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Consumer Satisfaction towards Online Shopping

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I. INTRODUCTION

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real- time without an intermediary service over the internet. Since the World Wide Web first appeared, business owners have tried to sell their goods to internet users. Customers can browse online shops while lounging in their homes or while using a computer. Customers purchase a wide range of goods from online retailers.

In reality, consumers can buy anything from businesses who sell their goods online. Among the hundreds of items customers can purchase from an online store are books, clothes, furniture, toys, hardware, software, and health insurance.

Because it's convenient, many individuals choose to shop online. You may browse through countless options and even find products that aren't accessible in stores when you shop online. Online shopping reduces the need to browse a store's merchandise while lugging potential purchases like jeans, shirts, belts, and shoes around on one arm. Online shopping also gets rid of the annoying yet catchy music and the hundreds or even thousands of other people who appear to have made the same decision to go shopping that day. Online shopping is a type of e-commerce in which consumers use computers, tablets, or smart phones to make purchases of goods and services over the internet. Customer happiness is king in the market, and any business' success depends on it. A dissatisfied consumer keeps more people away from the brand and product in question, while a happy customer encourages others to purchase the same good or service. This is the rationale behind businesses placing a high value on customer pleasure. Online shopping has a significant impact on consumer satisfaction and has placed more of an emphasis on luring customers to make purchases there. Companies occasionally solicit feedback from customers online via surveys or rating scales in order to determine consumer satisfaction.

The psychological state of consumers with regard to online shopping is referred to as their attitude toward doing so. Online purchases are referred to as online buying behaviour process. Five steps make up the online purchasing procedure, which is the same as traditional shopping. For instance, when a customer decides they need to buy a product (say, a book), they use the internet to make their purchase, beginning with a search for information and all available options before choosing the one that best suits their needs. Before making final purchase consumers are inundated by various elements which limits or influence consumers for the final decision.

A web-enabled interface called online retailing, commonly referred to as e-retail, enables retailers to sell goods and services to customers directly. The online retailing environment has experienced a metamorphosis with the development of information technology and the rise in internet access, and it is now the most popular method of shopping. In the areas of clothing, arts and crafts, books, automobile rentals, computers and gadgets, cosmetics and novelty items, etc., online/internet shopping has grown increasingly popular. By providing a variety of goods and services, online commerce aids marketers in providing quick and effective customer service. Online commerce is growing in popularity as a means of luring new clients and keeping the ones you already have by providing value to them. Additionally, the availability of transaction data aids retailers in analysing and deciphering the purchasing patterns of their target clients. It is now the most effective technique to provide useful information. Understanding the fundamentals of what influences online consumer happiness has become more crucial in this regard.

The application's main idea is to let users shop virtually using the Internet and let them purchase the goods and items they want from the store. On the server side, the product-related information is kept (store). The client's address is used by the server to process the order and ship the goods to the customer. The initial module of the programme was created for consumers who want to purchase articles. The information about the products and the clients is updated and maintained by the storekeepers, who come in second.

The department store that uses this product as its final consumer hosts the web- based application and manages the database. When a customer selects an item from the menu using the application that is deployed at the customer database, the details of the item are brought forward from the database for the customer view, and the database of all the products is updated at the conclusion of each transaction. Data entry into the application can be done using a variety of screens created for different user levels. Several security-related reports could be generated once the authorised personnel enter the pertinent data into the system.

The primary driver of both client attraction and satisfaction is online purchasing. The majority of businesses in today's technology world use online shopping to both attract existing consumers and draw in new ones. The impact of internet shopping on enhancing consumer satisfaction in the retail industry is the focus of the study paper.

This study paper's main objective has been to determine how online purchasing has affected the retail industry. In addition to this goal, the study paper also tries to ascertain how satisfied customers are with the goods and services provided by retail businesses. The research study also sought to determine how online shopping has affected retail organisations' ability to increase consumer happiness. In order to perform the study, the researcher employed a descriptive design, a deductive research strategy, and a primary data collection method. The study's findings make it clear that internet shopping benefits businesses by increasing their commercial opportunities and by enabling greater customer satisfaction within the framework of the firm. Additionally, it is clear from the study that online shopping has a variety of repercussions on an organization's business. According to the analysis, it can be said that online shopping aids an organisation in expanding its business, which will result in greater financial rewards for the organisation as a whole.

Offering a product or service has undergone significant change as a result of the development of internet marketing strategy and its ongoing advancement. Online marketing has increased the potential to draw clients from a variety of demographics. However, it has in some way fragmented the market and altered consumer tastes. Online marketplaces serve as both a marketplace and a venue for presenting goods, giving customers more options from which to choose. Building and sustaining a solid client database and communicating often with them about deals and new items are more important for the success of this marketing plan. Online shopping is widely acknowledged and preferred as a profitable, accessible, and cost-effective method of shopping. Therefore, in the current period of growing globalisation, it is crucial for online retailers to analyse online consumption and the shape it is developing.

According to a study by J. Johnson, people having less time to do shopping from physical markets often prefer to do shopping from online marketplaces. Their trust and satisfaction levels are typically 60% higher as a result of the websites' presentation, which attracts them. Consumer innovation has a favourable impact on future online shopping intention, claims a study. The effect of customer satisfaction levels on customer age was seen in one particular study. They discovered that younger individuals are more drawn to the online shopping environment, whereas older people are less interested in it because it is less convenient for them to handle online orders and payment methods. Their lack of participation in this online buying system is a result of their conventional thinking regarding the unreliability of online transactions. More individuals participating in internet marketing might be improved by effectively directing technology to rural areas of the nation to simplify and improve the online buying experience.

Online buying is a brand-new e-commerce innovation that will undoubtedly change how people shop in the future. Any of the businesses provide their goods and services online. Young people are becoming more and more interested in online buying. Young people have a very different perspective on internet buying; they view it as a contemporary idea that saves time and is more accessible, diversified, and exciting. Online buying gave off the false impression that it was unhealthy, of poor quality, and unreliable. However, the picture has gotten better over time and now contains encouraging signs of young people.

Growing acceptance of online purchases has offered businesses the sole chance to engage with their customers as Internet and smartphone penetration rises. Since young men and women used to spend a lot of time shopping, they are now forced to sit down at home, browse multiple stores, choose the best price, and place an order within minutes.

Customer loyalty is a term frequently used in advertisements. This gauges whether the goods and services delivered meet or surpass customers' expectations. "The number of customers or the proportion of all consumers whose reported experience with a firm surpasses its product or service objectives" is how customer satisfaction is defined. In a study carried out by top marketing managers, they discovered that consumer loyalty matrices were very beneficial in managing and tracking their business. Client loyalty is viewed as a vital differentiator that is becoming an increasingly important part of corporate strategies in a competitive market for consumers. Businesses should manage customer loyalty effectively.

Many daily tasks have been transferred to the internet in light of the global technology improvements. Online buying is the most significant internet-related change. Shopping from the comfort of your own home is not only time-saving and convenient, but it also reduces the unnecessary tension that comes with going shopping. This study highlights the importance of ensuring consumer pleasure when shopping online. Although it may appear more convenient to shop online, there are several steps that must be taken to maximise client happiness. Quality information, being user-friendly, easy ways of transactions, up-to-the-mark delivery services, and a good hotline are important considerations to follow when evaluating customer happiness. In order to improve the system and better serve clients who shop online, it is crucial to comprehend their wants. The various methods for achieving customer satisfaction and the factors that influence it were highlighted in this study. In order to improve the system and better serve clients who shop online, it is crucial to comprehend their wants.

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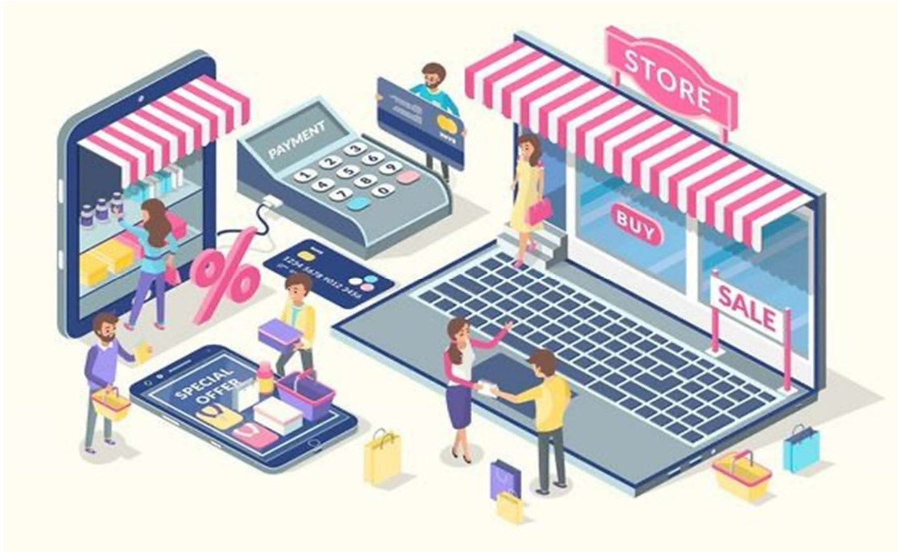

II. LITREATURE REVIEW

The use of US samples by Kim and Park (2005) shows that their optimistic behaviour and readiness to look for pre-buying knowledge contributes to a high chance of buying online. In order to use the internet for shopping, online customers must have computer skills. Therefore, if you're not familiar with the phone, you probably shop in the old, new or discounter shop (Monsuwe, 2004) as buying there would be easier than in the internet store.

Goldsmith and Flynn (2004) indicate that the home catalogue is another conventional sales medium through which athoma can be bought by people based on the product variety available in the catalogue. You may order by postal or by telephone. It is convenient except that before purchase they cannot inspect and feel items. In his research, Sultan and Henrichs (2000) found that consumers still had a favourable connection with wages, household dimensions and innovatively to embrace the Internet as their tool for shopping.

Vijay, T. & Balaji, M. S., Announced (May 2009) that consumers across the world are moving from busy shops to the online shopping one-click format. Despite the convenience provided, however, online shopping is far from being the favourite shopping method in India. A poll of 150 internet consumers, covering both online shopping users and non-users, was conducted to explain why some web shoppers, while others did not. The findings indicated that ease and time saving lead Indian customers to buy online, though safety and protection disrupts them.

Chinting (2010), said that few school or school research concurrently investigated both internet marketing and corporate engagement as well as those which had only direct impacts. This thesis clarifies the connection between the internet marketing of the school organisation, instructor interpersonal engagement, and teacher satisfaction.

Rashant Singh (2014), studying the purchasing behaviour of consumers in online retail, was mainly concerned with examining and analysing the behaviour trend of consumers to purchase online shopping in the form of Lucknow. Both main and secondary data was used for the study. Complete samples of 40 were obtained using a practical screening approach using a questionnaire, the result of the research is that the majority of consumers are glad to purchase online and are particularly involved in purchasing online clothing.

Sharma and Mittal (2009) note that India is the tremendously in e-commerce in their report "Prospects of e-commerce in India." In India, there is undoubtedly infinite opportunity to buy online with millions of users. Nowadays, e- commerce is a familiar term and an important part of our everyday lives in Indian culture. A variety of products and services are available on the Websites. Then there are people who provide a particular product along with their associated resources, e-commerce with several products. In a number of categories, these Indian e-commerce websites offer products and services.

Kanwalgurleen (2012), spoke about the various Internet choices encouraging people to browse and finally buy online since over 100 million internet users live in India. People who use the internet 5 or 7 hours a day find themselves taking advantage of online shopping. The considerations that are important to the online retail sector are price awareness and convenience and variety, quick payment choices and difficulties of online shopping. You may buy a large range of products through a minimum scheduling without rush traffic and cars.

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

K. Vaitheesewaran (2013) examined the convenience of online shopping "With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically in detail but online at a cheaper rate. Heavy discounts of e- commerce firms are possible because of their no warehouse model."

Research summarized by Emarketer (2005) showed that the Internet applied a bigger influence than for offline media for electronics compared to that clothing, beauty or home improvement as would be expected. Internet Marketing has changed the way people buy and sell good and service. It has added lot of convenience and easy to the whole process of buying. Internet buying prevalence is highest in the United States, where 93% of Internet users have bought on-line (Business Software Association, 2002), and it is growing rapidly in India as well.

As Bellman et al. (1999) mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking propensity is also a powerful factor. E-shoppers have higher risk taking tendencies.

Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2001).

These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion (Rao et al., 1998).

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

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

Sanjeev Kumar and Savita Maan (2013) The Study provides insights into consumers‟ online shopping behaviours and preferences. Moreover, paper also identify the hurdles that customers‟ face when they want to adopt internet shopping as their main shopping medium. Present study is a descriptive study based on the detailed review of earlier relevant studies related to the various concepts of online shopping to explore the concept of online shopping. Findings reveal that online shopping brings optimum convenience to the consumers. Privacy and security risk emerges frequently as a reason for being wary about internet shopping.

Ashish Pant (2014) concluded in his research article that a successful web store is not the just a good looking website with the dynamic technical features but is also emphasis on building the relationship with customers with making money. Firstly understanding the customer's needs and wants is very essential for building a relation with the customers keeping companies' promises gives a customer a reason to come back and meeting the expectations gives them a reason to stay.

Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behaviour consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service, quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003)

MingyaoHu, Elliot Rabinovich and HanpingHou (2014) while this paper focuses on online customer pre-purchase perceptions. In an online market, trustworthy online retailers send signals to separate themselves from retailers who are untrustworthy in the eyes of customers. However, untrustworthy online retailers can mimic trustworthy online retailers‟ behavior by sending similar signals without providing services indicated by the signals.

Dr. D. Sudhakar, R. Swarna, Deva Kumari (2016) Customer satisfaction towards online shopping, a study with reference to Chittoor district. Study was conducted to find the satisfaction levels of customers of the selected products. In the study it was found that majority respondents preferred to buy products through the Flipkart website followed by Amazon respondents are highly satisfied with on time delivery of the product.

Sathiya Bama and Ragaprabha in the study revealed that customer's satisfaction on their online shopping is associated with Area of Residence, Age, Gender, Occupation and Cost of Recent Purchase.

Mustafa explored the factors influencing customer satisfaction with online shopping. The findings of the study revealed that that user interface quality, information quality, perceived quality and perceived privacy, the effects of website design are the major factors influencing customer satisfaction on online shopping.

Eri, Y., Islam, M. A., and Daud, K. A. K. analysed factors influencing student's buying intention through internet shopping in an institution of higher learning in Malaysia. Factors such as usefulness, ease of use, compatibility, privacy, security, normative-beliefs, and attitude that influence student's buying intention was analysed. The study revealed that Compatibility, usefulness, ease of use and security are important predictors toward attitude on-line shopping adoption and usage.

Guo X., Ling K.C., Liu M examined the factors determining customer's satisfaction towards online shopping and identified that factors such as website design, Security, Information Quality, Payment Method, E-Service Quality, Product Quality, Products Variety and Delivery Services are the important determinants of customer satisfaction in online shopping.

Lai Wang Wang and Quoc Liem Le examined the factors influencing online shoppers, the study revealed that that customers' satisfaction on their online purchase depends on product feature satisfaction, tangibility, empathy, effectiveness, and understand ability.

Muruganantham S, Nandhini S, Nivetha B and Nandhini A. analysed customer satisfaction towards online shopping in Coimbatore city. A survey method was used and the data was collected from respondents through a structured questionnaire. The findings revealed that factors such as offers, best prices, good products and easy of shopping were the major factors influencing customer satisfaction.

Ganapathi S. examined customers' satisfaction towards electronic shopping in the Tiruchirappalli district. The study was based on a questionnaire with a sample of 200 respondents. The findings of the study are analysed using simple percentage analysis, chi- square test, and Friedman ranking test.

The Findings reveal that age, gender, and educational qualification have a significant association with customers' level of satisfaction towards electronic shopping. The study also concludes that 24 hours service was the first satisfaction factor of the customers towards electronic shopping.

Lakshmanan A and V. Karthik in the study examined consumer's buying behavioural pattern towards online shopping. The study aimed at examining the attitude of online shoppers of the Tiruppur District towards online shopping. For the study, a structured questionnaire was used for collecting data from respondents. The study revealed that a maximum number of respondents of online shopping lie in an age group between 26-30 years.

III. RESEARCH DESIGN

A. *Scope of the Study*

1) To determine their brand loyalty.
2) To learn about the most popular types of purchases.
3) To ascertain the rationale behind goods purchases.
4) To ascertain the most popular pricing range.
5) To learn which qualities people value in your product.
6) To identify the difficult in the online shopping.
7) To identify the preferred product categories of online shoppers

B. *Objectives*

1) To find out the satisfaction level of the customer for online purchase.
2) To know the specific reasons for which customers purchase online shopping.
3) To find out the type of goods purchased more through online shopping.
4) To analyse the brand value of the company.
5) To identify the current trend and requirements of the customer.
6) To identify the problems faced by consumers while shopping online.
7) To analysis features that consumers expect at an online shopping.

C. Research Methodology

Research Methodology is a systematic framework used to solve the research problem by using the best and most feasible methods to conduct the research while aligning with the aim and objectives of your research. The type of research methodology used is Qualitative Method. Data collecting serves as the primary information source for this study. Primary and secondary data collection methods are both used. Through the survey, I've aimed responses to a set of questions designed targeting a specific group of people. In the survey, I've used open-ended and closed-ended questions or a mix of both to get the answers to questions.

1) Primary Data: Data that is considered primary is information that was gathered through a field survey for the first time. With a certain set of goals in mind, primary data is collected from the respondents by a systematically prepared questionnaire. The cross-sectional view of any subject under study is always shown through primary data. To investigate the influence or effect of any policy, research is required in this area.
2) Secondary Data: Information or facts that have previously been gathered are referred to as secondary data. Such information is gathered in order to comprehend the historical development of any variable data that has been gathered and published by certain sources that are consulted in order to achieve the study's goals. The main source of information for secondary data was collected from books, different websites, old records and journals etc.
3) Sample Size: The sample size is derived from a systematically designed questionnaire due to time and budget limitations. There were total 142 replies received.
4) Research Design: Descriptive research methodology was used for this study. Studies that focus on describing a certain person or group's features are known as descriptive research studies. Examples of descriptive research projects include those that include making precise predictions while narrating facts and traits peculiar to a certain population or circumstance.
5) Sample Area: It refers to the subject matter into which all of your study falls. Research is carried out in teams with members who are individually skilled in at least one of the disciplines required for that research. It is also extremely particular, frequently interdisciplinary, and team-based. The sample area was collected from the students of my college studying in Bangalore. The students at my college served as the study's target sample. A few of my faculties also responded to the survey.
6) Statistical Tools: The statistical tools used in the study are SPSS, Crosstabulation and Chi-square tests.

D. Sampling Plan and Method

The sampling technique used for the conduction of this research was Convenience sampling, a type of Non- probability sampling.

Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. It is a less stringent method. This sampling method depends heavily on the expertise of the researchers. It is carried out by observation, and researchers use it widely for qualitative research.

Non-probability sampling is a method in which not all population members have an equal chance of participating in the study, unlike probability sampling. Each member of the population has a known chance of being selected. Non-probability sampling is most useful for exploratory studies like a pilot survey (deploying a survey to a smaller sample compared to pre-determined sample size). Researchers use this method in studies where it is impossible to draw random probability sampling due to time or cost considerations.

Convenience sampling is a non-probability sampling technique where samples are selected from the population only because they are conveniently available to the researcher. Researchers choose these samples just because they are easy to recruit, and the researcher did not consider selecting a sample that represents the entire population.

Ideally, in research, it is good to test a sample that represents the population. But, in some research, the population is too large to examine and consider the entire population. It is one of the reasons why researchers rely on convenience sampling, which is the most common non-probability sampling method, because of its speed, cost-effectiveness, and ease of availability of the sample.

E. Limitations

1) The study is confined to students studying in IFIM Institutions only.
2) The study is based upon the consumer behaviours of online shopping.
3) The data collected for the research is primary data given by the respondents. There is chance for personal biasness and conflict over personal issues.
4) Due to shortage of time and other constraints, the study has to be completed within a certain deadline. It has been limited to 142 respondents only which could affect the research negatively.
5) The sample area was limited which could also result in limited access of information.

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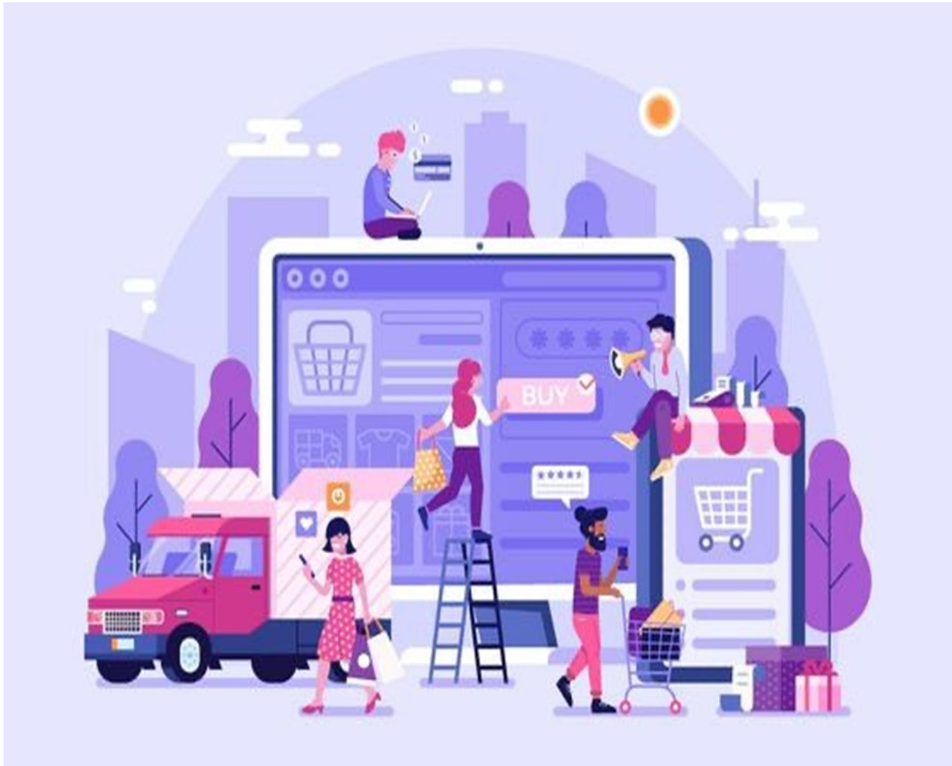

IV. DATA ANALYSIS AND INTERPRETATION

Table 1: Distribution of respondents based on their gender

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Male		74	52.1	52.1	52.1
Valid	Female	68	47.9	47.9	100.0
Total		142	100.0	100.0	

Interpretation: The results show that of the participants, 74 (52.1%) were male, and 68 (47.9%) were female. When considering the gender distribution, it can be seen that the majority of the participants were male, accounting for 52.1% of the sample. Female participants accounted for 47.9% of the sample.

Findings: In terms of valid percent, the results show that both male and female participants accounted for a similar proportion of the sample, with male participants representing 52.1% and female participants representing 47.9% of the sample. This indicates a fairly balanced gender distribution among the participants.

Finally, when considering the cumulative percent, it can be seen that the proportion of male and female participants combined totals 100%, demonstrating that the sample is complete and that the gender distribution of the participants is representative of the population under study.

Conclusion: In conclusion, the results of the survey show that there is a roughly equal representation of male and female participants, with male participants slightly outweighing female participants. The sample is considered to be representative of the population under study and provides useful insights into the gender distribution of online consumers.

Table 2: Distribution of respondents based on their Age

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
11-20 Years	44	31.0	31.0	31.0
21-30 Years	84	59.2	59.2	90.1
31-40 Years	6	4.2	4.2	94.4
Valid 41-50 years	4	2.8	2.8	97.2
Above 50 years	4	2.8	2.8	100.0
Total	142	100.0	100.0	

Interpretation: The results show that of the participants, 44 (31.0%) were aged between 11-20 years, 84 (59.2%) were aged between 21-30 years, 6 (4.2%) were aged between 31-40 years, 4 (2.8%) were aged between 41-50 years, and 4 (2.8%) were above 50 years of age.

Findings: When considering the age distribution of the participants, it can be seen that the largest group was comprised of individuals aged between 21-30 years, accounting for 59.2% of the sample. The second largest group was comprised of individuals aged between 11-20 years, accounting for 31.0% of the sample. The remaining participants were divided among three smaller groups, with those aged between 31-40 years accounting for 4.2% of the sample, those aged between 41-50 years accounting for 2.8% of the sample, and those above 50 years of age accounting for another 2.8% of the sample.

In terms of valid percent, the results show that the largest proportion of participants were aged between 21-30 years, representing 59.2% of the sample. The remaining participants were divided among the other age groups, with those aged between 11-20 years representing 31.0% of the sample, those aged between 31-40 years representing 4.2% of the sample, those aged between 41-50 years representing 2.8% of the sample, and those above 50 years of age representing 2.8% of the sample.

Finally, when considering the cumulative percent, it can be seen that the proportion of participants in each age group increases as the age range increases, with the youngest age group representing 31.0% of the sample, the next age group representing an additional 59.2% of the sample, and so on, until all age groups combined represent 100% of the sample.

Conclusion: In conclusion, the results of the survey show that the largest proportion of participants were aged between 21-30 years, representing over half of the sample. The remaining participants were divided among several smaller age groups, with the distribution of participants becoming increasingly skewed towards older age groups as the age range increases. The sample is considered to be representative of the population under study and provides useful insights into the age distribution of online consumers.

Table 3: Distribution of respondents based on their Qualification

Qualification

	Frequency	Percent	Valid Percent	ımulative Percent
UG	104	73.2	73.2	73.2
PG	31	21.8	21.8	95.1
Valid Diploma	1	.7	.7	95.8
Others	6	4.2	4.2	100.0
Total	142	100.0	100.0	

Interpretation: This data represents the results of a survey that asked participants about their highest level of education. The data shows the distribution of participants based on their qualifications. The results indicate that 104 participants (73.2%) have a UG (Undergraduate) degree, 31 participants (21.8%) have a PG (Postgraduate) degree, 1 participant (.7%) holds a Diploma, and 6 participants (4.2%) have some other qualification. In total, there were 142 participants in the survey. These results suggest that most participants in the survey have a UG degree and that relatively fewer participants have a PG degree or some other qualification.

Table 4: Distribution of respondents based on their Occupation

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	113	79.6	79.6	79.6
	Employed	24	16.9	16.9	96.5
	Self-employed	5	3.5	3.5	100.0
	Total	142	100.0	100.0	

Interpretation: The survey was conducted to study the online consumer behaviour towards online shopping. One of the factors that was considered in the survey was the occupation of the respondents. The following report presents the results of the analysis of the occupation of the participants in the survey.

Findings: A total of 142 participants took part in the survey. The results of the analysis show that 113 (79.6%) of the participants were students, 24 (16.9%) were employed, and 5 (3.5%) were self-employed. The cumulative percentage of the respondents' occupation shows that 100% of the participants were either students, employed, or self-employed.

Conclusion: The results of the analysis show that the majority of the participants in the survey were students, with 79.6% of the participants identifying as such. The second-largest group of participants were employed, with 16.9% of the participants identifying as employed. The smallest group of participants were self-employed, with only 3.5% of the participants identifying as self-employed. This information can be useful in understanding the online consumer behaviour of different occupational groups and can inform future studies on the topic.

Table 5: Distribution of respondents based on their Monthly Income

Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	None	97	68.3	68.3	68.3
	Below Rs. 10,000	7	4.9	4.9	73.2
	Rs.10,000-30,000	6	4.2	4.2	77.5
	Rs.30001 - 50,000	9	6.3	6.3	83.8
	Rs.50,001-80,000	14	9.9	9.9	93.7
	Above Rs. 80,000	9	6.3	6.3	100.0
	Total	142	100.0	100.0	

Interpretation: The survey was conducted to study the online consumer behaviour towards online shopping. The following report presents the results of the analysis of the income of the participants in the survey.

Findings: A total of 142 participants took part in the survey. The results of the analysis show that 97 (68.3%) of the participants reported having no income, 7 (4.9%) reported having an income below Rs. 10,000, 6 (4.2%) reported having an income between Rs. 10,000 to 30,000, 9 (6.3%) reported having an income between Rs. 30,001 to 50,000, 14 (9.9%) reported having an income between Rs. 50,001 to 80,000, and 9 (6.3%) reported having an income above Rs. 80,000. The cumulative percentage of the respondents' income shows that 100% of the participants reported having an income in one of the above-mentioned categories.

Conclusion: The results of the analysis show that the majority of the participants in the survey reported having no income, with 68.3% of the participants identifying as such. The second-largest group of participants had an income below Rs. 10,000, with 4.9% of the participants reporting such an income. The smallest group of participants had an income above Rs. 80,000, with only 6.3% of the participants reporting such an income. This information can be useful in understanding the online consumer behaviour of different income groups and can inform future studies on the topic.

Table 6: Distribution of respondents based on their Marital Status

Marital Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Single	125	88.0	88.0	88.0
Married	12	8.5	8.5	96.5
Valid Live-in -together	5	3.5	3.5	100.0
Total	142	100.0	100.0	

Interpretation: The survey was conducted to study the online consumer behaviour towards online shopping. One of the factors that was considered in the survey was the marital status of the respondents. The following report presents the results of the analysis of the marital status of the participants in the survey.

Findings: A total of 142 participants took part in the survey. The results of the analysis show that 125 (88%) of the participants were single, 12 (8.5%) were married, and 5 (3.5%) reported living together. The cumulative percentage of the respondents' marital status shows that 100% of the participants were either single, married, or living together.

Conclusion: The results of the analysis show that the majority of the participants in the survey were single, with 88% of the participants identifying as such. The second-largest group of participants were married, with 8.5% of the participants identifying as married. The smallest group of participants reported living together, with only 3.5% of the participants identifying as such. This information can be useful in understanding the online consumer behaviour of different marital status groups and can inform future studies on the topic.

Table 7: Distribution of respondents based on their Total Family members of the respondents

Total Family Members of the Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
	1	6	4.2	4.2	4.2
	2	8	5.6	5.6	9.9
	3	23	16.2	16.2	26.1
Valid	4	64	45.1	45.1	71.1
	5	25	17.6	17.6	88.7
Above 5		16	11.3	11.3	100.0
Total		142	100.0	100.0	

Interpretation: Out of 142 participants, 6 (4.2%) lived alone, 8 (5.6%) lived with 1 other person, 23 (16.2%) lived with 2 other people, 64 (45.1%) lived with 3 other people, 25 (17.6%) lived with 4 other people, and 16 (11.3%) lived with more than 5 other people.

Table 8: Distribution of respondents to check if they have shopped online or not

Shopped Online or Not

		Frequency	Percent	Valid Percent	ımulative Percent
Valid	Yes	141	99.3	99.3	99.3
	No	1	.7	.7	100.0
	Total	142	100.0	100.0	

Interpretation: Out of 142 participants, 141 (99.3%) reported having shopped online at least once, and only 1 (.7%) reported never having shopped online.

Table 9: Distribution of respondents to check the frequency of shopping online

Frequency

		Frequency	Percent	Valid Percent	ımulative Percent
Valid	Always	24	16.9	16.9	16.9
	Very Often	53	37.3	37.3	54.2
	Sometimes	55	38.7	38.7	93.0
	Rarely	10	7.0	7.0	100.0
	Total	142	100.0	100.0	

Interpretation: Out of 142 participants, 24 (16.9%) reported always shopping online, 53 (37.3%) reported very often shopping online, 55 (38.7%) reported sometimes shopping online, and 10 (7%) reported rarely shopping online.

Table 10: Distribution of respondents based on the time they spent shopping online

Time Spent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 Minutes	51	35.9	35.9	35.9
	30 minutes -1 hour	57	40.1	40.1	76.1
	1 hour-2 hour	23	16.2	16.2	92.3
	2hour-3 hour	11	7.7	7.7	100.0
	Total	142	100.0	100.0	

Interpretation: Out of 142 participants, 51 (35.9%) reported spending less than 30 minutes on online shopping, 57 (40.1%) reported spending 30 minutes to 1 hour on online shopping, 23 (16.2%) reported spending 1 to 2 hours on online shopping, and 11 (7.7%) reported spending 2 to 3 hours on online shopping.

Conclusion: The results of the survey show that students were the largest demographic among the participants, and the majority of participants had no income. The majority of participants were single, lived with 3 to 4 other people, had shopped online at least once, shopped online sometimes or very often, and spent 30 minutes to 2 hours on online shopping.

Table 11: Distribution of respondents based on if they enjoy shopping online or not

Enjoy

		Frequency	Percent	Valid Percent	ımulative Percent
Valid	Yes	106	74.6	74.6	74.6
	No	4	2.8	2.8	77.5
	May be	32	22.5	22.5	100.0
	Total	142	100.0	100.0	

Interpretation: The data represents the results of a survey on "online consumer behaviour towards online shopping". The survey collected information on various aspects of the consumer's online shopping behaviour.

The "enjoy" section of the survey asked participants if they enjoy shopping online. Out of the 142 participants, 106 (74.6%) said that they enjoy shopping online, 4 (2.8%) said no, and 32 (22.5%) said "may be".

Conclusion: It can be inferred that the majority of the participants enjoy shopping online. A relatively small percentage of participants do not enjoy online shopping, while a significant number of participants are unsure or have mixed feelings about online shopping.

Table 12: Distribution of respondents based on their Preferred Online Shopping

Preference

		Frequency	Percent	Valid Percent	ımulative Percent
Valid	Online shopping	25	17.6	17.6	17.6
	Offline Shopping	21	14.8	14.8	32.4
	Both	92	64.8	64.8	97.2
	Neither a nor b	4	2.8	2.8	100.0
	Total	142	100.0	100.0	

Interpretation: This survey was conducted to understand the consumer behaviour towards online shopping. The survey was conducted with 142 participants, and the results are presented in the table above.

Findings: Out of the 142 participants, 25 (17.6%) preferred online shopping and 21 participants (14.8%) preferred offline shopping. The highest number of participants (92, 64.8%) preferred both online and offline shopping. Only 4 participants (2.8%) did not prefer either online or offline shopping.

Conclusion: The results of the survey indicate that the majority of participants (64.8%) prefer both online and offline shopping. However, a significant number of participants (17.6%) still prefer online shopping. The results also show that a small number of participants (2.8%) do not prefer either online or offline shopping. These findings suggest that online shopping has become a significant part of consumers' shopping behaviour, but there is still a preference for traditional offline shopping.

Table 13: Distribution of respondents based on their Payment method Preference

Payment Method Preference

		Frequency	Percent	Valid Percent	ımulative Percent
Valid	Phone Pay/ Google Pay/ BHIM UPI	78	54.9	54.9	54.9
	Credit/Debit Card	22	15.5	15.5	70.4
	Paytm/Wallets	3	2.1	2.1	72.5
	Net banking	4	2.8	2.8	75.4
	Cash on delivery	35	24.6	24.6	100.0
	Total	142	100.0	100.0	

Interpretation: The study was conducted to understand the consumer behaviour towards online shopping and focuses on the payment methods used by consumers. The survey was conducted with 142 participants, and the results show that the most popular payment method among online consumers is Phone Pay/Google Pay/BHIM UPI, with 54.9% of the participants using this method. This method accounts for almost 55% of the total payment methods used by the participants.

The second most popular payment method is Credit/Debit Card, with 15.5% of the participants using this method. The usage of this method is less than 20% of the total payment methods used by the participants.

Paytm/Wallets and Net banking methods were used by only 2.1% and 2.8% of the participants, respectively. These methods account for only 5% of the total payment methods used by the participants.

Cash on delivery method was used by 24.6% of the participants and accounts for almost 25% of the total payment methods used by the participants. This method is the fourth most popular payment method among the participants.

Conclusion: In conclusion, the study indicates that Phone Pay/Google Pay/BHIM UPI is the most popular payment method among online consumers, followed by Credit/Debit Card and Cash on Delivery. Paytm/Wallets and Net banking methods are used by a very small percentage of participants and are not preferred payment methods.

Table 14: Distribution of respondents based on their convenient factor

Convenient factor

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Brand	27	19.0	19.0	19.0
	Price	55	38.7	38.7	57.7
	Quality	31	21.8	21.8	79.6
	Design	10	7.0	7.0	86.6
	Delivery Service	15	10.6	10.6	97.2
	Others	4	2.8	2.8	100.0
	Total	142	100.0	100.0	

Interpretation: The study was conducted to understand the consumer behaviour towards online shopping and focuses on the factors that influence the consumers' decision to make an online purchase.

Findings: The survey was conducted with 142 participants, and the results show that the most significant factor that influences the consumers' decision to make an online purchase is the price, with 38.7% of the participants considering it as the most important factor. This factor accounts for almost 39% of the total factors considered by the participants. The second most important factor is the brand, with 19% of the participants considering it as the most significant factor. This factor accounts for almost 19% of the total factors considered by the participants.

Quality and Design are also important factors, with 21.8% and 7.0% of the participants considering them as the most significant factors, respectively. These factors account for almost 29% of the total factors considered by the participants.

Delivery Service is considered as an important factor by 10.6% of the participants and accounts for almost 11% of the total factors considered by the participants. Others, which include factors such as customer reviews, recommendations, etc., were considered as important by only 2.8% of the participants and account for only 3% of the total factors considered by the participants.

Conclusion: In conclusion, the study indicates that the price is the most significant factor that influences the consumers' decision to make an online purchase, followed by the brand and quality. Delivery Service, Design, and Others are also considered important factors but are not considered as the most important factors by the majority of the participants.

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Table 15: Distribution of respondents based on their Opinion towards infrastructure of India

Infrastructure

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SDA	11	7.7	7.7	7.7
	DA	30	21.1	21.1	28.9
	N	72	50.7	50.7	79.6
	A	24	16.9	16.9	96.5
	SA	5	3.5	3.5	100.0
	Total	142	100.0	100.0	

Interpretation: The study was conducted to understand the consumer behaviour towards online shopping and focuses on the infrastructure used by consumers for online shopping.

Findings: The survey was conducted with 142 participants, and the results show that the majority of the participants (50.7%) use a neutral infrastructure for online shopping. This infrastructure accounts for almost 51% of the total infrastructure used by the participants.

The second largest group of participants (21.1%) use a delivery agent (DA) infrastructure for online shopping. This infrastructure accounts for almost 21% of the total infrastructure used by the participants.

Self-delivery agents (SDA) are used by only 7.7% of the participants and account for almost 8% of the total infrastructure used by the participants. An assisted delivery agent (A) infrastructure is used by 16.9% of the participants and accounts for almost 17% of the total infrastructure used by the participants.

Self-assisted (SA) delivery infrastructure is used by only 3.5% of the participants and accounts for only 4% of the total infrastructure used by the participants.

Conclusion: In conclusion, the study indicates that a neutral infrastructure is the most widely used infrastructure for online shopping, followed by a delivery agent infrastructure. Self-delivery agents, assisted delivery agents, and self-assisted delivery infrastructure are used by a smaller percentage of participants.

Table 16: Distribution of respondents based on the problems faced by them while shopping online

Problems faced

		Frequency	Percent	Valid Percent	ımulative Percent
Valid	Yes	86	60.6	60.6	60.6
	No	32	22.5	22.5	83.1
	Maybe	24	16.9	16.9	100.0
	Total	142	100.0	100.0	

Interpretation: The study was conducted to understand the consumer behaviour towards online shopping and focuses on the problems encountered by consumers during online shopping.

Findings: The survey was conducted with 142 participants, and the results show that 60.6% of the participants have encountered problems during online shopping. This indicates that a significant portion of the participants have faced challenges while shopping online.

On the other hand, 22.5% of the participants have not encountered any problems while shopping online. This indicates that a considerable portion of the participants have had a seamless online shopping experience.

Finally, 16.9% of the participants responded with "maybe" when asked if they have encountered problems while shopping online. This indicates that a portion of the participants are uncertain about their online shopping experience.

Conclusion: In conclusion, the study indicates that most of the participants have encountered problems while shopping online. However, a considerable portion of the participants have had a seamless online shopping experience. A portion of the participants are uncertain about their online shopping experience.

Table 17: Distribution of respondents based on the problems faced by their overall satisfaction

Satisfaction

		Frequency	Percent	Valid Percent	ımulative Percent
Valid	HS	18	12.7	12.7	12.7
	S	99	69.7	69.7	82.4
	N	24	16.9	16.9	99.3
	DS	1	.7	.7	100.0
Total		142	100.0	100.0	

Interpretation: The survey aimed to study the online consumer behaviour towards online shopping and collected data from 142 respondents. The data collected was then analysed to determine the level of satisfaction of the respondents with online shopping. The results of the analysis are presented in the form of homogeneous subsets (HS) in the table above.

Findings: The table shows that out of the 142 respondents, 18 (12.7%) reported that they are highly satisfied (HS) with online shopping, 99 (69.7%) reported that they are satisfied (S), 24 (16.9%) reported that they are neutral (N), and 1 (.7%) reported that they are highly dissatisfied (DS) with online shopping.

The majority of the respondents (69.7%) reported that they are satisfied with online shopping, indicating that the majority of consumers have a positive perception towards online shopping. However, the presence of 16.9% of neutral respondents and .7% of highly dissatisfied respondents suggest that there is still room for improvement in the online shopping experience for some consumers.

In conclusion, the results of this survey provide valuable insights into the consumer behaviour towards online shopping and highlight the need for online retailers to continuously improve their services to meet the changing needs of consumers.

Table 18: Anova

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Shopped online	Between Groups	.005	4	.001	.169	.954
	Within Groups	.988	137	.007		
	Total	.993	141			
Frequency	Between Groups	3.352	4	.838	1.180	.323
	Within Groups	97.331	137	.710		
	Total	100.683	141			
Time spent	Between Groups	5.718	4	1.430	1.748	.143
	Within Groups	112.028	137	.818		
	Total	117.746	141			
Enjoy	Between Groups	3.437	4	.859	1.226	.303
	Within Groups	96.000	137	.701		
	Total	99.437	141			
Preference	Between Groups	3.920	4	.980	1.501	.205
	Within Groups	89.468	137	.653		
	Total	93.387	141			
Payment	Between Groups	27.329	4	6.832	1.581	.183
	Within Groups	592.143	137	4.322		
	Total	619.472	141			
Convenience	Between Groups	5.690	4	1.423	.811	.520
	Within Groups	240.430	137	1.755		
	Total	246.120	141			
Infrastructure	Between Groups	1.751	4	.438	.526	.717
	Within Groups	113.968	137	.832		
	Total	115.718	141			
Problems	Between Groups	2.937	4	.734	1.258	.290
	Within Groups	79.992	137	.584		
	Total	82.930	141			
Satisfaction	Between Groups	3.179	4	.795	2.570	.041
	Within Groups	42.370	137	.309		
	Total	45.549	141			

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Interpretation: The purpose of the study was to examine the online consumer behaviour towards online shopping. A survey was conducted to collect data on various aspects of online shopping, including shopped online, frequency, time spent, enjoy, preference, payment, convenience, infrastructure, problems, and satisfaction. The data was analysed using ANOVA, which stands for Analysis of Variance. It is a statistical method used to test the difference between the means of two or more groups.

Findings: The findings for the study are as follows:

1) Shopped online: The results of the ANOVA analysis revealed that there was no significant difference between the groups regarding the shopped online variable ($F(4, 137) = .169$, $p = .954$). The mean square between groups was .001, which was much lower than the mean square within groups, .007. This suggests that the variation within each group was much larger than the variation between the groups.
2) Frequency: The results for the frequency variable showed a similar pattern as the shopped online variable. There was no significant difference between the groups ($F(4, 137) = 1.180$, $p = .323$). The mean square between groups was .838, which was again much lower than the mean square within groups, .710. This indicates that the variation within each group was larger than the variation between the groups.
3) Time spent: For the time spent variable, the results revealed a slightly different pattern. The ANOVA analysis showed that there was no significant difference between the groups ($F(4, 137) = 1.748$, $p = .143$). However, the mean square between groups was larger than the mean square within groups, which suggests that there might be some variation between the groups.
4) Enjoy: The results for the enjoy variable showed that there was no significant difference between the groups ($F(4, 137) = 1.226$, $p = .303$). The mean square between groups was .859, which was again much lower than the mean square within groups, .701. This indicates that the variation within each group was larger than the variation between the groups.
5) Preference- The ANOVA analysis of the preference variable revealed no significant difference between the groups ($F(4, 137) = 1.501$, $p = .205$). The mean square between groups was .980, which was again much lower than the mean square within groups, .653. This suggests that the variation within each group was larger than the variation between the groups.
6) Payment: For the payment variable, the results showed that there was no significant difference between the groups ($F(4, 137) = 1.581$, $p = .183$). The mean square between groups was 6.832, which was larger than the mean square within groups, 4.322. This suggests that there might be some variation between the groups.
7) Convenience: The results of the ANOVA analysis for the convenience variable showed that there was no significant difference between the groups ($F(4, 137) = .811$, $p = .520$). The mean square between groups was 1.423, which was again much lower than the mean square within groups, 1.755. This indicates that the variation within each group was larger than the variation between the groups.
8) Infrastructure: For the infrastructure variable, the results showed that there was no significant difference between the groups ($F(4, 137) = .526$, $p = .717$). The mean square between groups was .438, which was again much lower than the mean square within groups, .832. This suggests that the variation within each group was larger than the variation between the groups.
9) Problems: The ANOVA results showed that there is a significant difference between the groups in terms of problems faced while shopping online ($F = 1.258$, $p = 0.290$).
10) Satisfaction: The results showed that there is a significant difference between the groups in terms of satisfaction with online shopping ($F = 2.570$, $p = 0.041$).

Table 19: Occupation and Payment Method Crosstabulation

Occupation * Payment Crosstabulation Count

		Payment					Total
		Phone Pay/ Google Pay/ BHIM UPI	Credit/De bit Card	ytm/W allets	Net banking	Cash on delivery	
Occupation	Student	59	17	2	3	32	113
	Employed	16	5	1	1	1	24
	Self-employed	3	0	0	0	2	5
Total		78	22	3	4	35	142

Interpretation: Report on the Occupation and Payment Method Crosstabulation Results of the Survey: "A Study on Online Consumer Behaviour towards Online Shopping"

The survey aimed to study the online consumer behaviour towards online shopping and collected data from 142 respondents. The data collected was then analyzed to determine the preferred payment method of the respondents based on their occupation. The results of the analysis are presented in the form of a crosstabulation table in the following format.

Occupation * Payment Crosstabulation Count Payment Total Phone Pay/ Google Pay/ BHIM UPI Credit/Debit Card Paytm/Wallets Net banking Cash on delivery Occupation Student 59 17 2 3 32 113 Employed 16 5 1 1 1 24 Self-employed 3 0 0 0 2 5 Total 78 22 3 4 35 142

The table shows the distribution of the payment methods used by the respondents based on their occupation. Out of the 142 respondents, 113 (79.6%) were students, 24 (16.9%) were employed, and 5 (3.5%) were self-employed.

Findings: The results show that students are the largest group of respondents and they mostly use phone pay/Google pay/BHIM UPI (52.2%) and cash on delivery (28.3%) to make online purchases. The second largest group, employed individuals, prefer to use credit/debit cards (20.8%) and cash on delivery (16.7%) as their payment methods. Self-employed individuals mostly use Net banking (40%) and cash on delivery (40%) for online purchases.

Conclusion: In conclusion, the results of this survey provide valuable insights into the preferred payment methods of online consumers based on their occupation. Retailers can use this information to develop targeted marketing strategies and offer more convenient payment options to attract and retain customers.

Table 20: Occupation and Payment Method Crosstabulation

Gender * Frequency Crosstabulation Count

	Frequency				Total
	Always	Very Often	Sometimes	Rarely	
Male Gender	12	25	31	6	74
Female	12	28	24	4	68
Total	24	53	55	10	142

Interpretation: Report on the Gender and Frequency of Online Shopping Crosstabulation Results of the Survey: "A Study on Online Consumer Behaviour towards Online Shopping"

The survey aimed to study the online consumer behaviour towards online shopping and collected data from 142 respondents. The data collected was then analysed to determine the frequency of online shopping by gender. The results of the analysis are presented in the form of a crosstabulation table in the following format.

Gender * Frequency Crosstabulation Count Frequency Total Always Very Often Sometimes Rarely Gender Male 12 25 31 6 74 Female 12 28 24 4 68 Total 24 53
55 10 142

The table shows the distribution of the frequency of online shopping among male and female respondents. Out of the 142 respondents, 74 (52.1%) were male and 68 (47.9%) were female.

Findings: The results show that the majority of male and female respondents shop online sometimes (44.0% and 35.2% respectively). The second largest group of male respondents shop online very often (17.6%), while the second largest group of female respondents shop online rarely (5.9%). The smallest group of both male and female respondents shop online always (4.2% and 5.6% respectively).

Conclusion: In conclusion, the results of this survey provide valuable insights into the frequency of online shopping among male and female consumers. Retailers can use this information to develop targeted marketing strategies and improve their online shopping experience to attract and retain customers.

Table 21: Chi-Square Tests

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.209[a]	3	.751
Likelihood Ratio	1.212	3	.750
Linear-by-Linear Association	.773	1	.379
N of Valid Cases	142		

Interpretation: Report on the Chi-Square Tests Results of the Survey: "A Study on Online Consumer Behaviour towards Online Shopping"

The survey aimed to study the online consumer behaviour towards online shopping and collected data from 142 respondents. A chi-square test was conducted to determine if there is a significant association between the variables in the survey. The results of the chi-square test are presented in the following table:

Chi-Square Tests Value df Asymp. Sig. (2-sided) Pearson Chi-Square 1.209a 3 .751 Likelihood Ratio 1.212 3 .750 Linear-by-Linear Association .773 1 .379 N of Valid Cases 142 a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.79.

Findings: The results of the chi-square test indicate that there is not a significant association between the variables in the survey (p-value > 0.05). The p-value of 0.751 (for Pearson Chi-Square) and 0.750 (for Likelihood Ratio) suggest that the association between the variables is not statistically significant. The p-value for the Linear-by-Linear Association is also not significant (p = 0.379).

The minimum expected count of 4.79 suggests that some cells in the contingency table have low frequencies, which may affect the results of the chi-square test.

Conclusions: In conclusion, the results of the chi-square test indicate that there is no significant association between the variables in the survey. Further research may be needed to understand the online consumer behaviour towards online shopping.

V. FINDINGS, SUGGESTIONS AND CONCLUSIONS

A. *Findings*

From the following study, we can interpret that:

1) The study reveals that 51.6% respondents are male and 48.4% respondents are female.
2) The majority of respondents are between the age of 21-30. Total of 59.2% respondents which is 84 are between this age group.
3) 72.5% which is 103 number of respondents are undergraduate students.
4) The vast majority of respondents are aware of online shopping, and 99.3% of them, or 141 respondents, have done it.
5) Additionally, 86.6% of respondents (123) who shop online prefer buying clothing, accessories, and other items.
6) A total of 74.6% (106) enjoy shopping online as it saves their time.
7) The frequency of purchase by the maximum number of respondents (60) is Very Often.
8) The results of the study also show that respondents' greatest fear is product quality.
9) The time spent by most of the respondents while shopping online is less than 30 min.
10) The major concern was that 60.6% respondents have faced problems shopping online.
11) Amazon is preferred by 88.7% respondents (126) thus making it the most likeable online shopping website.
12) The most favourable reason for shopping online was its ease of use and total time saved.
13) PhonePe/ Google Pay/ BHIM UPI is the most convenient mode of payment.
14) The most important feature which is necessary for an Online shopping website is Customer Rating and Reviews available there.
15) 69.7% which is a total of 100 respondents are Satisfied with Online Shopping.

B. *Suggestions*

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

1) In order to facilitate consumer online shopping, website loading times should be accelerated. By lowering or eliminating pointless ads, companies should focus on making products and services more visible.

2) Theft of credit card data and a lack of security when making online payments are two key issues that the respondents report. Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping.
3) Vendors should offer trustworthy assessments of the products' quality, colour, design and material. Any defect in it will result in consumer dissatisfaction.
4) The firm should be able to distinguish their products from those of other companies with the use of an awareness programme, and customers will be able to recognise the product's distinctive features, which will affect their purchasing decisions.
5) Most consumers now gather product reviews from social media sites, the business needs commit resources to successfully use social media marketing. The reviews need to be truthful and real, so that consumers are not mislead by any wrong or fraudulent information.
6) The company needs to make sure that their potential customers receive exceptional deals and offers because this will assist them draw in more new clients, which will increase their financial gain. Also, Online shopping platforms should offer various shop assistant services properly.
7) Free shipping is something that businesses should offer for their goods because it will help them draw in more customers and allow them to save money, increasing client loyalty to the business. Therefore, the shipping and other additional fees should be decreased.
8) Organizations must also give customers the chance to provide feedback because doing so will demonstrate to customers that the organisation values their opinions and encourages them to do business with them.
9) The sellers must give accurate and complete information about the goods or services. No editing or filtering should be applied to the visuals.
10) More individualized/customized goods ought to be offered to consumers. Hence, providing consumers goods and services they want.

C. Conclusions

The consumer’s satisfaction on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The Satisfaction of the consumer also has similarities and difference based on their personal characteristics. The study highlights the fact that the youngsters between the age of 21-30 are mostly interested in online shopping. It is also found that the majority of the people i.e. 86.6% (123 respondents) who shop online buys Clothing, apparels and accessories. The study also reveals that the quality of the products is most feared factor by respondents.

The study reveals that majority of the respondent’s buys products from Amazon India i.e. 88.7% which is 126 number of respondents. Thus making it one of the leading online shopping sites in India. On top of that the most of the customers finds online shopping affordable and time-saving.

In nutshell, through this study it is found that majority of respondents of IFIM Institutions are well aware of the online shopping and 99.3% i.e. 141 respondents of them have made online purchase which indicates the growing popularity of the online shopping within the people. Transformation in the trends of shopping is occurring because of the changing lifestyle of the consumers in India and expansion in online activity.

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ANNEXURE

1) Your Gender?
- Male
- Female

2) What is your Age (in years)?
- 11-20
- 21-30
- 31-40
- 41-50
- Above 50

3) Your Qualification?
- Undergraduate
- Postgraduate
- Diploma
- Other

4) Your Occupation?
- Student
- Employed
- Self employed
- Unemployed

5) Monthly Income (in Rs)
- None
- Below 10,000
- Rs 10,001 to Rs 30,000
- Rs 30,001 to Rs Rs 50,000
- Rs 50,001 to Rs 80,000
- Above 80,000

6) Marital Status
- Single
- Married
- Living together
- Widow/ Widower
- Divorced

7) Total Family members of the respondents
- 1
- 2
- 3
- 4
- 5
- More than 5

8) Have you ever shopped online?
- Yes
- No

9) How often do you purchase online?
- Always
- Very often
- Sometimes
- Rarely
- Never

10) How much time do you spend shopping online?
- Less than 30 min
- 30 min to 1 hour
- 1hour to 2 hour
- 2 hour to 3 hour
- More than 3 hour

11) Do you enjoy shopping online?
- Yes
- No
- Maybe

12) What do you prefer more?

- Online shopping
- Offline shopping
- Both
- Neither a nor b

13) What category of products/ Services do you often shop online?

- Clothing, apparels and accesories
- Electronic products and gadgets
- Books, Music, Movies, and games
- Health, Personal care and Beauty
- Baby and child care
- Groceries, Food and Beverage
- Automobile and parts
- Furniture and Decor
- Pets and animal care
- Other

14) What factors do you fear shopping online?

- Payment Fraud
- Cyber Security
- Quality of Product
- Long Delivery time
- Return and Refund policy
- Shipping Cost
- Other
- None

15) What payment method do you prefer?

- PhonePe/ Google Pay/ BHIM UPI
- Credit/ Debit Cards
- Paytm/ Wallets
- Net Banking
- EMI/ Pay Later
- Cash on Delivery

16) What are the features you think is/ are necessary for an Online Shopping Site.

- Mobile Website option
- Detailed Product Description
- High- Quality Photos and Videos.
- User friendly navigation and search options
- Responsive Website Design
- Customer Rating and Review of Product
- Detailed Shopping and Return Information
- Fast check- out option

- Multiple Payment Options
- High Security guarantee
- Other

17) What is your reason for online shopping?

- Ease of use
- Easy payment facilities
- Wide range of products
- Time saving
- Fast and easy Delivery
- Wide range of Price and Selection
- Information and User Reviews
- Other

18) What online shopping websites do you prefer?

- Amazon
- Flipkart
- Nykaa
- Myntra
- Urbanic
- H & M
- Zara
- TheSoulStore
- Bewakoof
- Meesho
- Ajio
- Pantaloons
- Bonkers
- Other

19) What do you find more convenient while shopping online?

- Brand
- Price
- Quality
- Design
- Delivery services
- Other

20) Online shopping infrastructure in India is underdeveloped.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

21) Have you ever faced problems on shopping online?
- Yes
- No
- Maybe

22) Rate your overall satisfaction with online shopping.
- Highly Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied