

**Research Project Report**  
**“CUSTOMER SATISFACTION TOWARDS ONLINE  
SHOPPING”**

**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT  
FOR THE AWARD OF  
BACHELOR OF COMMERCE**

**UNDER THE GUIDANCE OF  
Prof. JYOTI DUA**

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**School of finance and commerce  
Galgotias University**

# ACKNOWLEDGEMENT

All praise to the almighty with whose auspicious blessings I have been able to accomplish my research project report successfully. Equal credit goes to my parents and teachers who made me what I am today by their hard labor, devotion, support & prayer.

My special thanks to my parents for generic cooperation coordination and valuable support. I pay my gratitude towards my other faculty members. I must not forget to render my deep feelings of gratitude and thanks to all the respondents whom I visited during the survey for valuable information, co-operation, advice and suggestion to make this endeavor a great success.

I am grateful to my guide **PROFESSOR JYOTI DUA** for her efforts during my project work. My sincere thanks to all other who were associated with the project directly or indirectly for providing me the excellent guidance during the project.

# DECLARATION

I, **SHIVANI SINGHAL** admission no. **17GSFC101007** student of School of finance and commerce, Galgotias University, Greater Noida, hereby declare that the project report on “**CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING**” is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

**Name and Signature of the Student:**

**SHIVANI SINGHAL**

# **CERTIFICATE**

This is to certify that the project report “**CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING**” has been prepared by **SHIVANI SINGHAL** under my supervision and guidance. The project report is submitted towards the partial fulfillment of **3-years, Full time BACHELOR OF COMMERCE**.

**Name & Signature of Faculty:**

**PROF. JYOTI DUA**

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# ABSTRACT

In today's globalized world, online shopping is a great revolution. Online shopping has obtained very important position in 21<sup>st</sup> century. Online shopping or marketing is the use of technology for better marketing production. Most of the people here are busy loaded with their hectic schedules and in this situation online shopping is the easiest way for them. Internet has changed the nation rapidly into a developed perspective. Therefore we have also decided to study customer's behavior or attitude towards online shopping and specify the factors influencing consumers to shop on internet or we can say online shopping. Businesses have been coming up with creative ideas to promote their products through online means. It shows that modern types of marketing are replacing and decrease the value of traditional markets. This is the study that focuses on the factors influencing consumer's perception through online shopping system. Tom Berners Lee, created first World Wide Web in 1990 that opened for commercial use. Netscape's SSL encryption standard is the first online shopping system.

# INTRODUCTION

**“The way where consumer accepts “Internet as digital market area”.** Online shopping is a phenomenon in this era of information technology .online shopping is a form of business that is done through electronic commerce which allows customers to shop goods or services directly from a seller using a web browser through internet. It is a B2C process i.e. business to customer. Here customers also have a benefit that online web sites are always available 24 hours a day so that they can shop as per their time schedule

In many foreign countries people can access internet from their work as well as home .shoppers believe in online purchasing to save their time and take advantage of convenience instead of visiting of store. Online purchasing also be done in rural areas.

Online shopping is the sale of goods and services to the end users i.e. consumers, not for sale the product further purpose. Simply we can say first hand transaction with the consumer. Time delivery of goods and services that the customer demands can also be fulfilled and also prices are affordable too. Companies like flip kart have crossed billion dollar in online business. It also provides a golden chance to start a business, an ultimate guide to teach the person how to sell the goods and services online in India

## **Strategies followed by companies to satisfy customers:**

- **Pricing strategies:** one of the major strategy that have been followed by most online companies is pricing strategy in today’s world price factor effects the consumer and it is also a reason for people to not purchase anything online. So it is required for the companies to fix the prices of product and also prices are appropriated. Therefore, it is mandatory to do fair practices with their customers.
- **Product quality strategies:** second strategy that should be adopted by online companies to provide satisfaction to their consumers is product quality strategy. Consumer satisfaction is a major factor that has to maintain by every company. Consumer is totally dependent on the quality of product.

## **Preference of customer for online shopping:**

The preferences of the customer for online shopping have increasing day by day rapidly. And it can possibly do by so many reasons and some of the reasons are stated below:

- **Convenience:** The most important benefit that has been provided by online companies to their customers. Most of the companies provides 24 hour facility to their consumers and earn their desirable profits with this factor. People can also willing to shop conveniently from their homes rather than visiting a store physically.
- **Information:** another advantage that has been provided by online websites to their customers is complete information about all the products as well as services. Consumer are willing to purchase product from particular websites only when the websites provide proper information to them
- **Exclusive offers:** it is one of the main advantages which have been provided by online stores to its consumers. The websites should need to provide ample of exclusive offer so that consumers can opt for best offers as per their needs. Firstly consumers can identify the alternative and then choose their options as per their product requirement
- **Facility of shipping:** shipping facility of product and services is the most important preference of consumers to shop online. Most of the time stores charge a little amount of money which somehow expectable to the consumer so that they are not supposed to travel to offline stores.



# DATA COLLECTION

## Source of information:-

1. **Primary Source:-** the study was based on primary data.

- Questionnaire
- Depth interview with the agents and managers of the companies

2. **Secondary Data: -**

Secondary research means to reprocess and reuse of collected information as an indication for the betterment of the service or product.

- Newspaper
- Magazine
- Internet sites

Both primary and secondary data are useful for businesses but both may differ from each other in various aspects.

# Research Methodology

## The Research Design Used for the Study

- 

1. The research design used for the study is descriptive.

2. The total population size is definite.

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 48.

### **Research Design:**

Focusing the object of present study a survey was conducted with the help of structured questionnaire to collect data about consumer's behavior for online shopping in India. The questionnaire was designed to collect information of respondents such as age, gender, occupation. In addition to some various questions such as:

- Experience of internet usage.
- Type of products purchased online
- Purpose of using internet

### **Sample Design:**

Simple charting and tabulation tools are used to understand the behavior of the respondents for online shopping. Convenience sampling method is used and questionnaire got filled by email and personal interview method.

# RESULT ANALYSIS

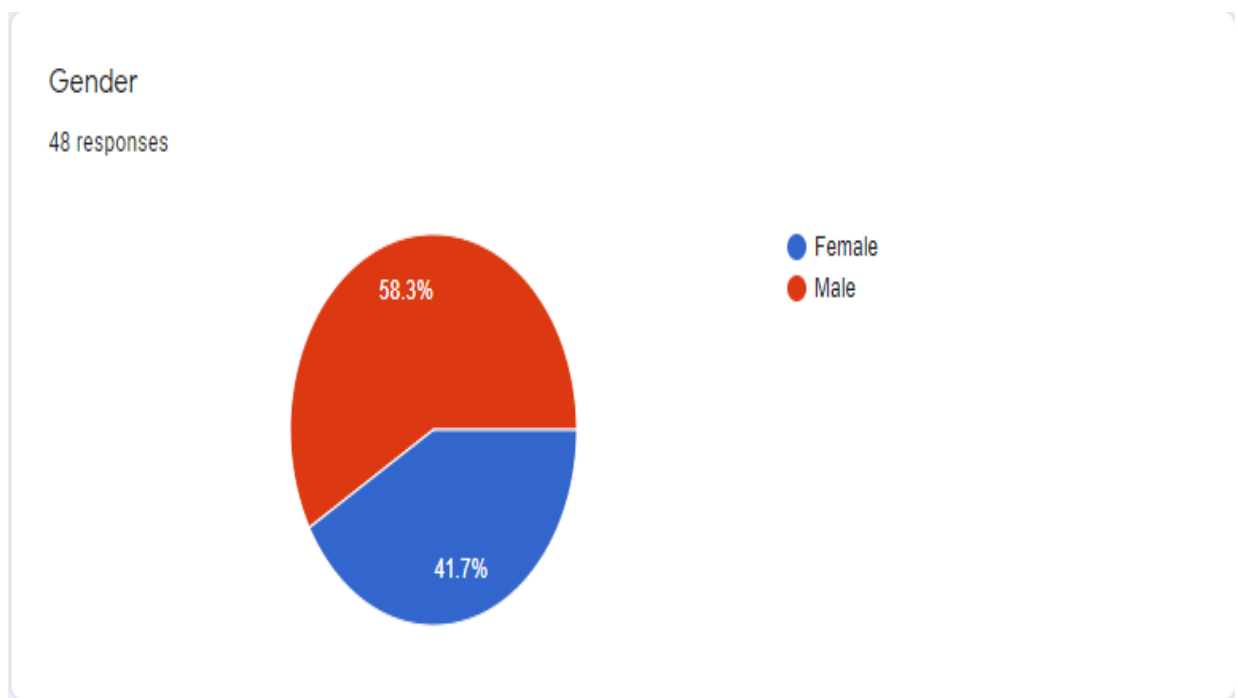
## QUESTIONNAIRE

<https://forms.gle/x8oqfbNpLj7gew1LA>

## NUMBER OF RESPONSES

[https://docs.google.com/spreadsheets/d/1ynFn0NnbQcOU3bovXE\\_ZsPvpW5byJNwV9DG9fBEkkdg/edit#gid=1847996716](https://docs.google.com/spreadsheets/d/1ynFn0NnbQcOU3bovXE_ZsPvpW5byJNwV9DG9fBEkkdg/edit#gid=1847996716)

### 1. BASIS OF GENDER:

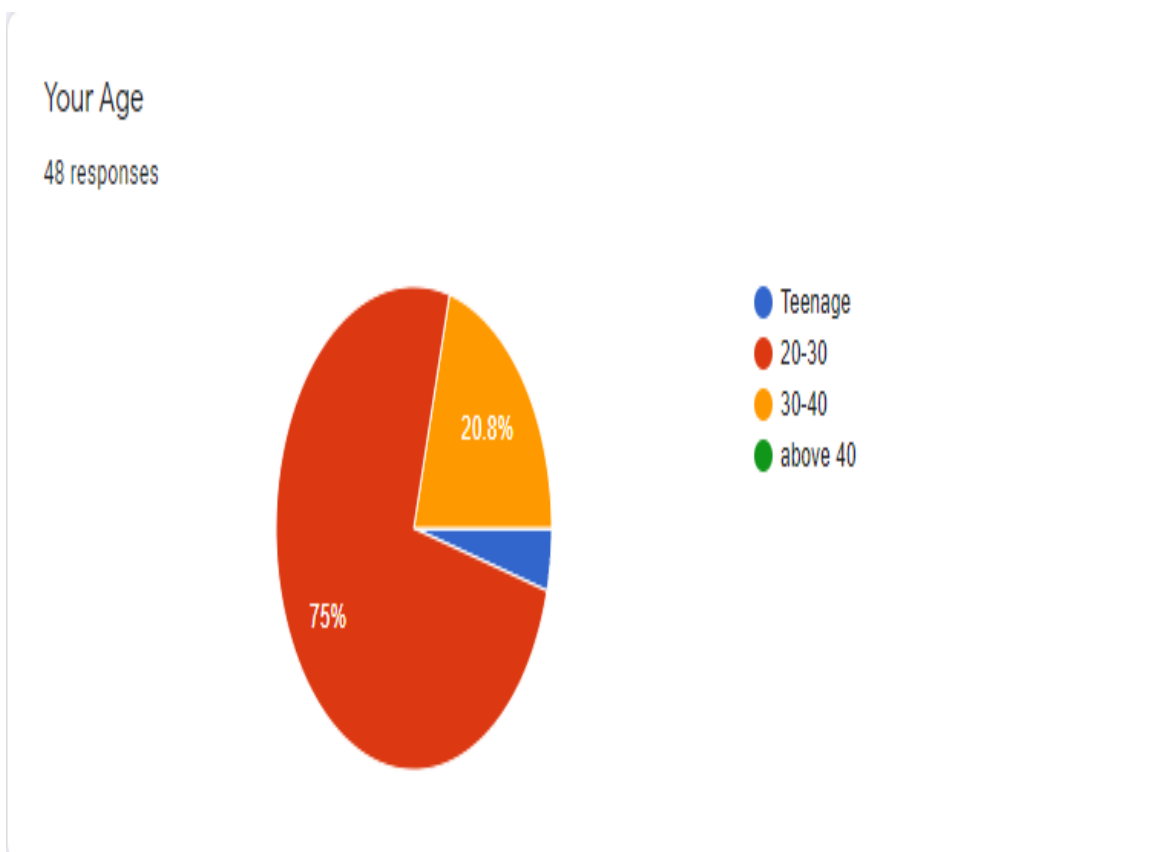


Hence, majority of males in responses.

Gender	Number
Male	28
Female	20
<b>Total</b>	<b>48</b>

**2. AGE GROUP:**

<b>AGE</b>	<b>NO. OF RESPONDENT</b>
Teenage	2
20-30	35
30-40	11
ABOVE 40	0
<b>TOTAL</b>	<b>48</b>



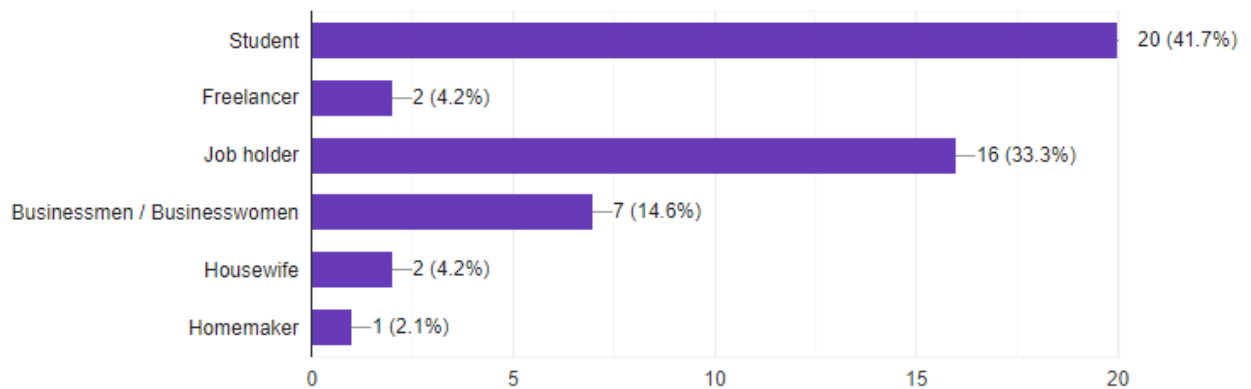
**Hence, majority of people belongs to 20 - 30 Age Group**

3. **OCCUPATION:**

OCCUPATION	NO. OF RESPONDENT
STUDENT	20
FREELANCER	2
JOB HOLDER	16
BUSINESSMEN/BUSINESS WOMEN	7
OTHER	3
TOTAL	48

What do you do?

48 responses



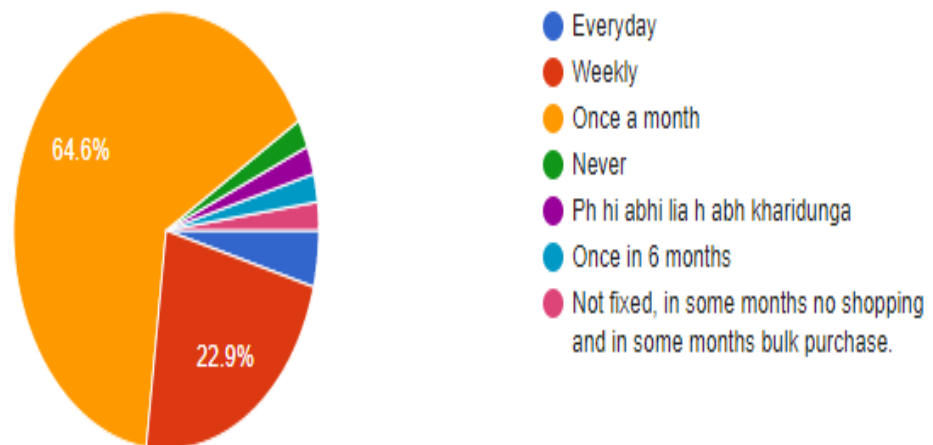
**Hence, majority student and job holders are willing to shop online.**

**4. AVERAGE BASIS, PEOPLE SHOP ONLINE LAST SIX MONTHS:**

TIME PERIOD	NO. OF RESPONDENT
EVERYDAY	2
WEEKLY	10
ONCE A MONTH	33
OTHER	3
TOTAL	48

On average, how often do you shop online in the last six months?

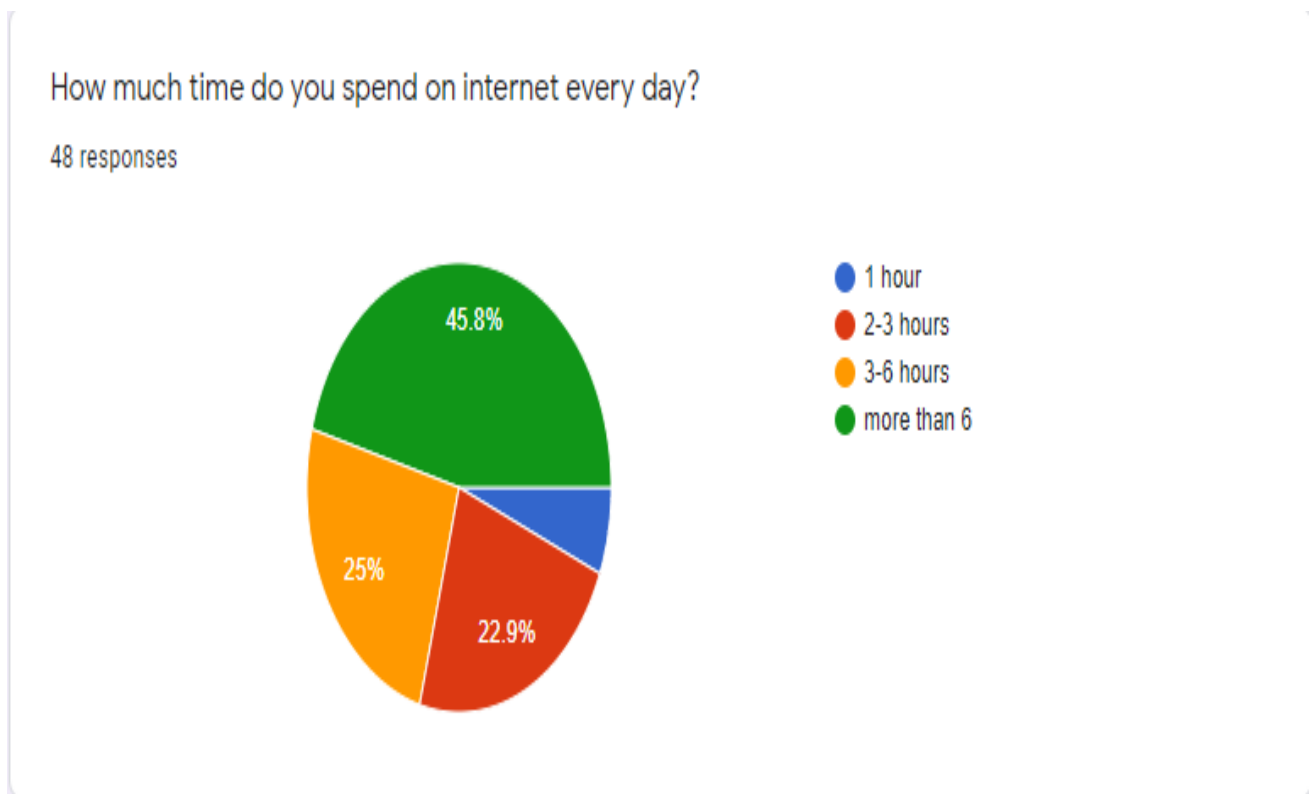
48 responses



**Hence, majority pf people shop once in a month**

**5. PEOPLE SPENT TIME ON INTERNET EVERYDAY:**

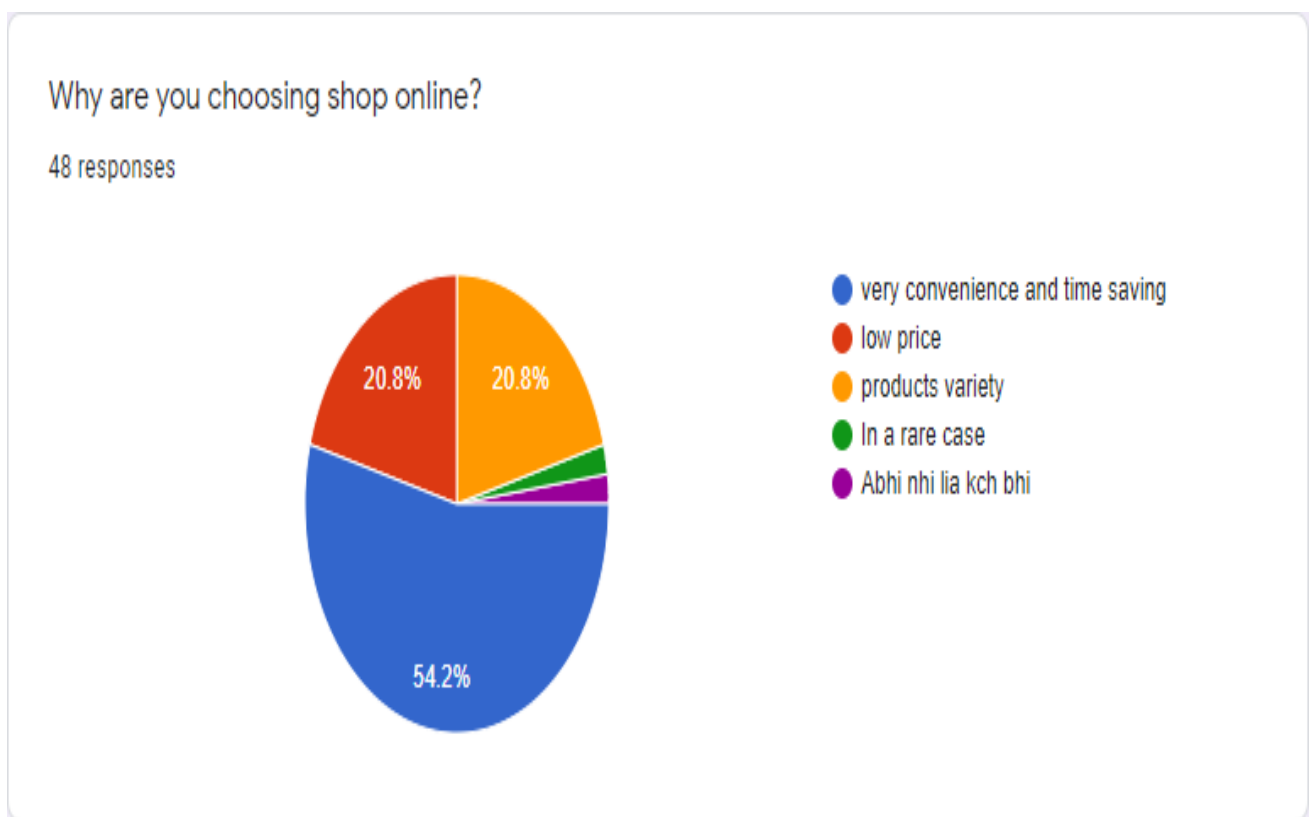
TIME	NO. OF RESPONDENT
1 HOUR	3
2-3 HOURS	11
3-6 HOURS	20
MORE THAN 6	14
TOTAL	48



**Hence, majority of people spend more than 6 hours on internet every day**

**6. WHY ONLINE SHOPPING:**

WHY	NO. OF RESPONDENT
VERY CONVENIENCE AND TIME SAVING	27
LOW PRICE	10
PRODUCT VARIETY	10
OTHER	1
<b>TOTAL</b>	<b>48</b>

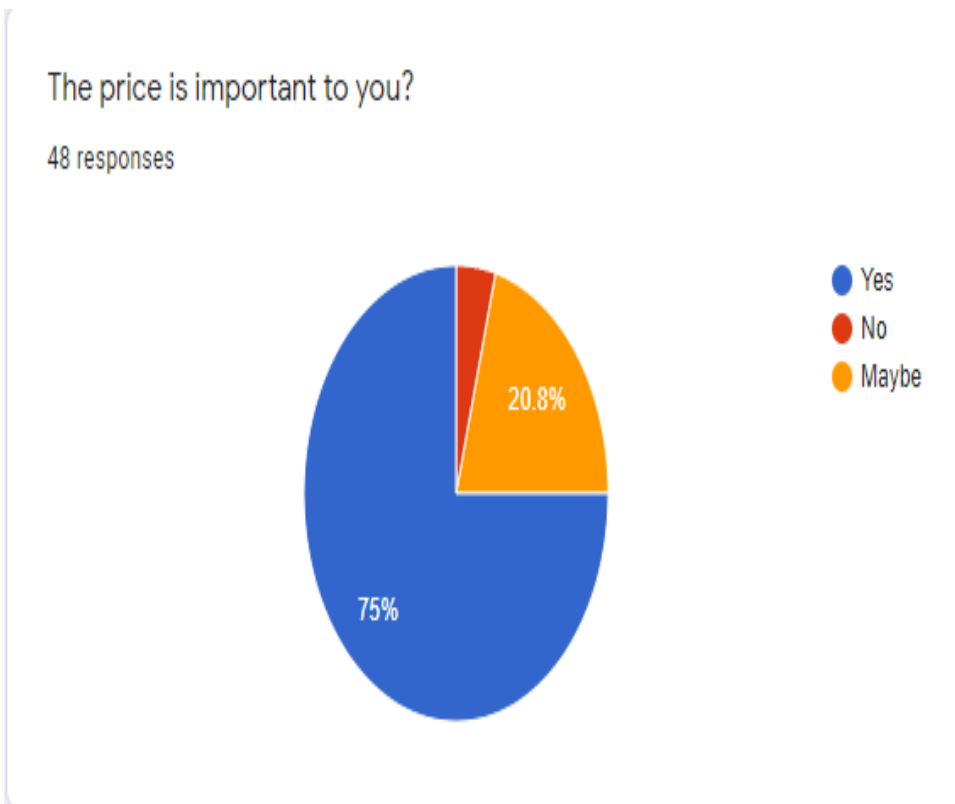


**Hence, majority of people choose online shopping as it is very convenience and time saving.**



**7. IMPORTANCE OF PRICE:**

OPTIONS	NO. OF RESPONDENT
YES	37
NO	1
MAY BE	10
<b>TOTAL</b>	<b>48</b>

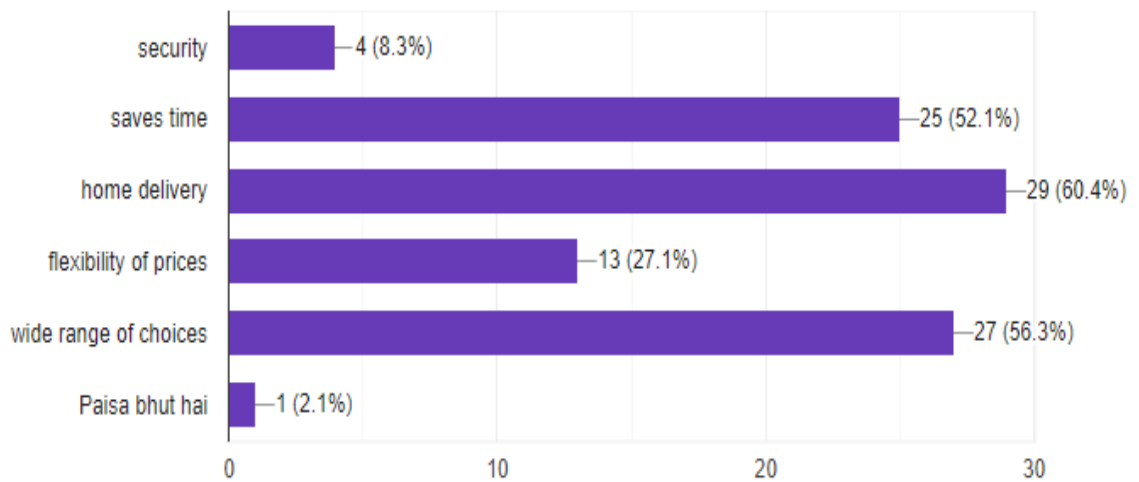


**Hence, majority of people agrees that price is important to them**

## 8. PREFERENCE OF ONLINE SHOPPING:

Why do you prefer online shopping?

48 responses

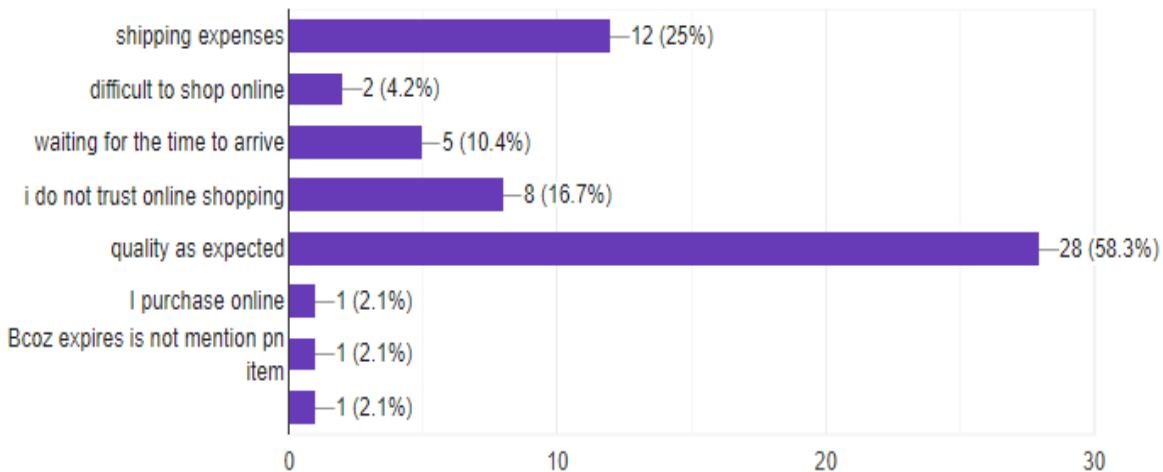


**Hence, majority of people prefer online shopping for home delivery**

**9. REASON FOR NOT PURCHASING ONLINE:**

If you do not purchase things online why?

48 responses



**10. MONEY SPENT IN PAST YEARS:**

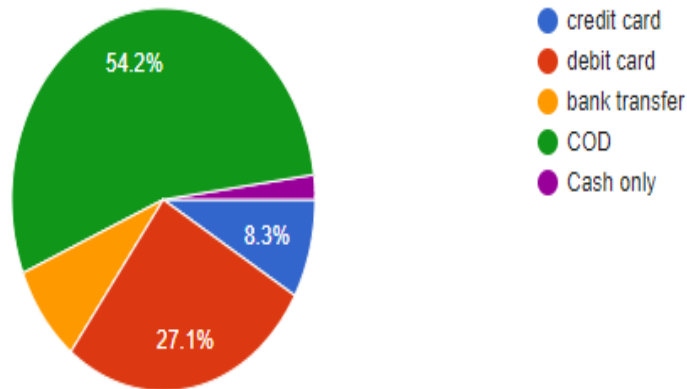
AMOUNT	NO. OF RESPONDANTS
NOTHING	5
1-2500	11
2500-5000	8
5000-10000	7
MORE THAN 10000	17
<b>TOTAL</b>	<b>48</b>

Hence, majority of people have spent more than Rs. 10,000/- past year.

### 11. PAYMENT METHOD:

What would be your best payment method?

48 responses

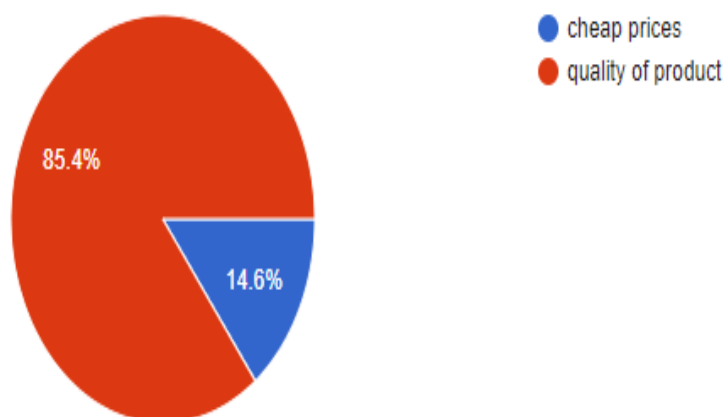


**Hence, majority prefers COD (Cash on Delivery) as a best payment method.**

### 12. PREFERENCE FOR ONLINE SHOPPING:

What would you prefer most?

48 responses

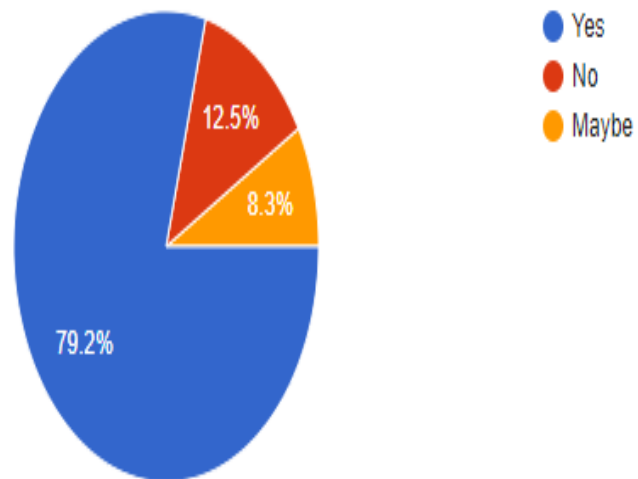


**Hence, majority prefers Quality over cost in online shopping.**

### 13. FEEDBACK FOR SURVEY:

Did you like this survey or not?

48 responses



**Hence, most of the people liked the survey.**

# FINDING

The findings of the study imply that:-

The number of buyers and sellers towards online shopping has been increasing day by day because people are willing to purchase the product through online shopping. Most of the people in country are internet users and also aware about online shopping. Most important aspect is most of the people from professional sector prefer to buy online products due to lack of time and their hectic schedules.

- Most of the people approx. 64.6% likely to shop online once a month which is not preferable for online companies and 22.9% of people do shop weekly.
- 75% of people visit online websites for the price factor which will be beneficial for the companies to put an advantage of it.
- People want from companies to describe their products more aptly and should include more offers for their valuable customers.
- 60.4% of people only opt for online shopping because of the benefit of home delivery provided by online shoppers and hardly 4 percent of people believe in security of online shopping.
- The maximum numbers of respondents are lying in age group of 20-30. The online stores should target this segment for better future growth.
- According to research, online shoppers has shown fear of shipping expenses and trust issues.

# SUGGESTION

Based upon the findings some of the suggestions are listed below:

- Results have showed that time saving concept is the main factor among people that's why they opt for online shopping instead of offline stores.
- Most of the people in India are traditional type of buyers with the usage of long term. But most of the buyers that are focusing on online shopping concept are in the nature of short term usage of products. So it is necessary to seller that he/she should need to concentrate on offering of more durable products with 100% guarantee.
- Online sellers should be more focused about delivery time and charges of delivery and also the exchange policies and return policies. It can make easier, quicker and reliable for the consumer so that they can enjoy the online shopping experience.
- Consumers' personal information and transaction security are most important concern of consumer. Therefore sellers can assure their customers by providing personal information privacy protection policy and security for transaction by improving their technological systems.
- Online shopping adopts international standards and do not adopt local standards which is not good for the sellers. So they should need to introduce products according to the local market standards. This will help them to increase the sale of the products.

## **CONCLUSION**

Internet is being mainly used by the sellers for the display of their products and to communicate with their customers. Companies should need to adopt some measures so that they can sell their products through worldwide with the help of www i.e. World Wide Web. Online shopping is becoming more popular day by day all over India also in rural areas. People become more knowledgeable about purchasing products online. Everything in today's world is internet oriented such as e-business, e-shopping, e-payment etc.

Customer satisfaction is found to be less in people due to quality factor. Most users are shopping once or twice a week. Due to rapid growth in online shopping among people, this beats the offline stores. Online shopping has opened up doors to many small retailers as they can easily sell their products.



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- Internet
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- Wikipedia
- Quora