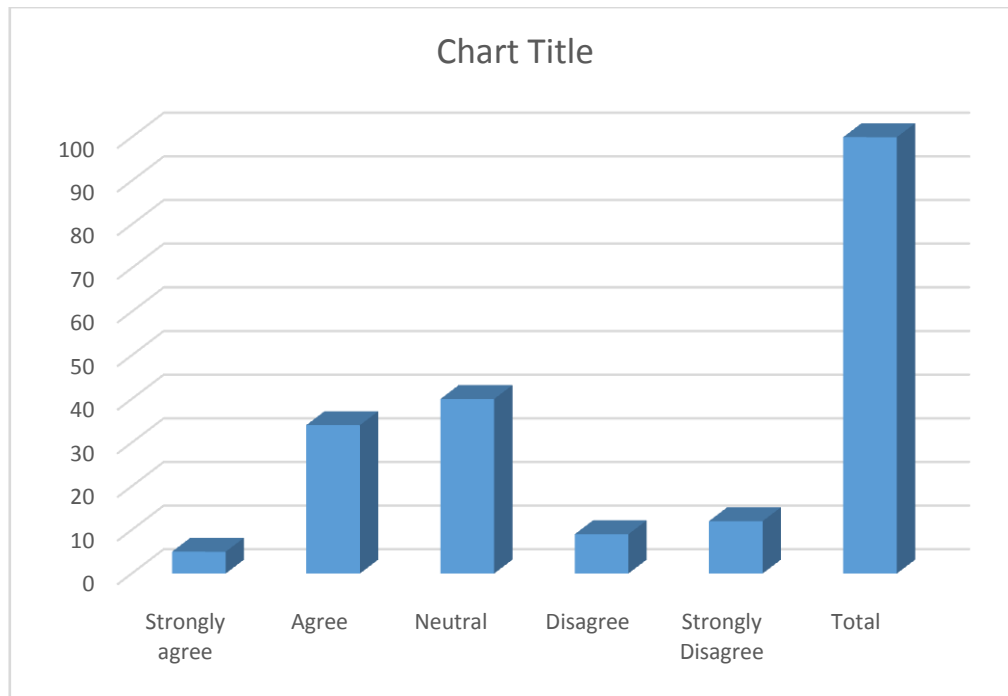
CHART 4.25
The transportation services from the online store are very fast.

Chart Title

TABLE 4.26
You like to shop online from a trustworthy website

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	9	9
Agree	30	30
Neutral	50	40
Disagree	20	10
Strongly Disagree	11	11
Total	**120**	**100**

Interpretation:

The table clearly shows 9 percent of the respondents belong to the Strongly agree, 30 percent belong to Agree, 40 percent belong to net neutral, 10 percent disagree, then 11% says that strongly disagree.

TABLE 4.26
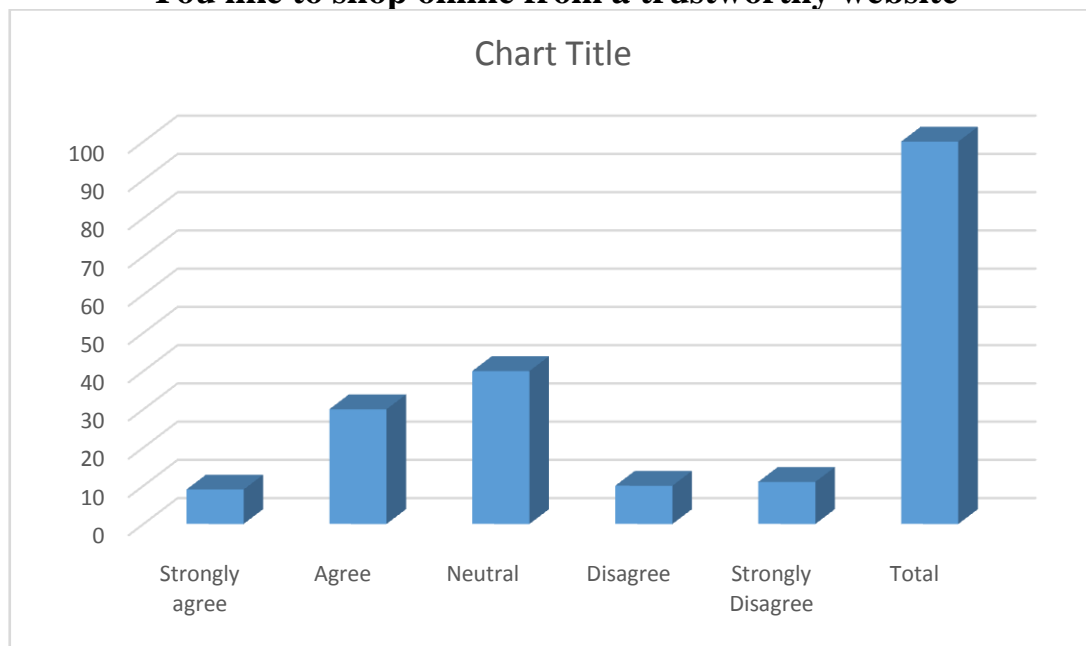## You like to shop online from a trustworthy website

Chart Title

TABLE 4.27
You are fully satisfied towards customer care service by online store

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	12	12
Agree	45	35
Neutral	40	30
Disagree	15	15
Strongly Disagree	8	8
Total	**120**	**100**

Interpretation:

The table clearly shows 12 percent of the respondents belong to the Strongly agree, 35 percent belong to Agree, 30 percent belong to net neutral, 15 percent disagree, then 8% says that strongly disagree.

CHART 4.27
You are fully satisfied towards customer care service by online store
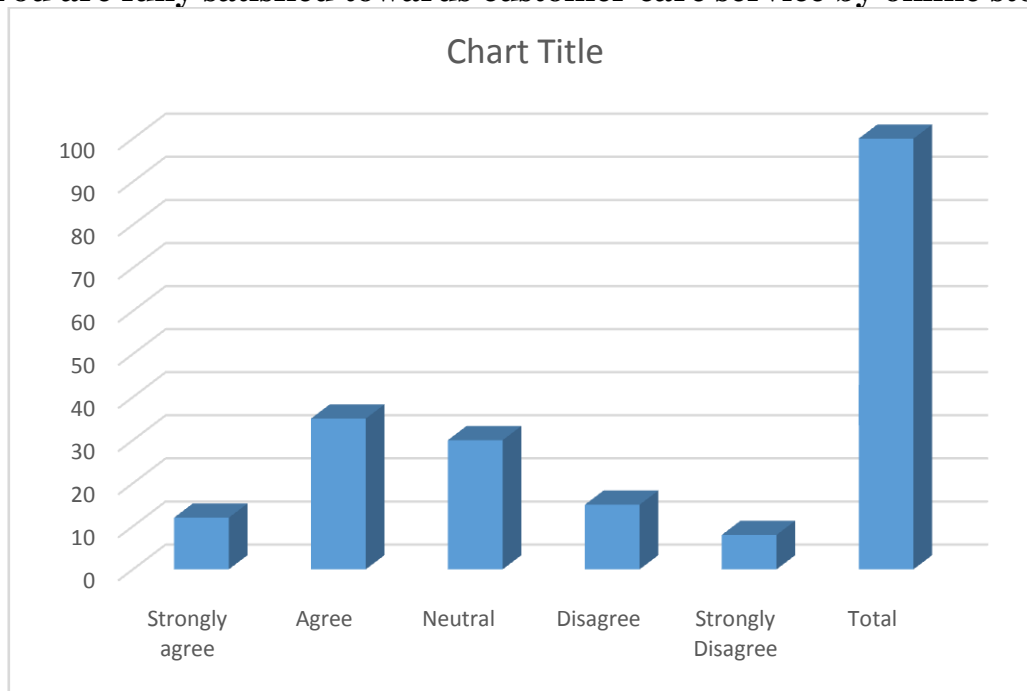
TABLE 4.28
Better services offered as compared to traditional retail stores.

Particulars	No. Of. Respondents	Percentage (%)
Strongly agree	4	4
Agree	20	10
Neutral	26	26
Disagree	40	40
Strongly Disagree	30	20
Total	**120**	**100**

Interpretation:

The table clearly shows 4 percent of the respondents belong to the Strongly agree, 10 percent belong to Agree, 26 percent belong to net neutral, 40 percent disagree, then 20% says that strongly disagree.

CHART 4.28
The difference between your expectation and the real product would influence your satisfaction
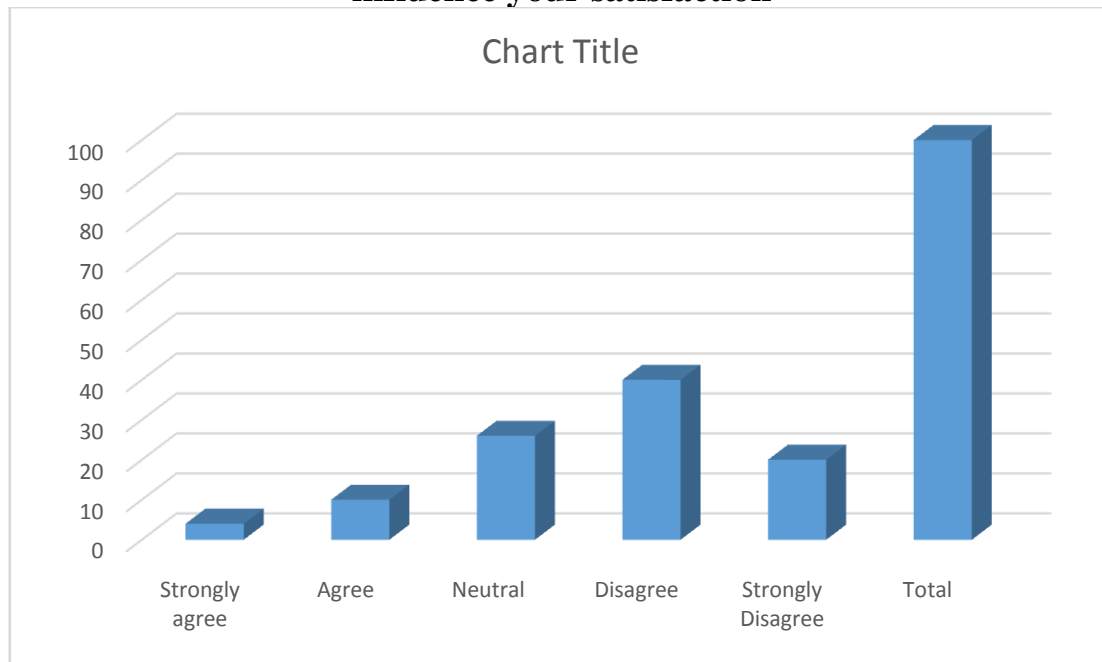
Chi Square
Education * Amount of savings per month

H0: There is no association between respondent's educational qualification and usage of Amount of savings per month

Table 5.24

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	**17.077[a]**	**12**	**.147**
Likelihood Ratio	19.197	12	.084
Linear-by-Linear Association	.204	1	.651
N of Valid Cases	100		
A. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .16.			

Interpretation:-

As the significant value 0.147 is more than the significant level 0.05 null hypothesis (H0) is accepted. Hence there is association between respondent's educational qualification and Amount of savings per month

4.2 CHI SQUARE TEST
Chi Square test for Online Shopping

Chi Square:

Online Shopping website * Age

H0: There is no association between respondent's age and usage of Online Shopping website

Table 5.24

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	**23.212**[a]	**12**	**.026**
Likelihood Ratio	26.414	12	.009
Linear-by-Linear Association	3.811	1	.051
N of Valid Cases	100		
A. 14 cells (70.0%) have expected count less than 5. The minimum expected count is .20.			

Interpretation:-

As the significant value 0.026 is less than the significant level 0.05 null hypothesis (H0) is rejected. Hence there is association between respondent's age and Online Shopping website.

Payment method * Time delivery

H0: There is no association between respondent's Time delivery and payment method

Table 5.25

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	**20.133**[a]	**9**	**.017**
Likelihood Ratio	20.176	9	.017
Linear-by-Linear Association	.344	1	.557
N of Valid Cases	100		

Chi-Square Tests			
	Value	**Df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	**20.133[a]**	**9**	**.017**
Likelihood Ratio	20.176	9	.017
Linear-by-Linear Association	.344	1	.557
N of Valid Cases	100		
A. 9 cells (56.3%) have expected count less than 5. The minimum expected count is 1.20.			

Interpretation:-

As the significant value 0.017 is less than the significant level 0.05 null hypothesis (H0) is rejected. Hence there is association between respondent's Time delivery and payment method.

V FINDINGS, RECOMMENDATIONS AND CONCLUSION

5.1 FINDINGS FROM THE STUDY

5.1.1 Percentage Analysis

- The majority 30 percent of the age respondents belong to the age group of 20-30,
- The majority of the respondents 85 percent of the respondents are male
- The majority of the respondents 27 percent belong to UG
- The majority of the respondents 70 percent of the respondents are married
- The majority of the respondents 40 percent belong to Self-Employees
- Online Shopping website you mostly preferred40 percent belong to Ajio
- Payment method do you use in online shopping 40% COD
- 45 percent belong to net neutral get on time delivery by shipping online
- Detailed information is a available while shopping online 45% agree
- You prefer to buy form website that provide me with quality of information.45% neutral
- A online shopping doesn't waste time 40% disagree
- You can buy the product anytime {24hrs} a day while shopping online.44% disagree

- Less time in evaluating and selecting a product while shopping online 43% neutral

- You are able to view the tracking details at any time 43% disagree

- It is easy to choose and make comparison with other product while shopping one. 40% neutral

- There are convenient apps to place order of product. 40% neutral.

- Not being able to touch a product is a one of the problem 45% are neutral

- The difference between your expectation and the real product would influence your satisfaction 40% disagree

- The return or replace item are satisfactory is online purchase 44% disagree

- I find it is very difficult to return the products. 43% neutral

- I do not mind paying in advance for the product 37% agree

- Shipping price is too high, while shopping online 40% neutral

- The transportation services from the online store are very fast 40% neutral

- You like to shop online from a trustworthy website 40% neutral

- You are fully satisfied towards customer care service by online store 35% agree

- Better services offered as compared to traditional retail stores 46% neutral

5.1.2 Chi- square test

1. The significant value 0.147 is more than the significant level 0.05 null hypothesis (H0) is accepted. Hence there is association between respondent's educational qualification and Amount of savings per month

2. The significant value 0.026 is less than the significant level 0.05 null hypothesis (H0) is rejected. Hence there is association between respondent's age and Online Shopping website.

3. The significant value 0.017 is less than the significant level 0.05 null hypothesis (H0) is rejected. Hence there is association between respondent's Time delivery and payment method

5.2 RECOMMENDATIONS AND SUGGESTIONS

1. In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change.

2. Online shopping for AJIO and Myntra (i.e., computer) for better marketing

performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer satisfaction towards online shopping.

3. Therefore we have also decided to study consumer's logistics customer satisfaction towards online shopping, especial with online shopping and specifically studying the factors influencing consumers to shop online. Keywords: Online Shopping, Consumer satisfaction .

5.3 CONCLUSION

The endeavor of this study is to identify the motivating factors towards online shopping as well as inhibitions of online shopping. Therefore, from the findings it was found that consumers purchasing decisions were dependent on various factors. All these motives motivate consumers to purchase products through online. According toconsumers opinions time saving is the most important motivating factor for online shopping. Again information availability open 24/7 huge range of products/ brands reasonable price various offers for online products easy ordering system and shopping fun are other motivating factors for online shopping respectively.

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