

A

STUDY

**E- COMMERCE A CASE STUDY ON CONSUMER PREFERENCES: FLIPKART
V/S AMAZON**

With reference

Submitted to

SATAVAHANA UNIVERSITY KARIMNAGAR

In Partial Fulfillment of the requirement for the award of the degree of
BACHELOR OF COMMERCE



Submitted

BY

A.AKHILA(20077104401001)

K.SANDHYA(20077104402016)

D.PAVANI(20077104401006)

G.PRIYANKA(20077104402011)

Under the guidance of

Mrs. M.SANDHYA RANI

Degree Lecturer



Department Of Commerce

TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE

COLLEGE FOR WOMEN

THANGALLAPALLY, RAJANNA SIRICILLA

(Affiliated to SATAVAHANA UNIVERSITY

(2020-2023)

DECLARATION

I hereby, declare that this project entitled “ **E-COMMERCE A CASE STUDY ON CONSUMER PREFERENCES:FLIPKART V/S AMAZON**” have completed successfully towards the partial fulfillment for the award of the degree “**BACHELOR OF COMMERCE**” from “**TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE FOR WOMEN, RAJANNA SIRICILLA** .This is the bonafide work undertaken by me which is not submitted to any other university or institution for the award of any degree / diploma.

DATE :

PLACE: RAJANNA SIRICILLA

A.AKHILA(20077104401001)

K.SANDHYA(20077104402016)

D.PAVANI(20077104401006)

G.PRIYANKA(20077104402011)



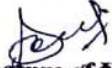
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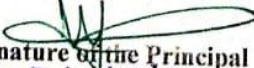
**Thangallapally, Rajanna Siricilla
(Affiliated To Satavahana University)**

CERTIFICATE

This is to certify that the project report title **“E-COMMERCE A CASE STUDY ON CONSUMER PREFERENCES: FLIPKART V/S AMAZON”** submitted in partial fulfillment for the award of degree of B.COM programmed of Department of Commerce was carried out by **A.AKHILA – 20077104401001, K.SANDHYA – 20077104402016, D.PAVANI – 20077104401006, G.PRIYANKA - 20077104402011**. This has not been submitted to any other Institute or University for the award of any degree.


Signature of the guide


Signature of HOD
Department of Commerce
TTWRDC(W), SIRICILLA
College Code:7104


Signature of the Principal
Principal
T.G.T.W.R.D.C.(W)
THANGALLAPALLY
Dist: Rajanna Siricilla (T.G)


Signature of external examiner

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we sincerely extend my thanks to **K.RAJINI, PRINCIPAL**, TELANGANA TRIBAL WELFARE RESIDENTIAL DEGREE COLLEGE FOR WOMEN,RAJANNA SIRICILLA.

We would like to thank all the staff and all my friends for their good wishes, their helping hand and constructive criticism, wish led the successful completion of this project.

Finally, I thank all those who directly and indirectly helped me in this regard; we apologize for not listing everyone here.

A.AKHILA(20077104401001)
K.SANDHYA(20077104402016)
D.PAVANI(20077104401006)
G.PRIYANKA(20077104402011)

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II

CHAPTER : INTRODUCTION

1. INTRODUCTION

1.1 Background of the topic

“Consumer is the sole end and purpose of all production; and the interest of the producer ought to be attended to only so far as it may be necessary for promoting that of the consumer.”

- Adam Smith

The growing interdependence of the world economy and international character of many business practices have contributed to the development of universal emphasis on consumer. Modern technological developments have no doubt made a great impact on the quality, availability and safety of goods and services. A consumer person who purchases or ultimately consumes goods and services. Growing practice of electronic transactions includes both e-commerce and e- consumers.

Internet is changing the way consumers shop and buys goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Even Government institutions have started replacing their paperwork. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers.

Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

Online shopping is definitely a great way to shop with everything available on the websites from clothes, gift items, food, home needs, medicines, and many more, this mode of shopping allows one to shop conveniently without hassle on spending hours in a supermarket or shopping areas.

The Internet with its wide array of information nooks, allows the customer to go through various reviews of the product or service before actually heading for purchases. These online shopping websites also have daily deals for the customer looking for discounts and store offerings.

Profits and growth can be sustained only by adopting ethical methods of doing business. Most of the products or services which consumers buy or pay for, are durables and services. Rather than earning short term profit, the focus should be more on achieving long term goals.

Consumer behavior is said to be an applied discipline as some decisions are significantly affected by their behavior or expected actions. The online purchasing behavior of online shoppers and factor influencing online shopping behavior and its future perspective. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

A consumer before buying any product online, he will check the authenticity of the online shopping website as how much the site is trustworthy and reliable as in online shopping the consumer or buyer is not able to see the seller and cannot check the product until it has been delivered to him.

Process of shopping at an online store

II. REVIEW OF LITRATURE

The online consumer market place is growing at an exponential rate. At the same time, technology has enhanced the capacity of online companies to collect, store, maintains, transfer and analyze vast amount of data from and about the consumer who visit their web sites. This increase in the collection and use of data has raised public awareness and consumer concern about online privacy. Number of studies has been done in this field some of which are discussed below:

Subba Rao, Truong, Senecal and Le, (2007) conducted the study on —How Buyers Expected Benefits, Perceived Risks, and E-Business Readiness Influence their Marketplace Usage and claims that buyer 's E-business readiness moderated the relationship between expected benefits and usage of electronic marketplaces

Prasad and Aryasri (2009) have explored the determinants of shopping behaviour such as convenience, customer service, trust, web store environment and web shopping enjoyment and examine the effect of these factors towards online buying behaviour.

Dr. Durmaz(2011) in the study entitled — impact of cultural factors on online shopping behaviour and the study found that while buying goods and services, culture, beliefs and traditions take an important position, while the environment, friends and social groups stated 48.6% .In this case the impact of cultural factors means a lot.

Wells et Al. (2011) in his study entitled — online impulse buying: understanding the interplay between consumer impulsiveness and website quality| focused on the direct relationships between the website and online impulse buying. The study found and proposed the model considered the direct influence of website quality on the urge to buy impulsively.

Dahiya Richa (2012) in the study entitled — Impact of demographic factors of consumers on online shopping behaviour: a study of consumers in India and the study found that On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line

III. objectives of the Study

- To understand the consumer's preference of online shopping for Flipkart & Amazon
- To know how consumers preference shape towards online stores.
- To find out the key concerns of consumers while online shopping.

IV Research Methodology

DATA COLLECTION METHOD

Primary Data

It is original primary data, for specific purpose of research project. For this project, I have to use the common research instrument or tool- Questionnaire.

Secondary Data

It will be collected to add the value to the primary data. This may be used to collect necessary data and records by different websites, magazines, annual reports, journals, reference books, and newspapers, etc.

SAMPLE DESIGN

Sample Unit

For studying consumer preference towards on online shopping platforms, samples were randomly selected from Students and Faculties of TTWRDC(W), Siricilla.

Sample size - 100

Research place – TTWRDC(W), Siricilla

Limitations of the Study

- Sample Size: A larger sample size would have ensured a significant representative distribution of people.
- Lack of prior research studies on the topic: Depending on the scope of my research topic there was little prior research on the same.
- Cultural Bias: Culturally biased research can have significant real-world effects. One way to deal with cultural bias is to recognize it when it occurs which I have certainly kept in mind.

Chapterization

CHAPTER-v : Company Profile

CHAPTER-: Conceptual frame work.

CHAPTER-3: PRESENTATION OF DATA ANALYSIS FINDINGS

CHAPTER-1 : Company Profile

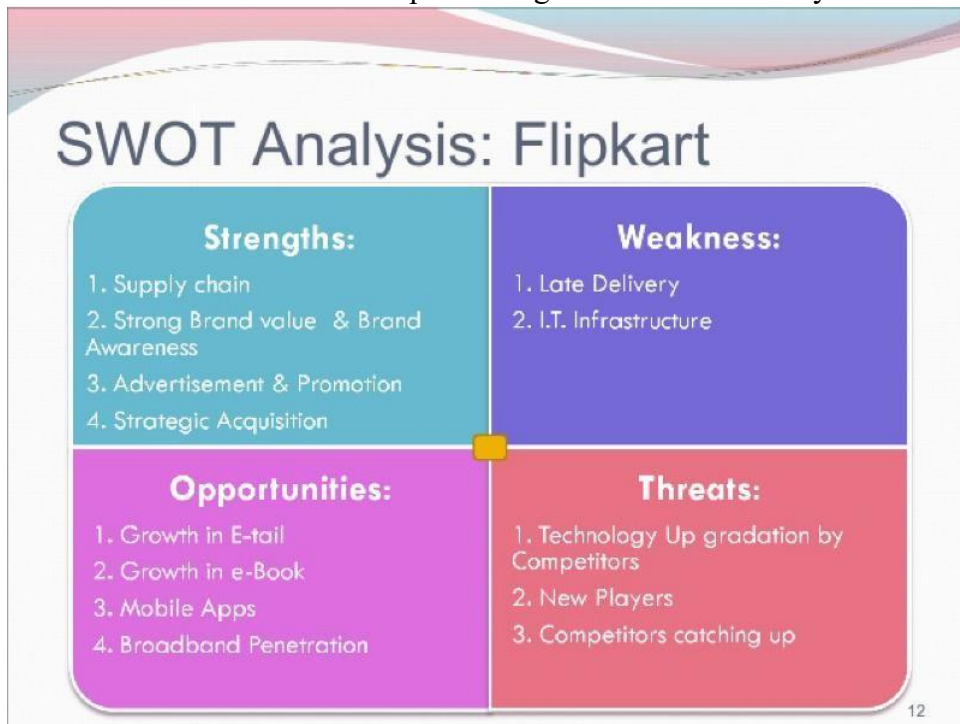
Flipkart :

Flipkart is an electronic commerce company headquartered in Bangalore, Karnataka. Flipkart was founded in 2007 by Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology Delhi. They worked for Amazon.com, and left to create their new company incorporated in October 2007 as Flipkart Online Services Pvt. Ltd. The first product they sold was the book Leaving Microsoft To Change the World to a customer from Hyderabad. Flipkart now employs more than 33,000 people.

After the failure of its 2014 Big Billion Sale, Flipkart carried out a second Big Billion Sale.[17] where it is reported that they saw a business turnover of \$300 million in gross merchandise volume. Flipkart.com ranks #502 in world according to Alexa traffic rankings. In Google page it ranks #6. It receives 2.2 million-page views in a day and generates \$6,574 in advertising revenue every day. Moreover, it has certain losses 0.60% in traffic ranking. Loading time of an average page is 2.1 sec as it is much faster than 29% of sites around the world. The mode of payments includes Credit card, Debit card, Net-banking, e-gift vouchers, cash on delivery.

Market Trend Analysis

- Current size of e-commerce market in India is \$11.2 billion.
- 360 e-commerce portal offering services in India (tripled since 2010)
- Internet users in India is expected to grow to 376 million by 2015.



Amazon:

The International giant e-commerce retailer recently stepped into India with an Indian version site since the launch, amazon.in has seen a nice growth in the number of customers. Amazon.com too had a huge number of Indian customers even before it launched store in India. The store hosts wide range of products like Electronics, Mobiles, Laptops, Books, Fashion, Jewelry, Kitchenware and more.

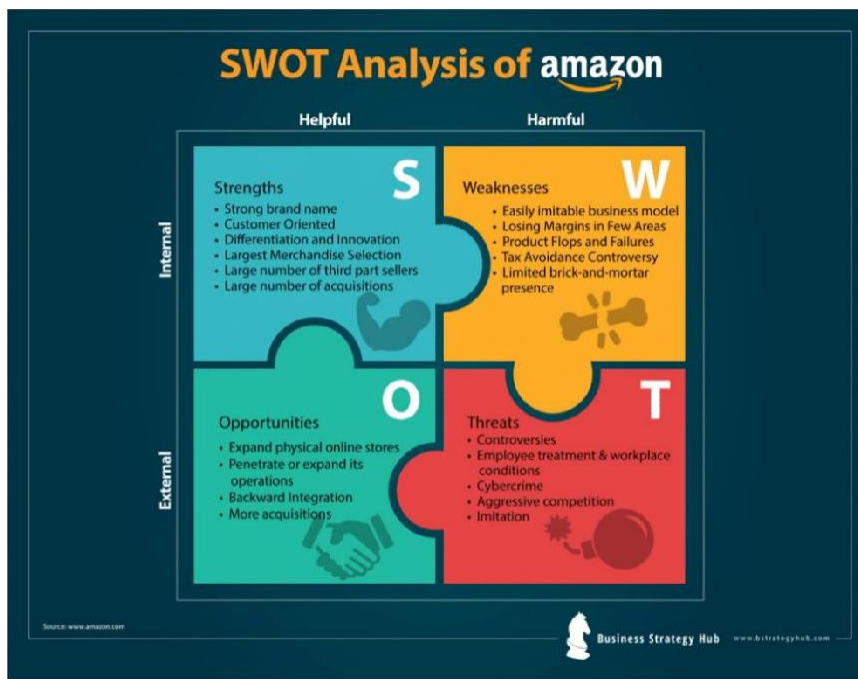
It is an American electronic commerce company with headquarters in Seattle, Washington. It is the largest internet-based retailer in the United States. It started as an online bookstore, but soon diversified selling DVD's, Blue-rays, CD's, Videos' downloading, MP3 downloading, Software, video games, electronics, apparel, furniture, food, toys and jewelry. It was separate retail websites for the United States, United Kingdom and Ireland, France, Canada, Germany, Italy, Spain, Nether land, Australia, Brazil, Japan, China, India, Mexico. Amazon also offers international shipping to certain countries for some of its products. In 2011 it had professed an intention to launch its website in Poland and Sweden.

Amazon's Business Strategy

Amazon is basing its business strategy on 3 pillars:

- Vast selection
- Low cost
- Fast delivery

SWOT Analysis of Amazon



CHAPTER-2: Conceptual frame work.

NATIONAL SCENARIO

India in the recent years has been experiencing an exponential growth in e-commerce and there are new companies springing up at a rapid rate. E-commerce had a standout year in 2015, when it grew in size from \$5 Billion to \$8 Billion and pervaded every aspect of our lives. In 2016, it grew further. The industry is set to become more 'm', or mobile, than 'e' commerce. M-commerce has been and will be the inevitable trend of modern times. That means more users. No doubt, more users will help companies build scale, but they will embrace a few changes themselves.

Companies will go after profitable growth rather than wooing customers with deep discounts (in other words, running on losses). A bigger user base will just be the cue for companies to reduce discounts and focus on profitable growth.

Building scale won't be a challenge for the large players," says Sandeep Aggarwal, founder, Shopclues.

Six of the largest e-commerce players-Flipkart, Amazon India, Snapdeal, eBay.in and Shopclues-together have about 85-90% of the e-commerce business in India.

Cash on Delivery (COD), a preferred mode of payment for many customers, will decline as more and more people familiarize themselves with using payment wallets to shop and pay bills.

Companies will have their hands full as more users come on board, but they will be up to the task of serving the needs of customers. That will lead to the emergence of new categories of services like delivering even milk and water – which Paytm founder Vijay Shekhar Sharma believes “will replace the neighborhood store.” “You won't need to step out to shop.”

Brick-and-mortar will not disappear, but “there'll be more fusion between online and offline services,” he adds. Here is a tantalizing possibility of how this and then walk down to the store to pick up the product selected.

“Self-logistics will be an option,” says Sharma. Shopclues' Aggarwal says the ecosystem is healthier and is maturing. “There will be higher adoption of m-commerce and mobile wallets.”

E-commerce will make inroads into rural areas. Traditional business houses such as Reliance Industries and Tata Group will enter the business more aggressively. One key challenge will be logistics as there is no large-scale player that covers the whole country cost effectively.

GOVERNMENT LAWS & REGULATIONS ON ONLINE RETAIL

In a boost to retailers and grocery start-ups such as Big basket and Grofers, the government on Monday allowed 100% FDI in food retail, including through e-commerce, provided such items are produced, processed or manufactured in the country.

This will allow multi-brand retail giants such as Walmart to look at their food business here closely and perhaps even foray into B2C food retail. Currently, the US giant operates a B2B business here since FDI in multi-brand retail is not allowed. The US retailer has built a strong back end infrastructure in food. Similarly, the move will help Indian hyper-local grocery startups raise funds more easily.

"The decision by the government to allow up to 100% foreign direct investment (FDI) through FIPB in marketing of food products produced or manufactured in India, including through e-

commerce, is very progressive and will help in reducing wastage, helping farm diversification and encourage industry to produce locally within the country. This far-reaching reform will benefit farmers, give impetus to food processing industry and create vast employment opportunities. We will study the policy document when government finalizes and issues it," said a Walmart India spokesperson.

The decision comes without any riders, department of industrial policy and promotion secretary Ramesh Abhishek said. The food processing ministry wanted the food retailers to mandatory invest in back-end infrastructure besides being allowed to sell some non-food goods.

DIPP said that the e-commerce marketplace may provide support services to sellers in warehousing and logistics.

However, such entities will not exercise ownership over the inventory. "Such an ownership over the inventory will render the business into inventory-based model," it said in a press note.

As per the norms, an e-commerce firm will not be permitted to sell more than 25 per cent of total sales from one vendor or its group companies. "E-commerce entities providing marketplace will not directly or indirectly influence the sale price of goods or services and shall maintain level playing field," it added.

This may require some of the existing players to alter their structures. "The cap of 25% on sales by a vendor on marketplace will ensure a broad basing of vendors for a true marketplace. This may require some of the operators to go back to the drawing board to ensure compliance," Mr. Gupta added.

Consumers worldwide spent nearly \$3.46 trillion online in 2019, up from \$2.93 trillion in 2018, according to the forecast from Internet Retailer, a Digital Commerce 360 brand. The expected 17.9% year-over-year growth in global web sales would be a slowdown from the 20.7% jump last year. However, global web sales are still growing faster than the more saturated U.S. e commerce market, which Internet Retailer projects increased to 14.0% in 2019.

Global retail sales through all channels are likely to hit \$21.00 trillion by the end of the year, a 3.4% uptick from \$20.31 trillion in 2018, according to Internet Retailer estimates. This would increase online share of total retail sales to 16.4%, and e commerce would account for more than three-quarters of overall retail gains.

As online revenue continues to grow each year, larger gains are necessary to achieve the same level of growth, so some deceleration makes sense. E commerce penetration has steadily been on the rise—with online share of retail spend registering 10.5% in 2016, rising to 12.3% in 2017 and closing out 2018 at 14.4%, Internet Retailer estimates. The momentum continued into 2019, with penetration north of 16.0%, according to Internet Retailer's analysis.

The largest online retailers are powering this growth. In 2018, three of the top 10 global online retailers ranked by 2018 e commerce sales (excluding sites operating exclusively as marketplace platforms) were web-only merchants. Their online revenue also significantly contributed to bumping up 2018's e commerce penetration. As web sales rise without an accompanying uptick in offline sales, online share of total retail sales grows.

As a whole, the top 10 hit \$427.28 billion in e commerce sales in 2018, up 22.5% from \$348.91 billion in 2017. These retailers accounted for 14.6% of all global e commerce sales in 2018.

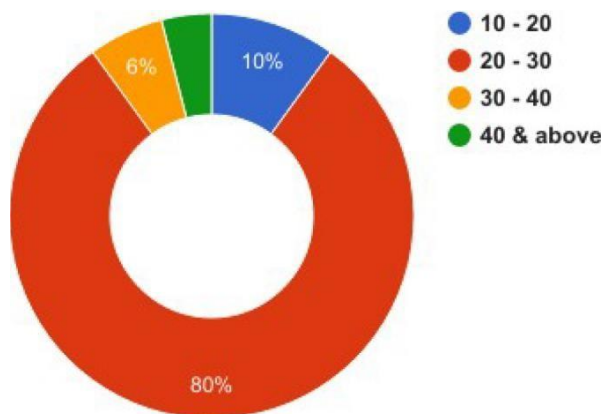
CHAPTER : PRESENTATION OF DATA ANALYSIS AND FINDINGS

DATA ANALYSIS

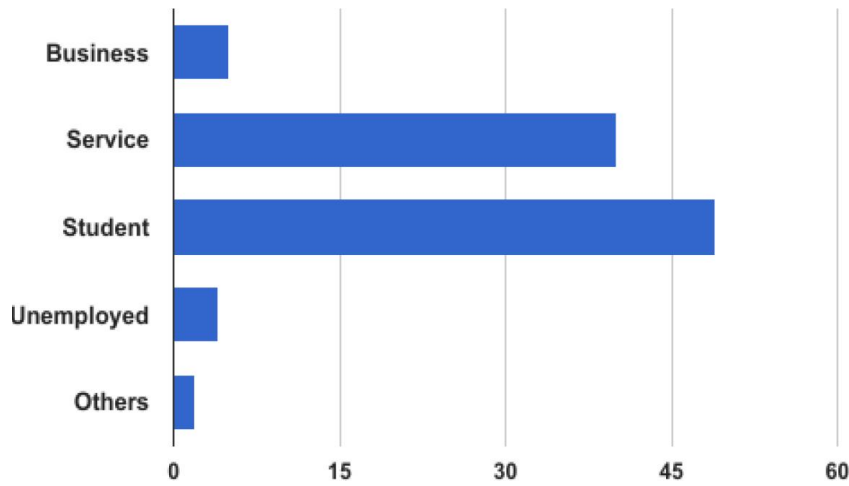
The objectives of the research were studied with respect to a regular online shopper who shopped more than once because they would be the right respondent to give an insight about the online shopping. Therefore it is firstly important to understand who is a regular online shopper.

In the survey the respondents were asked the following questions which helped to know about a regular shopper.

What age-group do you fall into?

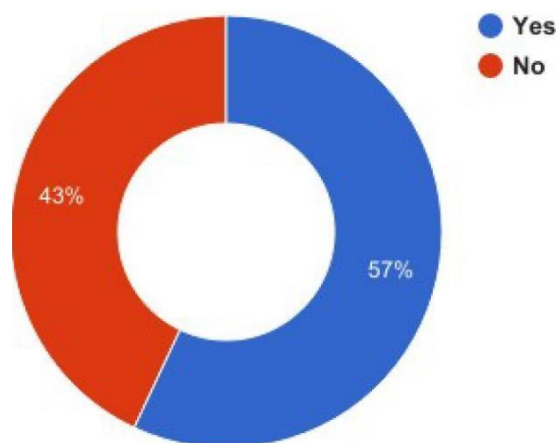


What do you do currently?



Interpretation: As per the survey, majority of the respondents are students & servicemen who fall in the above mentioned age groups who are the powerful internet users in the country.

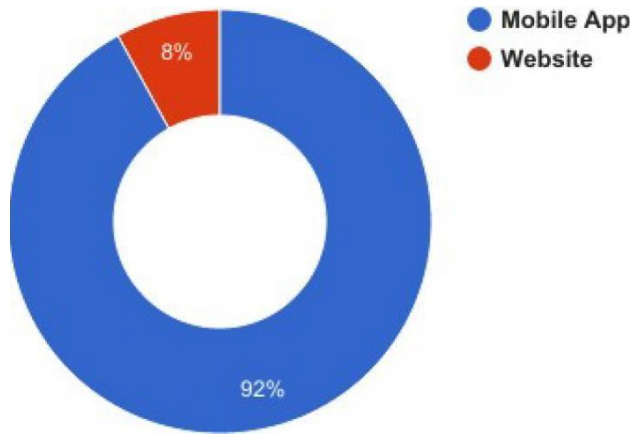
Are you a frequent online shopper?



Interpretation: As per the data collected, 57% of the people are regular online customers, these are mainly working people who do not have time to go to shop and make purchase and also

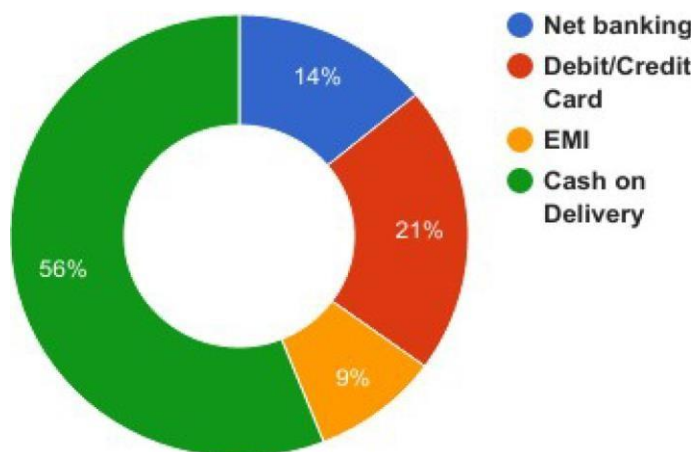
The younger generation are depended on online purchase as they seek variety of alternatives for the same product. 43% of the people are not regular online customers because the quality of the products cannot be known and some people are not flexible to shop online.

Which platform do you prefer for your online shopping?



Interpretation: The data indicates that most people find it convenient to shop with mobile application rather than the official website version.

What is your most preferred mode of payment while you purchase from online?

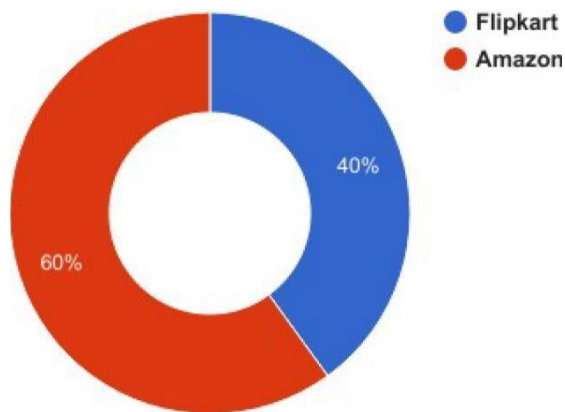


Interpretation:

As per the survey, the most preferred mode of payment is CARD

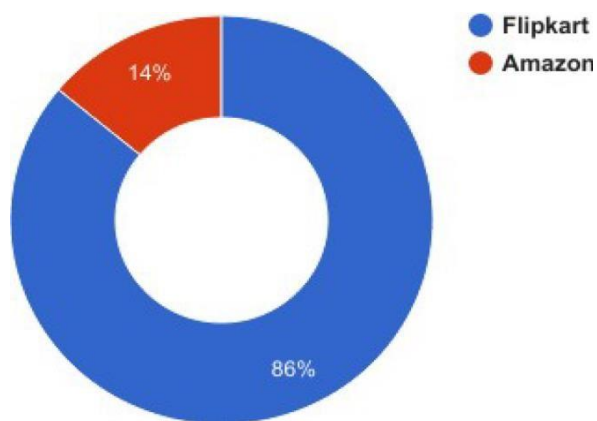
Other preferences like Debit/Credit card payment & Net banking is slowly gaining momentum.

What is your most preferred online shopping site?



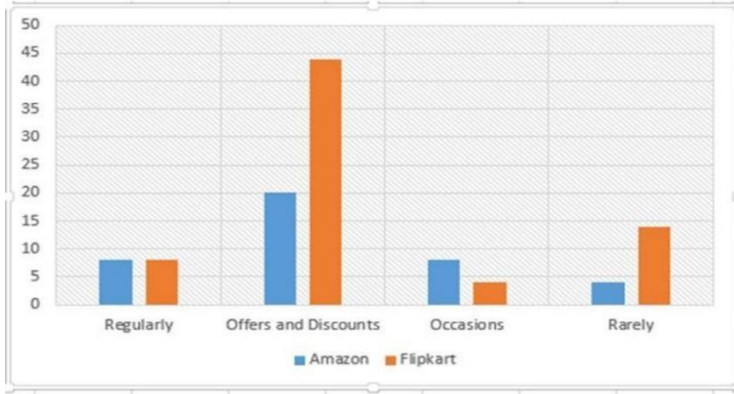
interpretation: As per the data collected, vast majority of respondents prefer Amazon to do their online shopping.

Which online store has a better & effective mobile app layout for your ease of shopping?



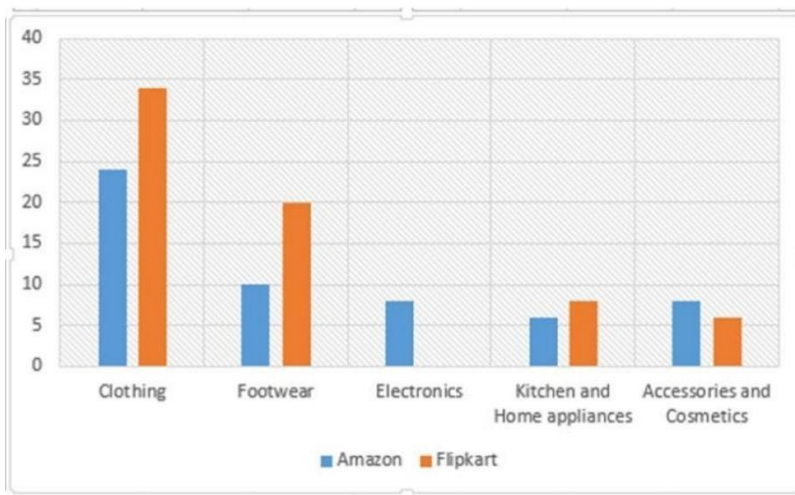
Interpretation: As per the survey, 86% of the respondents prefer the Flipkart mobile app over Amazon's because it eases the shopping experience of the customers

When do you mostly shop from your preferred online store?



interpretation: As per the survey, online shopping is most preferred by the customers at the time of availability of ‘offers and discounts’. A very few percentage shop regularly

Which is the most frequently purchased product from your preferred online store?



Interpretation::

Clothing

As per the research conducted, 34% of the people purchase clothes from Flipkart because of their good quality & 24% of the people purchase clothes from Amazon.

Footwear:

The study shows that 20% of the people prefer Flipkart to purchase foot wears as fashionable footwear’s are available for both men and women & just 10%-14% of the people choose Amazon to have trendy & stylish foot wears

Electronics:

As per the survey conducted, 30%-16% of the people choose Flipkart to purchase electronic items as good discounts are provided. And, only 8% people purchase electronics from Amazon.

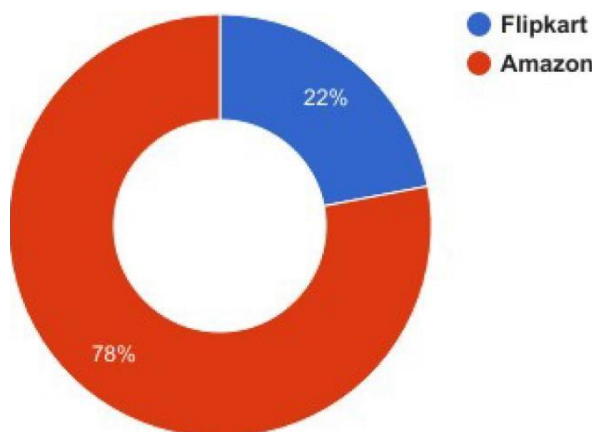
Kitchen and home appliances:

As per the information collected, 8%-6% of the people purchase kitchen and home appliances from online and it may only include those products which are not easily available in shops and also the other reason may be that the online price is less than ordinary shopping price. Overall only 22% people purchase kitchen and home appliances through online. One reason will be that they are addicted to purchase these products through shops.

Accessories and cosmetics:

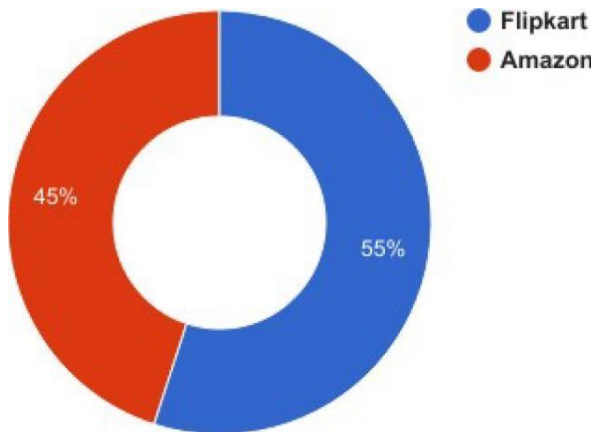
As per the research, 10%-8% people prefer Amazon to purchase these products may be due to the fashionable trend provided by them. And only 6%-2% of the people choose other sites to purchase these products, as they do not provide branded items in this sector. Overall only 34% people prefer online sites to purchase accessories and cosmetics. Because these products are easily available on the near-by shops and more over people do not have patience to wait for these products until they are delivered to them.

Which online store has products at a lower price as compared to the other?



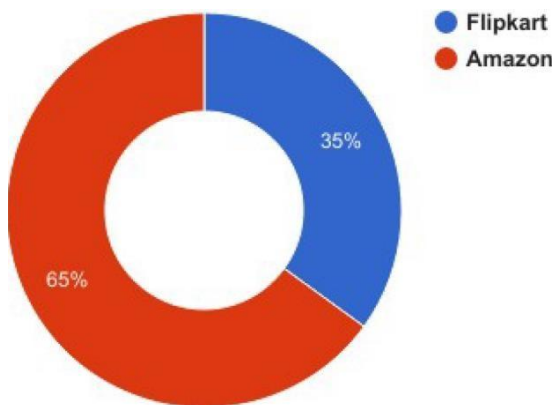
Interpretation: As per the survey, majority of the respondents prefer Amazon over Flipkart for giving best bang for their buck & helps them to save a bit extra on purchases.

Which online store has a better product display & description?



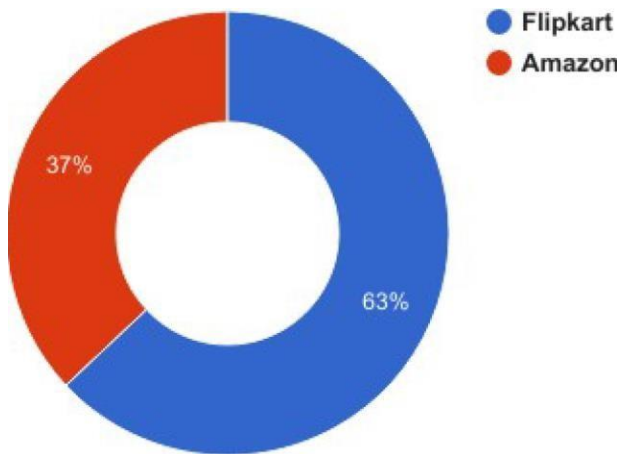
Interpretation: As per survey, the Both Flipkart & Amazon have good product visibility & detailed description (like price, discount & offers, pictures, feel, specifications, dimensions, contents of package, etc.) But, Flipkart has a slight edge over Amazon.

Which online store has a variety of product choices in-terms of sorting & filtering as per individual requirements & seller ratings?



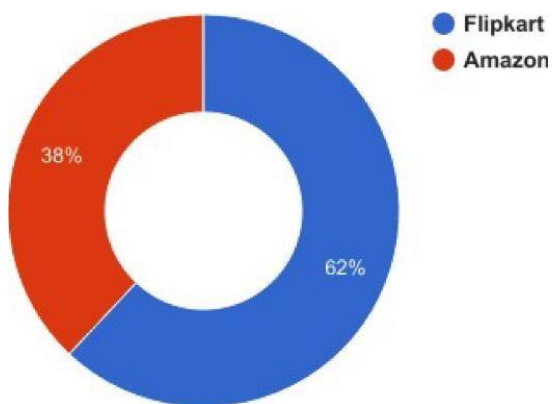
Interpretation: As per the data collected, Amazon stands out to be the provider of a variety of product choices which allows shoppers to sort & filter out products according their requirements (like gender, age, price, availability, size, features, colour, etc.) & seller ratings given by other customers.

Which online store gives you a better customer feedback, rating & reviewing system?



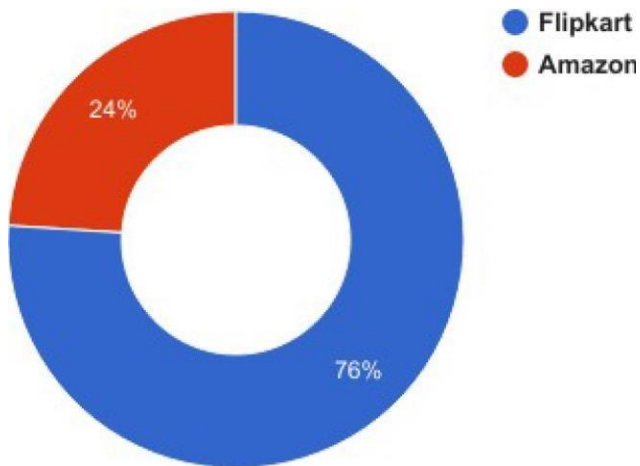
Interpretation: As per the survey, 63% respondents indicate that Flipkart has better customer feedback, rating & reviewing system over Amazon.

Which online store has a better ‘After-sales service’?



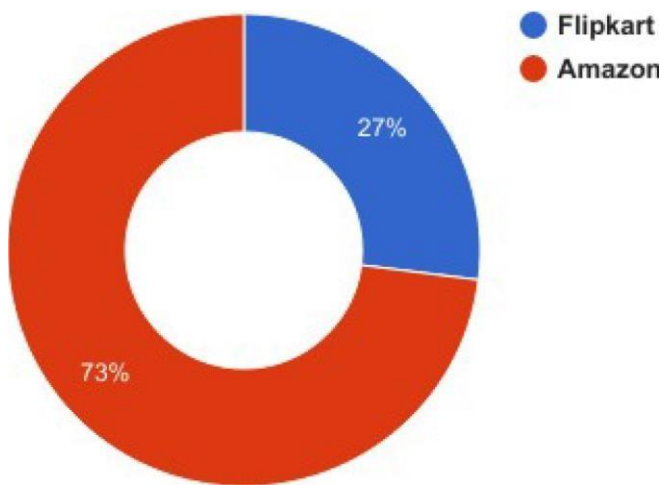
Interpretation: As per the survey, 62% of the respondents express that Flipkart has a better ‘After- sales service’ over Amazon.

Which online store has a better customer -friendly exchange / replacement \ refund policy/?



INTERPRETATION: 76% respondents find Flipkart's 'Exchange/Return/Replacement & Refund policy' more convenient & customer-friendly in comparison to 24% respondents who feel otherwise.

Which online store has a swift delivery system?



Interpretation: As per the survey, vast majority of respondents prefer Amazon's swift product delivery system over Flipkart.

-

FINDINGS

As per the survey data, my findings as follows:

- Majority of the online shoppers are students & servicemen who between 10 years to 30 years of age who are powerful internet users in the country.
- People prefer to shop with Mobile application rather than logging into the official website solely due to the shopping experience.
- The most preferred mode of payment while purchasing online is Cash on Delivery & Card transactions
- Amazon is more preferred by the people over Flipkart for online shopping due to various factors
- People prefer to shop with Flipkart over Amazon because of the ease of shopping experience through its official website & mobile application
- Online shopping is most preferred by the customers at the time of availability of ‘offers and discounts’
- Majorly selling product categories are clothing, footwear & electronics
- Amazon has the edge over Flipkart in-terms of lower product cost, product choices & swift product delivery
- Flipkart has a better Product description & display, Customer feedback & Rating system, Exchange/Return/Replacement & Refund policy & after-sales service

CHAPTER 8: CONCLUSION & RECOMMENDATIONS:

CONCLUSION

This research shows that online shopping is having very bright future in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores. Online shopping even after gaining popularity won't completely eliminate traditional shopping. There are still areas where we prefer to go into a shop and select items. The advent of plastic money and the tremendous usage of debit and credit cards have brought shops from around the world to the tip of customers' finger or to the website. But there's no going back, and online shopping will become an even more crucial part of our lives, growing more sophisticated with each passing year. Over all the factors attitude need to be carefully concerned by the online retailers, who can utilize the appropriate marketing communications to support the customers purchase decision making process and improve their performance.

RECOMMENDATIONS

- →Amazon needs to improve its mobile application for improving the shopping experience of their customers & to attract more customers.
- →EMI facility can be implemented at the time 'sale' to increase the tendency of shopping.
- →Amazon has wide range of products but it should work on improving its after-sales service by tweaking some of its customer relations policies & by better training of their customer agents.
- →Amazon should improve the product visibility, description & display to make the shopping experience more intuitive.
- →Flipkart has good service quality but should work on lowering its product cost to be more competitive.
- →FlipSSSkart should focus on increasing the variety of products available for all social & demographic groups.

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ANNEXURE

QUESTIONNAIRE

- 1. What age-group do you fall into?
- 2. What do you do currently?
- 3. Are you a frequent online shopper?
- 4. Which platform do you prefer for your online shopping?
- 5. What is your most preferred mode of payment while you purchase from online?
- 6. Which online store has a better & effective mobile app layout for your ease of shopping?
- 7. When do you mostly shop from your preferred online store?
- 8. Which is the most frequently purchased product from your preferred online store?
- 9. Which online store has products at a lower price as compared to the other?
- 10. Which online store has a better product display & description?
- 11. Which online store has a better product display & description?
- 12. Which online store has a variety of product choices in-terms of sorting & filtering as per individual requirements & seller ratings?
- 13. Which online store gives you a better customer feedback, rating & reviewing system?
- 14. Which online store has a better 'After-sales service'?
- 15. Which online store has a better customer-friendly 'exchange/ return/ replacement and/or refund policy'?

- 16. Which online store has a swift delivery system?