# PROJECT REPORT

(Submitted for the Degree of B.com Honours in Accounting and Finance under the University of Calcutta)

## “CONSUMER'S BEHAVIOUR ANALYSIS OF ONLINE SHOPPING AND OFFLINE SHOPPING”

#### (With special reference to Amazon, Snapdeal, Pantaloons, Big Bazaar and Raymond)



**SUBMITTED BY**

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#### SUPERVISED BY

**NAME OF THE SUPERVISOR** : Dr. MOUMITA SARKAR (SAMANTA) **NAME OF THE COLLEGE** : BANGABASI MORNING COLLEGE **MONTH OF THE SUBMISSION** : May, 2023

**ANNEXURE- I**

# SUPERVISOR’S CERTIFICATE

This is to certify that **NITU SHAW** a student of B.Com Honours in Accounting & Finance **BANGABASI MORNING COLLEGE** under the University of Calcutta has worked under my supervision and guidance for her Project Work and prepared a Project Report with the title “**CONSUMER'S BEHAVIOUR ANALYSIS OF ONLINE SHOPPING AND OFFLINE SHOPPING”** which she is submitting, her genuine and original work to the best of my knowledge.

**Signature** :

**Name** : Dr. Moumita Sarkar (Samanta) **Designation** : ASSISTANT PROFESSOR **Name of the College**: BANGABASI MORNING COLLEGE

**Place:** Kolkata

##### Date:

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**ANNEXURE- II**

# STUDENT’S DECLARATION

**I** hereby declare that the Project Work with the title **CONSUMER'S BEHAVIOUR ANALYSIS OF ONLINE SHOPPING AND OFFLINE**

**SHOPPING** submitted by me for the partial fulfillment of the degree of B.Com.

Honours in Accounting & Finance under the University of Calcutta is my original work and has not been submitted earlier to any other University /Institution for the fulfillment of the requirement for any course of study.

I also declare that no chapter of this manuscript in whole or in part has been incorporated in this report from any earlier work done by others or by me. However, extracts of any literature which has been used for this report has been duly acknowledged providing details of such literature in the references.

|  |  |  |
| --- | --- | --- |
| **Place:** Kolkata | **Signature** | : |
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# ACKNOWLEDGEMENT

The success and final outcome of this project required a lot of guidance and assistance from many people and I am extremely privileged to have got this all along the completion of my project. All that I have done is only due to such supervision and assistance and I would not forget to thank them.

I, **NITU SHAW** respect and thank my supervisor **Dr. Moumita Sarkar (Samanta)** for providing me an opportunity to do the project work and giving me all support and guidance which made me complete the project duly. I am extremely thankful to her for providing me support and guidance, although she had a busy schedule managing the university and college work

I am thankful and fortunate enough to get constant encouragement, support and guidance from all Teaching staff of the Commerce Department which helped me in successfully completing my project work.

Last but not the least I would also like to thank my parents and friends who directly or indirectly supported me and helped me during my project work.

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## INTRODUCTION

#### Background of the Study

Online Shopping and offline shopping is defined as purchasing items from internet retailers and market retailers through the internet or shop or store. Customers buy books, garments, electronic items, gadgets, etc at different kinds of websites or local stores. Different kinds of customers have different point of view to purchase a product and every company has a different strategy to sell their products. This project will help customers to improve communication with retailers. The customers will become more organized to make their decisions about shopping. They will also know more information about the product and the companies.

###### Online Shopping Vs Offline Shopping

This project allows choice and opportunities for consumers and students to explore, create, and connect. When they are addressing real- world problems, this will expose them to potential to make decisions. Students need opportunities to get outside of the classroom and into the real world with their projects in order to begin thinking about the endless career possibilities. Online stores must describe products for sale with text, photos, and multimedia files, whereas in a physical retail store, the actual product and the manufacturer's packaging will be available for direct inspection. This project describes such as instructions, safety procedures, demonstrations, or manufacturer specifications. Some provide background information, advice, or how-to guides designed to help consumers decide which product to buy. Consumers are at higher risk of fraud than face- to-face transactions. They also risk fraudulent purchases using stolen credit cards or fraudulent repudiation of the online purchase However, merchants face less risk from physical theft by using a warehouse instead of a retail storefront.

## 1.2 Literature Review

Nowadays, the rapid development of the Internet and mobile technologies has driven e- business to make a breakthrough. More and more traditional retailers are developing virtual online channels (Chen, Wang, & Jiang, 2016). Since the rise in electronic and mobile commerce in recent years, consumers tend to adopt multiple channels for researching and purchasing products and services. Nielsen (2014) reports that 96% of Web users in Taiwan shop online, while among them, those who search for and purchase products through mobile devices (smart phones and tablets) has increased from 24% to 32%. eMarketer (2018) mentions that mobile phones with better location tracking and identity graphs are better tools for judging the full impact of online media. These O2O capabilities have made advertisers able to refine goals, change creative activities, and rethink their media mixes.

Demand for O2O measurements has increased in most industries over these past 2 years.

Perceived hesitation is the postponing of purchase decision because of some situation including perceived risk, uncertainty and additional information. (Cho et al., 2006). The feelings that consumers have towards shopping choice lead to hesitation about purchase in the future and can also cause demotivation which further leads to deferring choice (Huang et al., 2018). An unexpected situation can also obstruct consumer’s attitudinal response and cause hesitation about purchase choice. (Wong & Yeh, 2009). These studies suggest that the pandemic will restrict consumer’s choice freedom as well as develop hesitation in shopping, especially in the offline retail. More recently, studies suggest that consumer’s choice hesitation evolves from restrictions that arise because of consumer’s psychological reaction (Peng and Chen, 2019) and in order to avoid psychological pain, tend to avoid making an immediate decision (Akhtar et al. 2019)

#### Objectives of the Study

* To know the preference of customers between online and offline shopping.
* To analyze which facility is influencing customers the most when they want to purchase something.
* To understand and compose the various service provided by online and offline shopping companies.
* The study and analyse customers' satisfaction with the service provided by the online and offline shopping companies.
* To find the advantages and disadvantages of online shopping and offline shopping.
* To know customer's answers regarding the product and service of online and offline

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#### Research Methodology

The research methodology is perhaps the part of a qualitative thesis that is most unlike its equivalent in a quantitative study. Students doing quantitative research have an established conventional ‘model’ to work to, which comprises these possible elements:

##### Primary Data

The data was collected through an administered questionnaire in an online survey in Google forms which was sent to a population of 40 peoples and data was collected from their responses.

##### Secondary Data

* + **Electronics Sources:** The secondary data are collected from books, journals, Websites, etc.
  + **Tools Used For Analysis:** Data becomes useful only after analysis. Data analysis involves converting a series of recorded observations into descriptive statements and information. Therefore, in case of this project the methods of data analysis that will be used are graphical method and simple percentage method.

#### Limitations of the Study

Although this research was carefully prepared, I am still aware of its limitations and shortcomings.

* + 1. The research was conducted in the 10 intermediate classes which have lasted for five month. Eight month is not enough for the research to observe all of the students' speaking performance in their classes. It would be better if it was done in a longer time.
    2. The population of the experimental group is small, only fifty five people
    3. Since the questionnaire designed to measure the people’s attitude towards the use of communication strategies might give useful information about the impacts of communicative strategies; it seems not to provide enough evidence of the people's actual behavior to communication skills in their speaking performance.
    4. It is unavoidable that in this study, a certain degree of subjectivity can be found. In fact, it would have been sort of objective if it had been decided by two or three examiners.

Study depends on having access to people, organizations, or documents and, for whatever reason, access is denied or otherwise limited, the reasons for this need to be described.

## 1.6 Chapter Planning

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**Chapter 1: Introduction**

Background of the study

Research problem and objectives

Research questions

Scope and limitations of the study

**Chapter 2: Literature Review**

Overview of consumer behavior

Factors influencing consumer behavior in online and offline shopping

Comparative analysis of online and offline shopping behavior

Online and offline shopping adoption models

**Chapter 3: Research Methodology**

Research design

Sampling techniques and sample size

Data collection methods

Data analysis techniques

**Chapter 4: Results and Discussion**

Presentation of findings

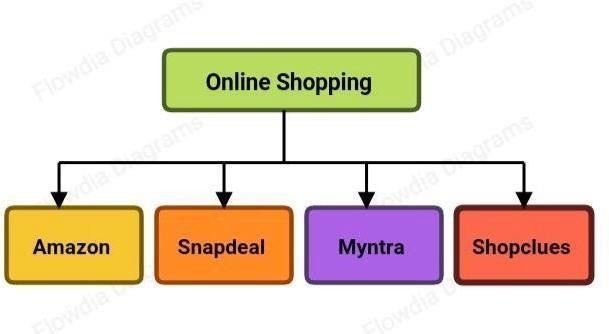
Analysis of results

Discussion of results in the context of research questions

Conclusion and implications of the study

## CONCEPTUAL FRAMEWORK

#### Consumer Behavior on Online Shopping and Offline Shopping

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2018, customers can shop online using a range of different computers and devices, including desktop, Computers, laptops, tablet computers and smart phones.

Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal.

In terms of online communication, when customers see banner ads or online promotion, these advertisements may attract customers’ attention and stimulate their interesting particular products. Before they decide to purchase, they will need additional information to help them out. If they do not have enough information, they will search through online channels, e.g., online catalogs, websites, or search engines.

Post-purchase behavior will become more important after their online purchase. Consumers sometimes have a problem or concern about the product, about the product, or they might want to change or return the product that they have bought.

Thus, return and exchange services become more important at this stage. All five stages described above are affected by external factors of risks and trusts. The source risk comes in the stage of information search and evaluation because the information in the web sites might contain some mistakes. Some websites require customers to register before searching their website. As such, in addition to product risk, consumers also face the risk of information security. Because of the nature of online purchasing, customers take the risk as they are not able to examine the product before purchasing.

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* 1. **Company Profile Online Shopping**

##### Amazon.com

Amazon.com, Inc. is an American multinational technology company which focuses on one- commerce, cloud computing, digital streaming, and artificial intelligence. It has been referred to as "one of the most influential economic and cultural forces in the world", and is one of the world's most valuable brands.

Throughout the 1990s, the popularity of the Internet and World Wide Web swept across the world, and personal computers in most businesses and households got hooked up in some form or another to Internet providers and Web browser software. As use of the Internet became more prevalent in society, companies began looking to the Web as a new avenue for commerce.



Selling products over the Internet offered a variety of choices and opportunities. One of the pioneers of e-commerce was Jeff Bezos, founder of Amazon.com. As such, the company's focus on growth continued. In 1999, it launched an online auction service entitled Amazon Auctions. It also began offering toys and electronics and then divided its product offerings into individual stores on it to shop for certain items. During the holiday season that year, the firm ordered 181 acres of holiday wrapping paper and 2,494 miles of red ribbon, a sign that Bezos expected holiday shoppers to flock to his site as they had in the two past years. Sure enough, sales climbed to $1.6 billion proving that the founder's efforts to create an online powerhouse had indeed paid off. In 1999, Bezos reached the upper echelon of the corporate world when Time magazine honored him with its prestigious "Person of the Year" award.

##### Snapdeal

Snapdeal is an Indian e-commerce company based in New Delhi, India. The company was started by Kunal Bahl, a Wharton graduate as part of the dual degree M&T Engineering and Business program at Penn, and Rohit Bansal, an alumnus of IIT Delhi In February 2010. Snapdeal currently has 275,000 sellers, over 30 million products and a reach of 6,000 towns and cities across the country. Investors in the company include SoftBank Corp, Ru-Net Holdings, Tybourne Capital, Premji Vet, Alibaba Group, Temasek Holding, Bessemer Venture Partners, IndoUs Venture, Kalaari Capital, Saama Capital, Foxconn Technology Group, Blackrock, eBay, Nexus Ventures, Intel Capital, and Ontario Teachers’ Pension Plan, Singapore-based investment entity Brother Fortune Apparel and Ratan Tata Snapdeal acquired Freecharge for $400 million.



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### Company Profile Offline Shopping

##### Pantaloons

Pantaloons Fashion & Retail Limited is an Indian premium clothing retail chain. The first Pantaloons store was launched in Gariahat, Kolkata in 1997. As of November 2013, there were 76 Pantaloons stores in 44 cities. Pantaloons were previously controlled by the Future Group, and were taken over by Aditya Birla Nuvo Limited. According to the Brand Trust Report 2014, a study conducted by Trust Research Advisory, Pantaloons featured among 100 most trusted brands in India. Pantaloon Retail (India) Limited, is Indians leading retailer that operates multiple retail formats in both the value and lifestyle segment of the Indian consumer market. Headquartered in Mumbai (Bombay), the company operates over 16 million square feet of retail space, has over 1000 stores across 73 cities in India and employs over 30,000 people.



* **Big Bazaar**

Future Group is an Indian private conglomerate, headquartered in Mumbai. The company is known for having a significant prominence in Indian retail and fashion sectors, with popular supermarket chains like Big Bazaar. Big Bazaar shopping mall was launched as the first retail chain and fourth new outlet of Future Group to have its presence in the Steel City of Rourkela, Odisha. The new shopping mall was opened in the month of December 20, 2014.Big Bazaar's journey began in October 2001, when the young, first generation entrepreneur Kishore Biyani opened the country's first hypermarket retail outlet in Kolkata (Calcutta).

#### Raymond

Raymond is the best brand for suits in India. The quality of the product is incomparable. They have a wide variety of suits. Available for every occasion with the best designs. Raymond Group is an Indian branded fabric and fashion retailer, incorporated in 1925. It produces suiting fabric, with a capacity of producing 31 million meters of wool and wool-blended fabrics. The group owns apparel brands like Raymond, Raymond Premium Apparel, Raymond Made to Measure, Ethnix, Park Avenue.



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### National and International Scenario of Online Shopping andOffline Shopping

#### National Scenario of Offline Shopping

Traditional retailers live and die with changes in same-store sales, in-store sales per labor hour, and compensation systems based on such metrics. Many created separate online organizations to maximize valuations. The separate organizations targeted different customer segments, inhibited collaboration, and created serious frictions and jealousies. When the predictions of dot- com domination proved wildly optimistic, overpriced acquisitions began failing, and store organizations smugly celebrated.

#### National Scenario of Online Shopping

E-commerce was introduced in India in 2002 when the government of India introduced IRCTC online passenger Reservation system. It allowed booking of tickets online at any time and from anywhere. With the help of this system people can book tickets with easy payments, can check the status of their tickets and also look for ticket availability.

###### Homeshop18.com

It is venture of Network 18 and India’s first 24 hours shopping TV channel. One can buy jewellery, home appliances, clothes, mobile phones etc.

###### Futurebazaar.com

It sells computers, home fashion products, kitchen and other electronic appliances etc.

###### Shopping.indiatimes.com

It offers products ranging from electronics to products which are related to beauty, fashion, health, music or games, etc.

#### International Scenario of Online Shopping and Offline Shopping

Different countries have consumer oriented markets thanks to the availability of the internet. Smartphone’s are now being used to make purchases and conduct online transactions. Convenience is, without doubt, the biggest factor in Shop globally. Customers have an easy time browsing products, reading reviews and even comparing prices, quality before placing orders. The convenience does not end there because they can also have the items delivered to where they are with a very affordable shipping rate. They don’t need to move from their homes or offices to purchase what they need.

Smartphone’s have taken the place of shoppers and considering that they are more reasonable, a large number of customers can access the internet without any problem. Product quality and variety has also seen an increase in the popularity of virtual shopping.



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## DATA ANALYSIS & FINDINGS

###### Which types of shopping do you like the most?

|  |  |  |
| --- | --- | --- |
| **Shopping** | **People** | **Percentage** |
| **Online** | **16** | **40 %** |
| **Offline** | **24** | **60 %** |
| **Total** | **40** | **100 %** |

**Shopping**

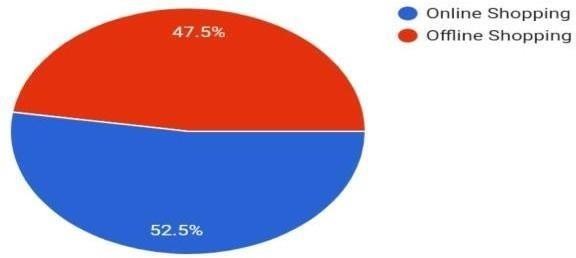
Online Shopping Offline Shopping

40%

60%

**FINDINGS:** In this case, most of the people prefer offline shopping compared to online shopping as they can know the quality of the material by touching it which is not possible in online shopping.

###### According to you, which shopping method is costlier?



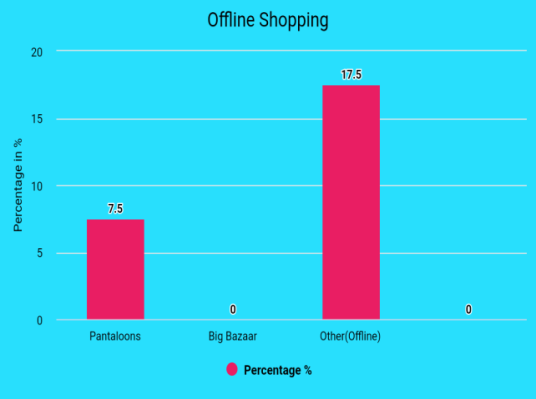
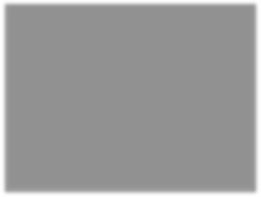
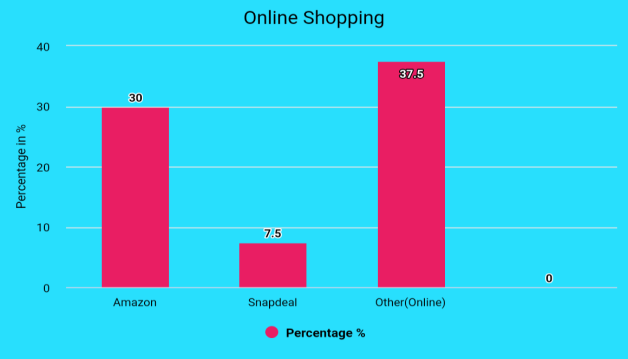
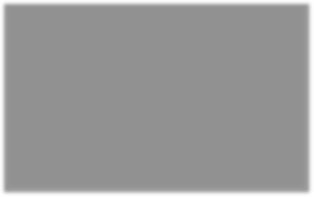
|  |  |  |
| --- | --- | --- |
| **Shopping** | **Types** | **Percentage** |
| **Online** | **21** | **52.5%** |
| **Offline** | **19** | **47.5%** |
| **Total** | **40** | **100%** |

**FINDINGS:** In this case most people have chosen online shopping. They believe that online shopping is more costly than offline shopping.

###### Where do you get lots of trendy dresses?

|  |  |  |  |
| --- | --- | --- | --- |
| **Shopping** | **Types** | **People** | **Percentage** |
| **Online** | **Amazon** | **12** | **30 %** |
| **Snapdeal** | **3** | **7.5 %** |
| **Other (Online)** | **15** | **37.5 %** |
| **Offline** | **Pantaloons** | **3** | **7.5 %** |
| **Big Bazaar** | **0** | **0 %** |
| **Other (Offline)** | **7** | **17.5 %** |
| **Total** | | **40** | **100 %** |

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**FINDINGS:** According to the survey, most of the people chose online shopping as they believe that they get lot of trendy dresses in online shopping.

###### Which type of shopping gives you good satisfaction?

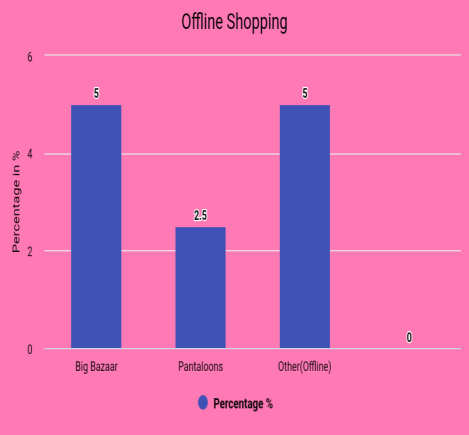
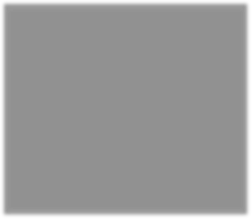
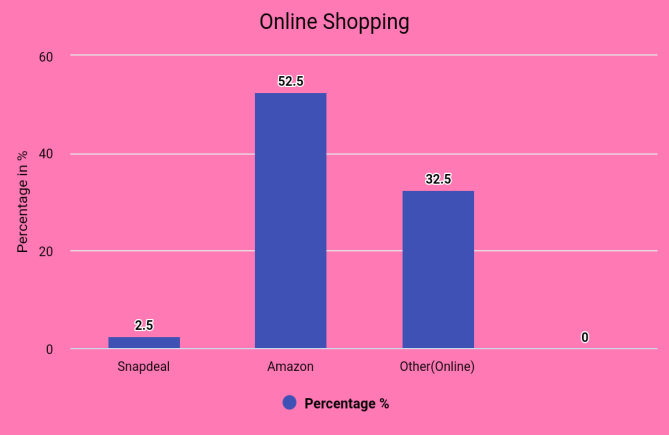
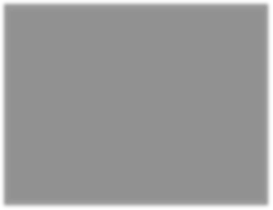
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| --- | --- | --- |
| **Shopping** | **People** | **Percentage** |
| **Online** | **12** | **30 %** |
| **Offline** | **28** | **70 %** |
| **Total** | **40** | **100 %** |

**FINDING:** In this case, most of the people have chosen offline shopping. According to them they feel more satisfied in offline shopping compared to online shopping.

###### Which company gives you exclusive offers?

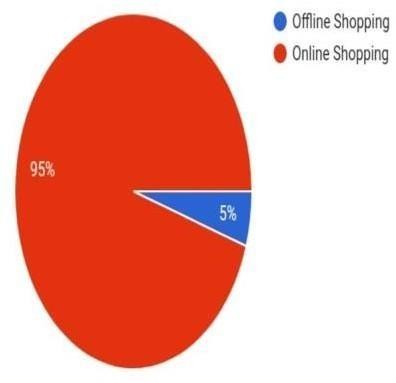
|  |  |  |  |
| --- | --- | --- | --- |
| **Shopping** | **Types** | **People** | **Percentage** |
| **Online** | **Snapdeal** | **1** | **2.5 %** |
| **Amazon** | **21** | **52.5 %** |
| **Other (Online)** | **13** | **32.5 %** |
| **Offline** | **Big Bazaar** | **2** | **5 %** |
| **Pantaloons** | **1** | **2.5 %** |
| **Other (Offline)** | **2** | **5 %** |
| **Total** | | **40** | **100 %** |

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**FINDINGS:** In this case, a larger number of people have chosen online shopping. They believe that they get more exclusive offers in online shopping than in offline shopping.

###### Which method of shopping gives you good home delivery services?



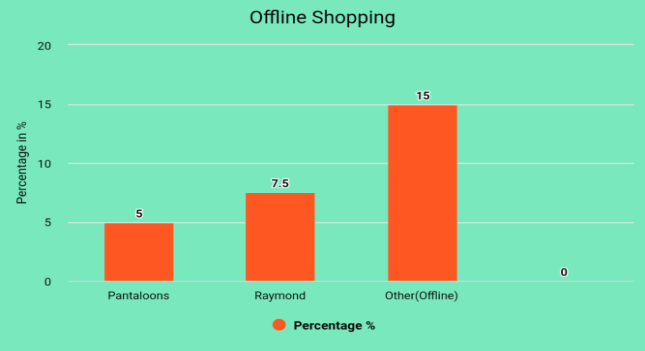
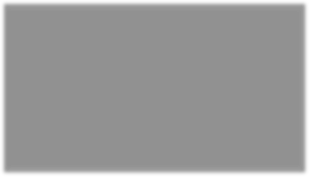
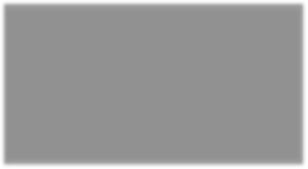
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| --- | --- | --- |
| **Shopping** | **People** | **Percentage** |
| **Online** | **38** | **95%** |
| **Offline** | **2** | **5%** |
| **Total** | **40** | **100%** |

**FINDINGS:** According to the people, they get better home delivery services in online shopping than in offline shopping.

###### Where do you get good quality products?

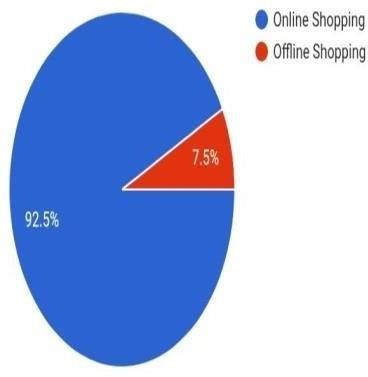
|  |  |  |  |
| --- | --- | --- | --- |
| **Shopping** | **Types** | **People** | **Percentage** |
| **Online** | **Myntra** | **16** | **40 %** |
| **Amazon** | **11** | **27.5 %** |
| **Other (Online)** | **2** | **5 %** |
| **Offline** | **Pantaloons** | **2** | **5 %** |
| **Raymond** | **3** | **7.5 %** |
| **Other (Offline)** | **6** | **15 %** |
| **Total** | | **40** | **100 %** |

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**FINDINGS:** In this case more people believe that they get better quality products in online shopping.

###### Which type of shopping saves your time?



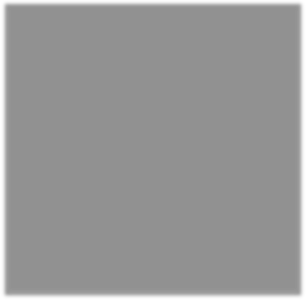
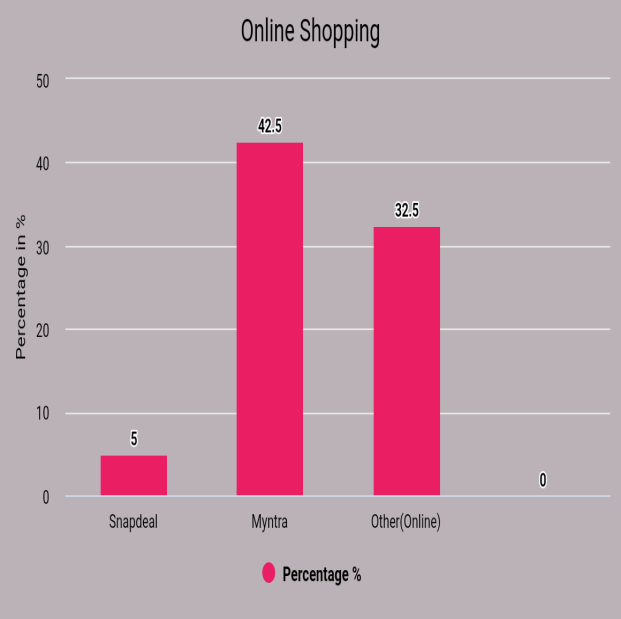
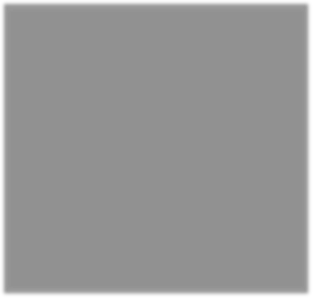
|  |  |  |
| --- | --- | --- |
| **Shopping** | **People** | **Percentage** |
| **Online** | **37** | **92.5 %** |
| **Offline** | **3** | **7.5 %** |
| **Total** | **40** | **100 %** |

**FINDINGS:** In this case, most people believe that online shopping is more time saving.

###### Which company gives you better goods return policy?

|  |  |  |  |
| --- | --- | --- | --- |
| **Shopping** | **Types** | **People** | **Percentage** |
| **Online** | **Snapdeal** | **2** | **5 %** |
| **Myntra** | **17** | **42.5 %** |
| **Other (Other)** | **13** | **32.5 %** |
| **Offline** | **Raymond** | **0** | **0 %** |
| **Pantaloons** | **1** | **2.5 %** |
| **Other (offline)** | **7** | **17.5 %** |
| **Total** | | **40** | **100 %** |

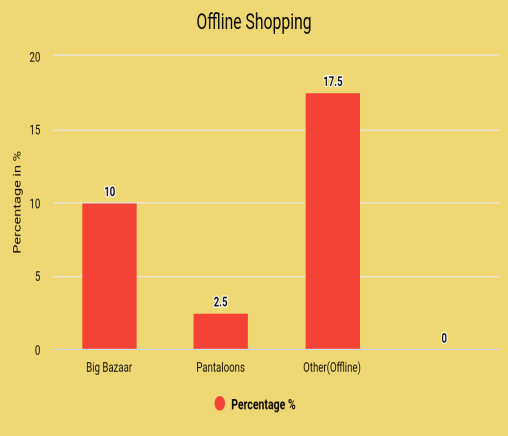
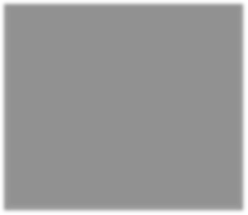
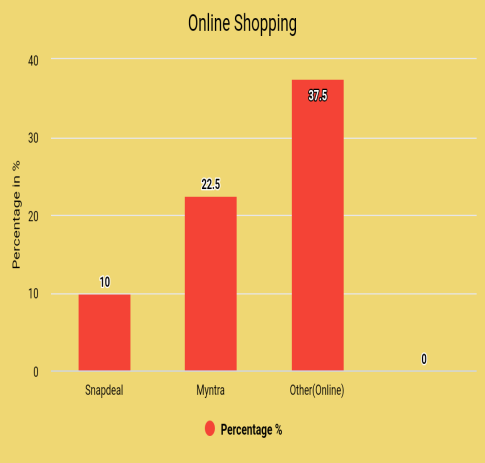
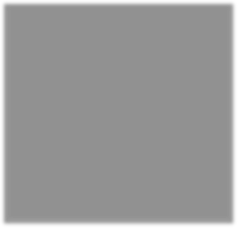
**14**



**FINDINGS:** According to the survey, most of the people believe that Online Shopping gives them better return policy.

###### Which company sells products at reasonable prices?

|  |  |  |  |
| --- | --- | --- | --- |
| **Shopping** | **Types** | **People** | Percentage |
| **Online** | **Snapdeal** | **4** | **10 %** |
| **Myntra** | **9** | **22.5 %** |
| **Other (Online)** | **15** | **37.5 %** |
| **Offline** | **Big Bazaar** | **4** | **10 %** |
| **Pantaloons** | **1** | **2.5 %** |
| **Other(Offline)** | **7** | **17.5 %** |
| **Total** | | **40** | **100 %** |

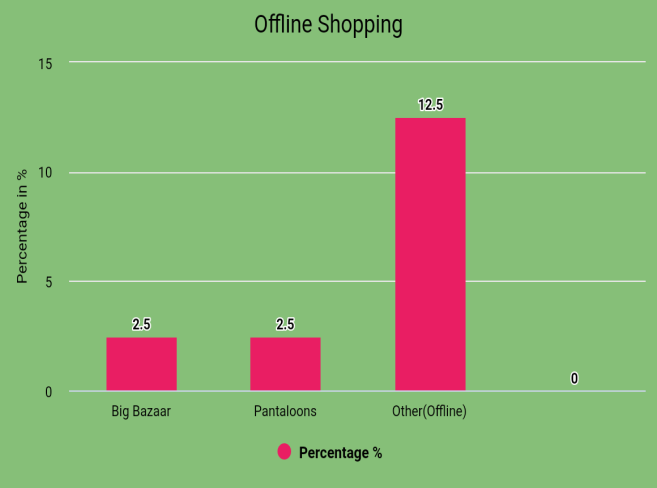
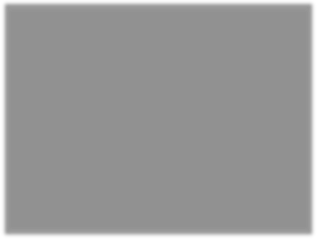
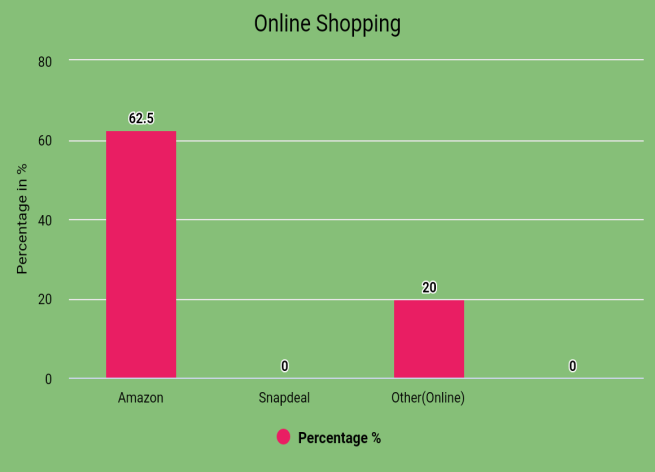
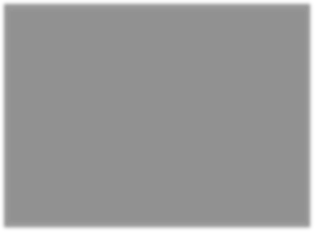


**15**

**FINDINGS:** In this case, most of the people believe that they get products at reasonable prices in online shopping compared to offline shopping.

###### Which company gives you a variety of products?

|  |  |  |  |
| --- | --- | --- | --- |
| **Shopping** | **Types** | **People** | **Percentage** |
| **Online** | **Amazon** | **25** | **62.5 %** |
| **Snapdeal** | **0** | **0 %** |
| **Other(Online)** | **8** | **20 %** |
| **Offline** | **Big Bazaar** | **1** | **2.5 %** |
| **Pantaloons** | **1** | **2.5 %** |
| **Other(Offline)** | **5** | **12.5 %** |
| **Total** | | **40** | **100 %** |

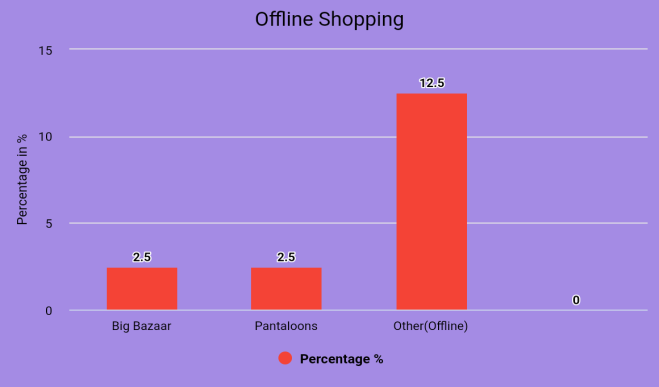
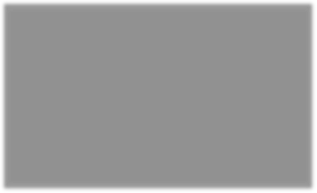
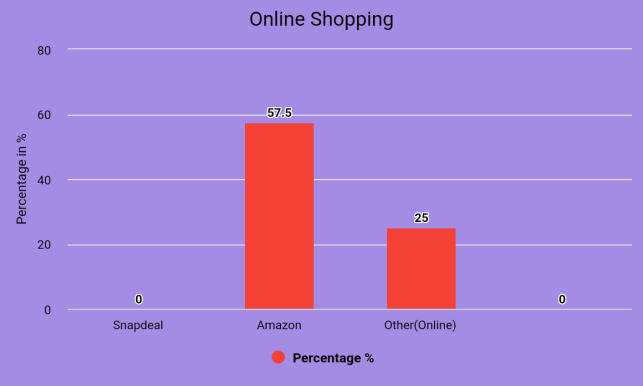
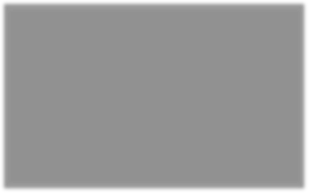


**FINDINGS:** According to the survey, most of the people believe that online shopping gives them a greater variety of products.

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###### Where do you get good quality men’s clothing at reasonable prices?

|  |  |  |  |
| --- | --- | --- | --- |
| **Shopping** | **Types** | **People** | **Percentage** |
| **Online** | **Myntra** | **14** | **35 %** |
| **Amazon** | **7** | **17.5 %** |
| **Other (Online)** | **5** | **12.5 %** |
| **Offline** | **Raymond** | **4** | **10 %** |
| **Pantaloons** | **4** | **10 %** |
| **Other (Offline)** | **6** | **15 %** |
| **Total** | | **40** | **100 %** |

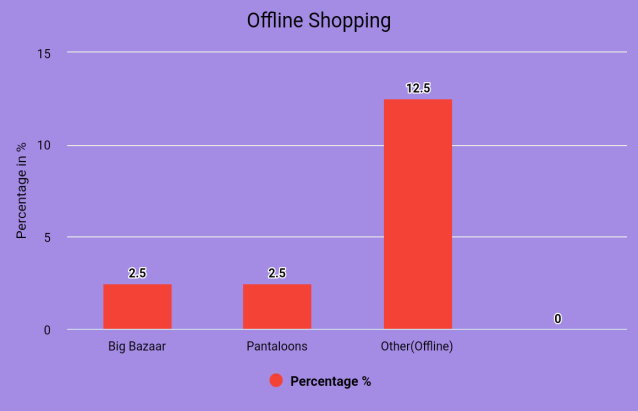
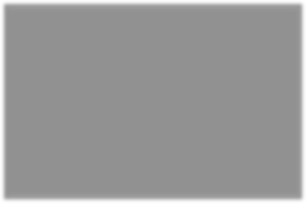
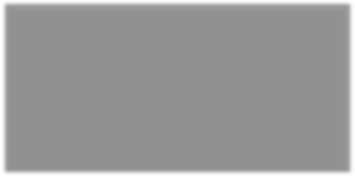


**FINDINGS:** In this case, more people believe that they get better quality men's clothing at reasonable prices in online shopping than in offline shopping.

###### Which company gives you EMI facility?

|  |  |  |  |
| --- | --- | --- | --- |
| **Shopping** | **Types** | **People** | **Percentage** |
| **Online** | **Snapdeal** | **0** | **0 %** |
| **Amazon** | **23** | **57.5 %** |
| **Other (Online)** | **10** | **25 %** |
| **Offline** | **Big Bazaar** | **1** | **2.5 %** |
| **Pantaloons** | **1** | **2.5 %** |
| **Other (Offline)** | **5** | **12.5 %** |
| **Total** | | **40** | **100 %** |

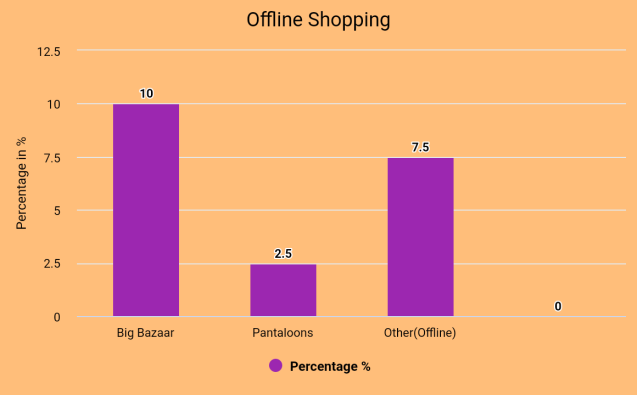
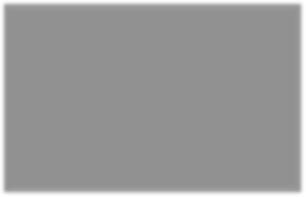
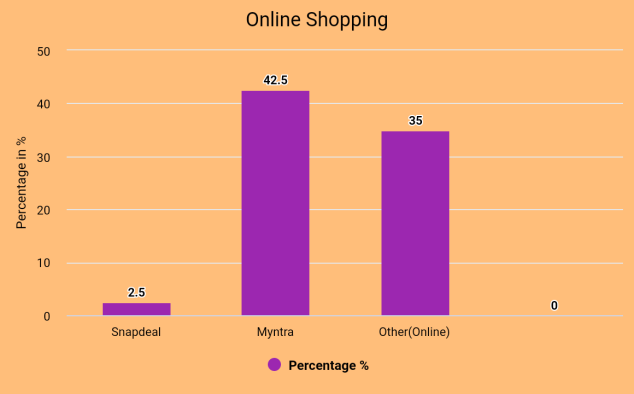
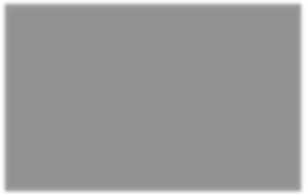
**17**



**FINDINGS:** In this case people believe that they get better EMI facility in online shopping.

###### Which company gives you festive discounts?

|  |  |  |  |
| --- | --- | --- | --- |
| **Shopping** | **Types** | **People** | **Percentage** |
| **Online** | **Snapdeal** | **1** | **2.5 %** |
| **Myntra** | **17** | **42.5 %** |
| **Other (Online)** | **14** | **35 %** |
| **Offline** | **Big Bazaar** | **4** | **10 %** |
| **Pantaloons** | **1** | **2.5 %** |
| **Other (Offline)** | **3** | **7.5 %** |
| **Total** | | **40** | **100 %** |

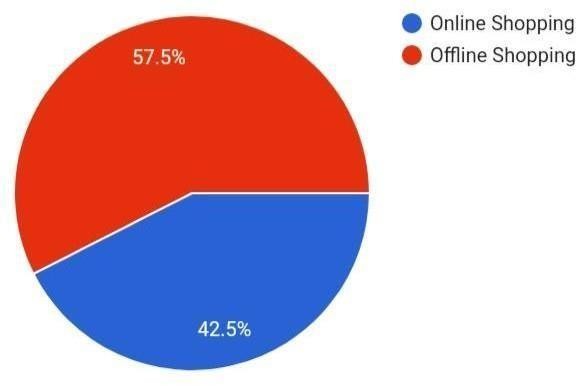


**FINDINGS:** According to the people, they get more festive discounts in online shopping.

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###### Which type of shopping is payment friendly for you?

|  |  |  |
| --- | --- | --- |
| **Shoppin g** | **Peopl e** | **Percentage** |
| **Online** | **17** | **42.5 %** |
| **Offline** | **23** | **57.5 %** |
| **Total** | **40** | **100**  **%** |



**FINDINGS:** According to the survey, more people believe that offline shopping is more payment friendly than online shopping as many are ignorant about making online payment.

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## CONCLUSION & RECOMMENDATIONS

#### Conclusion

This project is based on the analysis of consumer behavior towards online shopping and offline shopping with the special reference to Amazon, Snapdeal, Myntra, Pantaloons, Big Bazaar and Raymond. A survey was conducted to a population of 40 people who responded to the questions on choosing between online shopping and offline shopping Some people have chosen online shopping and some offline shopping based on their point of view preference, education base, income, their age difference, comfortability etc. I also came to know that customer are choosing online shopping over offline shopping have an easy time browsing products, reading reviews and even comparing prices, quality before placing orders. The convenience does not end there because they can also have the items delivered to where they are with very affordable prices.



Online shopping started early in 1995 with the introduction of the internet in India. Online Shopping is a new mantra of this age and people of India are applying this in their lives to a great extent nowadays .As we progress further, the growth of online marketing in our country will leap to the stars. India's internet base is already 3rd highest in the world after China and the US Over 64% Indian Consumers to Prefer Online Shopping in Next 6-9 Months: Report.

The number of digital buyers across the country was estimated to be approximately 289.1 million in 2021. The figure suggests that almost 71 percent of internet users in the region will purchase products online. Trust is another factor that has contributed to the increase in worldwide shopping. Most online stores offer excellent customer service and customer support enabling customers to feel secure when making online transactions from other countries. Most of the online shops are putting in measures to build the trust between them and the customers. There are many reputable and reliable sites.

Technological awareness has also played a role in the attractiveness of online shopping. Smartphone’s have taken the place of shoppers and considering that they are more reasonable, a large number of customers can access the internet without any problem. The emergence of online shopping as it is known today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about

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their products. It quickly moved on from this simple utility to actual online shopping transactions due to the development of interactive Web pages and secure transmissions.

may be concerned about after-sale services. Finally, customers may be a customer shopping online may receive more risk than people shopping in stores. There are three factors that may influence people to make the buying decision. Firstly, people cannot examine whether the product satisfies their needs and wants before they receive it. Secondly, customers afraid that they cannot fully understand the language used in e-sales. Based on those factors customers perceive risk may as a significant reason influence the online purchasing behavior.

Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. Other establishments such as Internet cafes, community centers and schools provide internet access as well. In contrast, visiting a conventional retail store requires travel or commuting and costs such as gas, parking, or bus tickets, and must usually take place during business hours.

#### Recommendations

More transparency in the market would be preferable for both markets. It may also be a good idea to exchange more information on legislation or make it more easily accessible to trade organizations. Generally, the conditions in the online shopping market for consumers have improved more than offline shopping was carried out. The main problem regarding delivery of the ordered product seems to have been reduced remarkably.

Some Consumers are not satisfied to look at products on the website. Some others should make sure to look closely at the products they are shopping from.

As still in India a large segment of the population is untapped about online shopping ,the available online shopping stores can widen their market by getting into expansion strategies.

Wide expansion to internet facilities in rural areas can bring more customers to the online shopping sites.

The customer before buying the goods must collect information about the vendor through third parties and friends. It is better to get advice and recommendations about good sites from third parties. The online shopper must collect ample information about the company and its background to avoid getting cheated.

It is advisable to shop through reputable third party online shopping sites. The sites after analyzing the credit worthiness of the merchant list them on the website.

The buyer should go through the terms and conditions of the contract and after sale service available to the online shopper.

We assume that most of the purchases made online or offline are successful purchases of products that the consumer wants to keep.

However, the consumer has a legal right to withdraw from the contract without giving a reason and should not be afraid to use this right if he or she wishes.

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## QUESTIONNAIRE

**Dear Sir / Madam, Thank you for visiting us.**

**By filling out this 5-10 minute survey, you will help us obtain the very best results.**

1. **Email:**
2. **Name:**
3. **Age:**

* **15-19**
* **20-25**
* **26-40**
* **41-59**
* **60 & Above**

1. **Which type of shopping do you like the most?**

* **Online Shopping**
* **Offline Shopping**

1. **According to you, which shopping method is costlier?**

* **Online Shopping**
* **Offline Shopping**

1. **Where do you get lots of trendy dresses?**

* **Amazon**
* **Snapdeal**
* **Others (Online)**
* **Pantaloons**
* **Big Bazaar**
* **Others (Offline)**

1. **Which type of shopping gives you good satisfaction?**

* **Offline Shopping**
* **Online Shopping**

1. **Which company gives you exclusive offers?**

* **Snapdeal**
* **Amazon**
* **Others (Online)**
* **Big Bazaar**
* **Pantaloons**
* **Others (Offline)**

1. **Which method of shopping gives you good home delivery services?**

* **Offline Shopping**
* **Online Shopping**

1. **Where do you get good quality products?**

* **Snapdeal**
* **Amazon**
* **Others (Online)**
* **Pantaloons**

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* **Raymond**
* **Others (Offline)**

1. **Which type of shopping saves your time?**

* **Online Shopping**
* **Offline Shopping**

1. **Which company gives you better goods return policy?**

* **Snapdeal**
* **Others (Online)**
* **Raymond**
* **Pantaloons**
* **Others (Offline)**

1. **Which company sells products at reasonable prices?**

* **Snapdeal**
* **Others (Online)**
* **Big Bazaar**
* **Pantaloons**
* **Others (Offline)**

1. **Which company gives you a variety of products?**

* **Amazon**
* **Snapdeal**
* **Others (Online)**
* **Big Bazaar**
* **Pantaloons**
* **Others (Offline)**

1. **Where do you get good quality men's clothing at reasonable prices?**

* **Amazon**
* **Others (Online)**
* **Raymond**
* **Pantaloons**
* **Others (Offline)**

1. **Which company gives you EMI facility?**

* **Snapdeal**
* **Amazon**
* **Others (Online)**
* **Big Bazaar**
* **Pantaloons**
* **Others (Offline)**

1. **Which company gives you festive discounts?**

* **Snapdeal**
* **Others (Online)**
* **Big Bazaar**
* **Pantaloons**
* **Others (Offline)**

1. **Which type of shopping is payment friendly for you?**

* **Online Shopping**
* **Offline Shopping**

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