

**Customer Preferences for Online Shopping Flipkart  
(Fashion and Lifestyle)**

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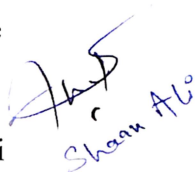
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This is to certify that Mr Shaan Ali, a student of MBA-Logistics and Supply Chain Management, SAP ID 500071961 of UPES has successfully completed this dissertation report on "Customer Preferences in Online Shopping – Fashion and Lifestyle" under my supervision.

Further, I certify that the work is based on the investigation made, data collected and analysed by him and if has not been submitted in any other University or Institute for the award of any degree. In my opinion, it is fully adequate, in scope and utility, as a dissertation towards partial fulfilment for the award of the degree of MBA.

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Thank You,  
Yours Sincerely

Prem Nath Singh

Regards,  
Prem Nath Singh

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## ABSTRACT

One of the novel changes currently transpiring within the international business environment is that the growing online shopping and electronic commerce. Due to this, virtual retailers must devise marketing strategies to satisfy the demand of internet buyers. The study tries to acknowledge that, how consumer measure channels for his or her purchasing, what's the pattern behaviour in the field of online shopping. Indeed, it progresses a theoretic model that addresses customer value insight for using web shopping against normal shopping. In other studies, the expectation of price, service, product quality and threat strongly influence perceived value and purchase objectives in the offline and online network. Observations of offline and online buyers can be measured to see how value is created in both types of buying. It is yet to admit what factors affect online and offline shopping choice progression. Consumer's buy when and where they're comfortable, where they need the products and therefore the choice of shopping comes in picture. The study finds that male is doing less online marketing as compared to female. From the last 03 years, online shopping increased immensely as the population are more aware of the technology and using the internet very frequently.

This study is based on a primary survey of 250 respondents conducted in NCR. The study indicated that 'clothing items' are the most preferable in youngster for online shopping followed by other items like Electronics, Mobile and more. Among various e-retailers, Flipkart is top preference followed by Amazon and Snapdeal. The people from the age group above 40 years are less into doing online shopping, this is because of they are not very much aware of the technology, so they don't know how to go for online shopping. However, the respondent said that they're going to like purchase from online shopping if only the price of the merchandise may be just like the market. They revealed that it is important to go for e-shopping.

**Keywords: Technology, online shopping, consumer, offline shopping, internet, behaviour, purchasing**

## Chapter 1: Introduction

The rise in technology provides a very good opportunity for the sellers to enhance their reach to the consumer in an easier, faster and in an economical way. Online shopping is developing very fast in recent years. Presently, the internet holds the attention of the retail market. There are millions of people shopping online for their needs for the product. On the other side, the purchase of products from the offline market continues for many years. Customers go for purchase from offline market to inspect the product and hold the ownership of the product just after the paying for the product. In this modern world customer's loyalty depends upon the reliability to deliver quality, value and satisfaction. The focus of the study is on the consumer's choice to shop online websites and at the traditional offline stores. However online shopping is easier for the buyers and even less price offered by website than the offline market. While making any purchase decision customer should know the medium to purchase whether to go for online shopping or offline shopping. Customer should decide the channel for them which can best suit their need and wants, and which can satisfy them. In this competitive industry how, a consumer can decide the source for their purchase of products is very important to understand in a managerial point of view.

**1:1 Overview: Online Shopping** – Technology-based Internet has shortened the gap between continents, countries, cities, towns and villages and folk. Peoples from different parts are having similar tastes, perceptions, styles and accessibility. Now Online shopping has opened the doors of globalization because it facilitates all the knowledge about the merchandise from around the world and it's accessed 24/7. This is the reason, organizations have changed their selling and buying strategy. a decent consumer preference also has changed in terms of choices, quality, services, selling and buying. the foremost reason behind this may be that most of the electronic devices' apps are well connected to the web. Therefore, consumers are showing very enthusiastic behaviour to shop for and sell their chosen product. Keeping these benefits consumers are showing many interests and acting very smart to do to online shopping, why because its saves time, easy payment and it will display many options to come back to a choice on better of the foremost effective of his choice of product. this study to understand which factors are influences consumers to travel for E-shopping. The study further evaluates which category of professions are showing interest in online shopping. The Researchers dropped their suggestions for E tailors and consumers so as that it's implemented for further success. Introduction In the present scenario, consumers and organizations are affecting extensive and rapidly increasing volumes of business on the web. The e-shopping is a method of electronic commerce for conducting businesses [end to complete process] it's shifted from the real market to the digital market. Now all businesses must do business over the web. It gives freedom to the customer to directly buy/sell/get Product and services over the internet by using the web browser. Michael Aldrich made identified and introduced the way of online shopping in 1979. Day by day internet usage is increasing, so also the prospect of online marketing is increasing across the globe. As an example, e website, e-store, Internet shop, webshop, web store, online store and virtual stores evoke the physical analogy of shopping for the products/ services at a brick and mortar retailer/shopping centre. This process is understood as business to consumer [B2C] online shopping. When a business buys from another business it's named as [B2B] online shopping. In the current world largest online retailing corporations are Flipkart.com, Myntra, E Bay and Amazon. Now companies are released and using effective marketing strategies analyse various factors to convert their potential consumers into active ones.



The factors like Information about the merchandise, easy use, Satisfaction, Security/Privacy and Proper usage. during this study, we try to grasp the preferences of consumer towards online shopping.

Online stores help buyers to use "search" features to find the specific product or service they are looking for. Online Shoppers must have access to the internet to search for the required item, make a purchase and payment. There are different modes of payment offered on the online websites i.e. COD (Cash on Delivery), PP- Prepaid (Debit Card/ Credit Card/ Net Banking/ E-Wallets/ Gift Cards etc.)

Online shopping has extended to the next level after the demonetization effect in India after Nov 2016. This is mainly due to the availability of products on prepaid or online mode of payments. Also, E-Wallets use has tremendously increased which also offers huge cashback to attract customers as well as makes a purchase much easier.

Paytm is the fastest growing and acknowledged E-Wallet used by the Indian Online Shoppers. Flipkart.Com who is the number one retail e-commerce player in India has also launched its E-Wallet with the name of "PhonePe" which as a promotion has offered huge cashback in the just gone sale "BIG10".

**1:2 Background: Fashion and Lifestyle – Fashion** is a widespread style or practice observe, particularly in consumer goods, footwear, accessories, makeup, body, or piece of furniture. Fashion can be a and often constant trend within the fashion during which a person dress. It's the prevailing styles in behaviour and so that the latest creations of textile designers. Because the more technical term costume is often linked to the term "fashion", while "fashion" generally means clothing, accessories, including the study of it. Although aspects of fashion are going to be feminine or masculine, some trends are androgynous.

The term **lifestyle** can denote the interests, opinions, behaviours, and behavioural orientations of a personal group, or culture. The term was formerly applied by Austrian psychologist Alfred Adler. The term was introduced within the 1950s as a derivative of that of fashion in modernist art. The term refers to a mix of determining intangible or tangible factors. Tangible factors relate specifically to demographic variables, i.e. somebody's demographic profile, whereas intangible factors concern the internal aspects of someone like personal values, preferences, and outlooks.

It has been observed that rural environment has different lifestyles compared to an urban metropolis. Location is significant even within an urban scope. The behaviour of the neighbourhood during which an individual resides affects the set of lifestyles available because of differences between various neighbourhoods, proximity to nature and cultural environments. As an example, in areas within detailed proximity to the ocean, a surf culture or lifestyle can often be present.

Company Profile: Flipkart India Private Limited (Source: [www.flipkart.com](http://www.flipkart.com), [www.wikipedia.org](http://www.wikipedia.org) )

### LAUNCHED IN OCTOBER 2007

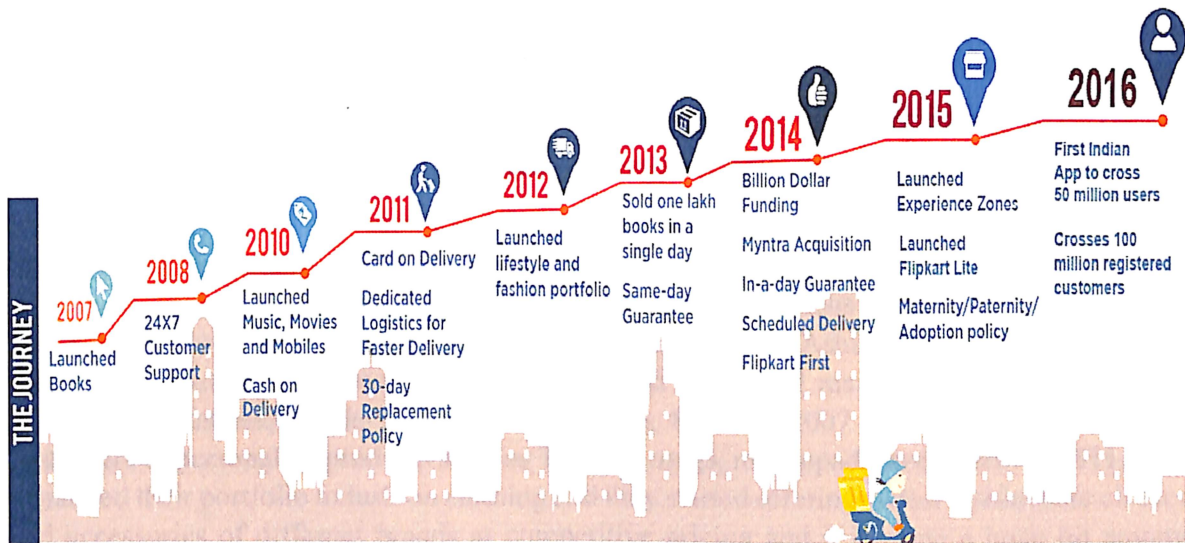
Flipkart is India's leading e-commerce marketplace with over **80 million** products across **80+ categories**.



### STARTED BY A TEAM OF 2

today Flipkart is a large company with





**Flipkart** is an Indian electronic commerce company headquarter based in Bangalore, Karnataka. It was founded in the year 2007 Sachin and Binny Bansal (no relation in between). Initially, the company started focusing on book sales, before expansion into consumer electronics, fashion, home essentials, groceries and lifestyle.

The service primarily competing with Amazon's India, Snapdeal. As of March 2017, Flipkart was having almost 39.5% market share in the Indian e-commerce industry and almost 51% share of all Indian Smartphone shipments. The company decided to launch its product range under the name "DigiFlip", and products include such as tablets, USBs, and laptop bags. Flipkart also owns PhonePe, a mobile payment service based on UPI (Unified Payments Interface). In August 2018, U.S. based retail chain Walmart acquired a 77% controlling stake in Flipkart for USD 16 billion, valuing it at USD 20 billion.

### History of the company:

Flipkart was founded by Sachin Bansal and Binny Bansal in the year 2007, both were alumni of the Indian Institute of Technology, Delhi. They both worked for Amazon.com and left to create their start in a joint venture in October 2007 as Flipkart Online Services Private Limited. The first product they sold, and deliver was a book "**Leaving Microsoft To Change the World**" to a customer from Hyderabad. Flipkart slowly grew in prominence by 2008, in the year 2010 it was receiving approx. 100 orders per day. Flipkart now employs more than 40,000 people.

In October and November 2011, Flipkart made acquisitions related to digital distribution, the websites Mime360.com and Chakpak.com. Later, in February 2012, the company opened its new Flyte Digital Music Store. Flyte, was a legal online music download service in the manner of iTunes and Amazon.com, offered DRM-free (without digital rights management) MP3 downloads. But it was gone out of business on 17 June 2013 as paid song downloads did not get popular in India due to the advent of free music streaming sites.

In the year 2014 during Diwali Flipkart promoted it's Big Billion Day Sale. The event generates heavy traffic of buyer and sold approx. USD100 million worth of goods in 10 hours. After the success of the first sale, in the year of 2015, Flipkart carried out its second Big Billion Sale

where it is reported that Flipkart achieved a USD300 million sales in gross merchandise volume with the largest volume coming from Fashion and largest value coming from Mobile category.

In December 2015, Flipkart bought a smaller stake in digital mapping service provider and direction optimization start-up **MapmyIndia** to help improve its delivery using the company platform.

**Fashion acquisition in Flipkart. Myntra.com** is a leading fashion e-commerce website, which is extremely popular among youngsters and brand-conscious generation of the country. The company was established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena. Myntra sold on-demand personalized gift items and mainly operated on the B2B (business-to-business) model during its initial years. Between 2007 and 2010, the site allowed customers to personalize products such as T-shirts, mugs, mousepads, and others. In 2011, they expanded their portfolio to fashion clothing and they started offering latest fashionable clothes and accessories of different brands at competitive pricing and it became a huge hit among young consumers. They offer latest collections of leading domestic and international brands such as Puma, Nike, Arrow, Reebok, Adidas, US Polo, Indian Terrain, Lilliput, United Colours of Benetton, Vera Moda, Forever 21, ONLY and many more. In the year 2014, Flipkart.com merged Myntra and after that, over 150000 products were added to Myntra's portfolio, which has given a boost to their sales.

Establishment – 2007

Website – [www.myntra.com](http://www.myntra.com)

### **Total Acquisitions happens in Flipkart:**

**2010: WeRead**, a social book discovery tool.

**2011: Mime360**, a digital content platform company.

**2011: Chakpak.com**, a Bollywood news site that offers updates, news, photos and videos. Flipkart acquired the rights to Chakpak's digital catalogue which includes 40,000 filmographies, 10,000 movies and close to 50,000 ratings. Flipkart has categorically said that it will not be involved with the original site and will not use the brand name.

**2012: Letsbuy.com**, an Indian e-retailer in electronics. Flipkart has bought the company for an estimated US\$25 million. Letsbuy.com was closed and all traffic to Letsbuy has been diverted to Flipkart.

**2014: Acquired Myntra.com** in an estimated ₹20 billion (US\$310 million) deal. **2015:** Flipkart acquired a mobile marketing start-up Appiterate as to strengthen its mobile platform.

**2016:** Flipkart's Myntra acquires rival fashion shopping site **Jabong** for \$70 million.

**2016: In April**, Flipkart acquired payment start-up **PhonePe**.

**2017: In January**, Flipkart funded Parenting Network **Tinystep** with \$2 Million.

**2017: In April**, in exchange for an equity stake in Flipkart, **eBay** agreed to make a \$500 million cash investment in and sell its **eBay.in** business to Flipkart; however, according to a company statement eBay.in would continue to operate as a separate entity from Flipkart.

**2019: In August,** Flipkart entered into a partnership with Authentic Brand to license and distribute Nautica in India.

**2019, In November,** Flipkart invested USD04 million (about 29 Crores) in customer engagement and reward platform EasyRewardz.

**Acquisition by Walmart:** On May 2018, it was reported that the US-based retail chain Walmart won the bidding against Amazon to acquire a majority stake in Flipkart for USD 15 million and same was announced by Walmart officials, it intends to acquire a 77% of controlling stake in Flipkart for USD 16 million.

#### **Business Structure:**

In a report dated 25 November 2014, a foremost media outlet reported that Flipkart was operating through a fancy business structure which including nine firms, some registered in

Singapore and a few in India. In 2012 Flipkart co-founders sold WS Retail to an association of investors directed by Rajeev Kuchhal.

#### **Financials History:**

Initially, Sachin Bansal and Binny Bansal spent INR 400,000 (about USD 6200) only for making the website to set up the business. Later, Flipkart raised funding from venture capital funds Accel India (USD 01 million) in the year 2009 and Tiger Global (USD 10 million) in the year 2010. Also, in 2011 Tiger Global has raised a fund to Flipkart of USD 20 million.

On 24 August 2012, Flipkart publicized the 4<sup>th</sup> round investment funding of USD150 million from MIH (part of Naspers Group) and ICONIQ Capital. In July 2013, Company announced additional funding of USD200 million from its existing investors includes Tiger Global, Naspers, Accel Partners and ICONIQ Capital.

Flipkart reported its sales were INR 40 million (about USD620,000) in FY 2008-09, INR 200 million in FY 2009-10 and INR 750 million for the FY 2020-11. In the FY 2011-12, the company is set to cross INR 05 billion marks as Internet usages in the country increases and people get accustomed to making purchases online. Flipkart missions its sales to reach INR 10 billion by the year 2014. Regularly, Flipkart sells nearly 10 products per minute and is targeting to generate an income of INR 50 billion by 2015.

In October 2013, it was reported that Flipkart raised an additional fund of USD 160 million from a new investor Dragoneer Investment Group, Morgan Stanley Wealth Management, Sofina SA and Vulcan Inc, with contribution from existing stakeholder Tiger Global.

On 26<sup>th</sup> May 2014, Flipkart announced that it has raised a fund of USD 210 million from Yuri Milner's DST Global and its present investors.

On 29<sup>th</sup> July 2014, Flipkart announced its fundraising of USD 01 billion from Tiger Global, Accel Partners, Morgan Stanley and a new investor Singapore sovereign-wealth fund GIC.

In the year 2014, Flipkart sold product worth INR 6.5 billion (about USD 100 million) in 10 hours in special day event "The Big Billion Day" they created history in e-commerce. It claimed to sell whopping a sum of 500,000 mobile handsets, 500,000 clothes and shoes and 25,000 television sets followed by other products within an hour of opening its discounted sale

in December 2014. After this Flipkart raised another round funding of USD 700 million, Flipkart had a market cap of USD11 billion in May 2015 and raised USD 550 million from some of the existing investors.

On 20<sup>th</sup> December 2014, Flipkart publicized applying with Singapore bases company's regulator ACRA to become a public company after raising a fund of USD 700 million for long term strategic investment in India following which its number of investors surpassed 50. The USD 700 million funds raised by Flipkart added new investors Baillie Gifford, Greenoaks Capital, Steadview Capital, T. Rowe Price Associates and Qatar Investment Authority along with its existing investors also participated in the financing round.

By August 2015, after raising funding from its investor of USD 700 million, Flipkart had already raised a total of USD 03 billion over 12 round and 16 investors.

In what has been the company's latest round of funding, Flipkart announced on April 2017, that it has secured a fresh USD 1.4 Billion at a valuation of USD 11.6 Billion. Flipkart managed to secure this investment at a post-money valuation of USD 11.6 billion from the likes of Tencent, eBay, and Microsoft. This fundraising round also supposed involvement from existing Flipkart backers — Tiger Global, Naspers, Accel and DST Global.

On 19 September 2018, Flipkart Marketplace based in Singapore infused INR 3,463 crore into the Indian entity Flipkart Internet Private Limited. The transaction was done in two-part according to the regulatory filings.

### **Awards & Recognitions:**

- Sachin Bansal was awarded Entrepreneur of the Year 2012–2013 from Economic Times, a leading Indian Economic Daily.
- Flipkart.com was honoured as the Young Turk of the Year at CNBC TV 18's 'India Business Leader Awards 2012' (IBLA).
- In September 2015, the two founders entered Forbes India Rich List debuting at the 86th position with a net worth of USD 1.3 billion each.
- In April 2016, Sachin Bansal and Binny Bansal were named to Time Magazine's list of The 100 Most Influential People.

### **Other Key Players of E-Commerce in India:**

**Amazon** - It is one of the recognized online e-commerce platforms in India acknowledged at a large scale all over the Globe. Amazon is an American international corporation technology corporation based in Seattle. It is being considered as one of the Big Four technologies corporations, along with Google, Apple, and Microsoft. Accessed by zillions of individuals from all over the world, the marketplace is operated by an affiliate of Amazon.com that's Amazon Seller Services Private Limited.

Seeking to make the vast client-centric web destination and marketplace for users to explore and find anything on this famous virtual store, it assures to supply everything, providing a range of choices, at lower prices, insuring consistent and faster delivery and lend an appropriate and trustable experience along with providing sellers with a top-notch and renowned e-commerce market. The mobile shopping app of the platform is been available for both Apple as well as iOS platforms providing convenient and easy access to more than 80 million products served

across different categories. Assuring safe and secure payment and ordering experience, it has been providing 24\*7 user support, along with a globally reckoned and known 100% purchase protection proffered by the platform's 100% guarantee. It is known as a popular American based electronic cloud computing and commerce company, recognized all over as the biggest internet and mobile-based retailer worldwide in accord to market capitalization and sales. Began mere as an online bookstore, it has been diversifying into other areas including blu-rays, DVDs, furniture, video games, toys, food products, jewellery, audiobooks, electronics and much more.

Establishment – 1994

Website: [www.amazon.com](http://www.amazon.com)

**Snapdeal** - In the year 2010, Kunal Bahl and Rohit Bansal established online deals/offers site, which later expanded to a full-fledge e-commerce platform and has now become India's largest online marketplace. Snapdeal.com has 300000+ sellers from all length and breadth of the country and together they sell over 35 million products. This website has been pioneering in spreading the craze of online shopping in India. From Mobile to Clothing, Shoes to Accessories, Diapers to Kitchen Items, washing machine to School Bags, Pencil Box to Luxury watches, Selfie Stick to Tyres & Alloys, Books to E-Learning CDs, from laptops to Living Room Furniture, Snapdeal sells everything to its customers. They have 800 diverse categories to choose from.

Snapdeal has acquired several business enterprises. In June 2010, Snapdeal parent company **Jasper Infotech Pvt Ltd** has acquired Bangalore based group buying corporate Grabbon.com for an unrevealed amount. In April 2012, Delhi-based an online sports belongings retailer esportsbuy.com was acquired by Snapdeal and followed by in 2013, Shopo.in was an online shopping platform for India Handicraft product consumers. In 2014, Doozton.com and Wishpicker.com were acquired, Doozton is a fashion product discovery tech-based platform, where Wishpicker.com is a tech platform that uses machine learning to deliver recommendations for gift purchases. In the year 2015, the company has attained its stake in product assessment website, Smartprix.com and followed by the purchase of luxury fashion products discovery site, Exclusively.in. In March 2015, the firm acquired a 20% stake in logistics service company Gojavas.com. There are 02 more acquisitions in March 2015 which were the company deals in eCommerce management software and fulfilment solution provider, Unicommerce.com and RupeePower, RupeePower is an online platform for financial transactions.

In August 2016, logistics firm Pigeon Express acquired a 51% stake in Go Javas with Snapdeal holding 49% stake in the firm. "Freecharge.com" has merged with Snapdeal and now anyone can pay mobile bills and recharge mobile using their application. The uniqueness of Snapdeal is the trust among consumers, which they have developed in the last 7 years, with offering trustworthy products and hassle-free doorstep delivery.

Establishment – 2010

Website: [www.snapdeal.com](http://www.snapdeal.com)

**Jabong** – Company launched in the year 2012, Jabong is a very popular online marketplace for fashion wear and accessories. This website sells Men's and Women's Clothing, along with Kids Clothing, Bags, Footwear, Watches, Sunglasses, Wallets, Belts, Women Make up Products, Perfumes, Home Furnishing Items, Sports Items etc. Company is offering a leading and popular brand at a very reasonable and discounted price. They have a separate category, which only shows the Brand Store of that specific brand. Anyone can find any of the leading international brands at Jabong's website such as Dune, GAS, Le Cooper, Dorothy Perkins, Jack & Jones, Next, Aldo, BRAUN, Bugatti, CITIZEN, Calvin Klein, D&G, DKNY, Casio, Givenchy, Gucci, Issey Miyake, Jean-Paul Gaultier, Hugo Boss, Jennifer Lopez, Juicy Couture, Kenzo, L'Oréal Paris, MANGO, Mont Zermatt, and Diesel etc. Other than this Jabong.com no other Indian e-commerce site is featuring such a diverse portfolio of international brands. Currently, Jabong is a part of Flipkart now (via Myntra.com).

Establishment – 2010

Website: [www.jabong.com](http://www.jabong.com)

**FirstCry.com** – FirstCry was launched in the year 2010 by Supam Maheshwari and Amitava Saha. This website exclusively provides Kids and baby products. With the option to choose a variety of range from over lakh products, this website is certainly a leader in Kids E-Commerce section. They are offering a very big range of products under Baby & Kids Clothes, Toys, Diapers, Feeding & Nursing, Footwear, School Supplies, Feeding & Nursing, Maternity Products, Baby Health products, and many more with local brands, they offer much leading international kid's brands such as Mee Mee, Funskool, Pigeon, Hotwheels, Barbie and Fisher-Price etc. Along with the online marketplace, they have opened their stores at different places. With this unique business strategy, they have more than 02 million happy and satisfied customers. FirstCry collaborated with Mahindra Group's brand BabyOye to expand its business. With this collaboration, FirstCry's Physical stores have been expanded to over 125 Tier1 and Tier 2 cities in the country.

Establishment – 2010

Website: [www.firstcry.com](http://www.firstcry.com)

**HomeShop18** - Launched in the year 2011, HomeShop18.com is an online marketplace of popular TV Shopping Channel – HomeShop18. The Channel is owned by Network18, so does its website also. The website displays HomeShop18 Channel's products so that consumer can buy their products based on the requirement anytime and anywhere. This website and Homeshop18 TV Channel are very popular among housewives and their bestselling categories are Kitchen Appliances and Items, Jewellery, Home Furnishing Items, Beauty & make up products and Low-Cost Mobiles. This website delivers to almost all regions of the country with different payment options available such as Online Payment, Cash on delivery and Easy EMIs. Their products are mostly combo products, which are offered at a discounted price. Also, they offer gifts, products, and discount coupons to the buyers with their products.

Establishment – 2008

Website: [www.homeshop18.com](http://www.homeshop18.com)



**eBay India** - eBay India is a subsidiary of international online e-commerce company - eBay Inc. Started its operations in India in 2014, They are among the biggest managed online e-commerce players in the market with more than 2.1 million active users from 4000+ cities in India. They are having more than 01 million live product range listings on their website across with the widest category over more than 2,000 products. There are around 30,000+ merchant partners sell their products on their website. It is said that a beautifying product sells every 1 minute, a Television sells in every 27 minutes, a car accessory sells every 1 minute on their website.

Started Operation in India - 2014

Website: [www.ebay.in](http://www.ebay.in)

**Amazon India** - The US-based e-commerce Amazon has launched its operations in India in the year 2013. They started with the limited number of products and gradually they have captured the market with their amazing offers and the extensive catalogues for the buyers. They have merchant setup of business model, wherein sellers can sell their products on their website with a nominal fee charge charged by the company for product listing and other services. Amazon is providing the logistics to those sellers for delivery of the product sold. They have grown fast in India and today they have more than 25 million products listed on their website.

Started Operation in India - 2013

Website: [www.amazon.in](http://www.amazon.in)

**Yebhi.com** - Yebhi is another renowned eCommerce company which started in 2009 and within 04 years it becomes the established player in the eCommerce industry. Yebhi was started as BigShoeBazaar.com and then changed its identity to Yebhi.com. After perceived the potential in this company N. R. Narayana Murthy's Catamaran Ventures and Nexus Venture Partners invested a sum of 40 crores in this company.

Establishment – 2010

Website: [www.yebhi.com](http://www.yebhi.com)

**Yepme** is also counted among top eCommerce companies in India. The company was started in 2011 by its founder Sandeep Sharma, Anand Jadav and Vivek Gaur, alumni of IIT. Company's head office in Gurgaon and has a category of women and men apparels and shoes. User can buy products online from their website using a credit/debit card. The company works across regions Tier1 and Tier 2 cities and having a very good delivery network. To expand business company has received of investment from Helion Ventures Partners.

**Koovs.com** is a famous shopping website from where customer can buy online clothing, shoes, beauty whims, lingerie, bags etc. From the company website, buyers can order fashion products and can track the status of the order under the Track Order tab. The company also provides Cash on the delivery facility as the other players are providing in the market under which user can order online and pay once they receive the product.

Along with above, there are many online players in the current e-commerce industry like Shopclues, Tradus, eBay, Limeroad, Naaptol, Infibeam, Pepperfry, Nykaa etc.

**1:3 Purpose of Study:** The purpose of this study was to understand the preference of consumers for various product and e-retailers while making online shopping especially for the

**Fashion and Lifestyle.** The study also analyzes the demographic profile of online shoppers for fashion. The result of this study will not only help sellers to formulate their strategies for online buyers but will also increase the knowledge and research in the field of online shopping. As far as I am understanding, the full concept of online shopping has altered in terms of consumer's purchasing or buying preferences and the success of E-Retailers is depending upon its quality, Services, branding image, uniqueness, and its popularity etc. This study aims to spot the customer preference about online shopping and awareness towards online shopping.

**1:4 Research Hypotheses:** This study mainly is to compare the online and offline shopping, precisely the purposes are:

- a) To analyse the substantial difference between the traditional and online consumer groups in terms of technology use, awareness, availability and attitude towards online shopping.
- b) To study the factors influencing the consumer buying to switch from offline shopping to online shopping and online to offline shopping vice versa.
- c) The factor which influences the buyers to shop exclusively online and same for buyer shopping offline.
- d) To study whether the qualification of the consumer affects online shopping and offline purchasing.
- e) To evaluate is the earnings of the buyers impacting the consumers to shop online or offline.

## Chapter 2: Literature Review

The extensive work review has been directed to gain a detailed understanding of research about online and offline customer and their experience. The review clarifies and simplifies the leading dimension customer considering when they make any decision on online purchase. Following this, the major theoretic gap related to understanding why and what buyers do and don't purchase using the Internet is discovered concerning the philosophies of retail change and consumer behaviour regarding the buying decision process. More specifically, the study examined the interrelation among value, quality, loyalty and satisfaction when a customer chooses to shop online.

Some of the more often quoted studies on online shopping are studied as follows:

Juran and Gryna in the year 1970 suggested four quality dimensions in eCommerce service i.e. capability, availability, reliability and maintainability. These generic quality dimensions for the products are partially reflected in many of the quality sales. Online buyers are always seeking for these services from an eCommerce platform.

A study directed by Yasmin and Nik (2010) shows a substantial relationship between online shopping and features are given on the website. Designing a website is being considered as a motivational aspect that can create a positive or negative feeling among the buyers.

If the website design and quality features are successfully in place, then it can guide the customers for a successful transaction and attract the customer to revisit the website. Web design quality and website features have a direct impact on the buyer to shop online.

Moreover, buyers always look for an option to search feature to find the product based on the specification and the services they are looking for. Online buyer must have the option to search for the required item and make a purchase ad payment.

It has been observed that demographically, a typical net shopper is mainly male, aged between 18-40, had attended a least secondary school and belongs to a family with average income. A cross-cultural analysis was conducted by Kassim Norizn and Abdullah, Nor Asiah in the year 2010. The objective was to study the consumer behavioural loyalty separately through emotional loyalty and behavioural loyalty such as retention intensions. The study found that customer satisfaction has a substantial effect on trust. Both customer satisfaction and trust have an important impact on loyalty through word of mouth which word of mouth is an antecedent of repeat visits of buyers and purchase intentions.

Online shopping is the most popular online activity worldwide and growing day by day.

**2:1 Review Area Broad:** Today's consumer culture is driven by the ambitiousness that diminishes the gap between the rich and economically volatile sections when it comes to accepting and adopting the trend. A very good example is, a consumer in China saves her three-month salary to purchase LVMH handbag. Further, it does not stop here as the people's cash liquidity is extended by the easy provision of the personal loan facilitated by both private and nationalized bank alike. This is even extended by few brand's initiatives to offer fashion product on credit basis with monthly easy payment options.

**2:2 Review Area Narrow:** Today's youth between the age of 18-35 years given their predictable audacity, the tendency to shop, venture out, try, the experiment is high, it is they who decide the lifetime of a fashion trend. In a globalized world well connected by internet technology, geographical distance is no more a constraint to reach and witness the experience. The lines between buying behaviour are no significant among young people indeed blurring out as a common urge is get hooked on the social network, interact across a wide category of people with their shared interests and get appreciated. Now a day's companies are hiring for potential job seekers and verifying their social networks and appraising them.

**2:3 Factors critical to the success of study:** The success of the fashion and lifestyle lies in the way the society interprets the fashion and judges it. Hence the effect is measured by the indicator of social acceptance which continuously driven by the several encouraging forces that evaluate the people's values and behavioural qualities.

**2:4 Summary:** India has an internet users base of about 450 million as of July 2017 which was approx. 40% of the entire population. The penetration of e-commerce was low compared to markets rather like the US (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants monthly. The industry consensus is that growth is at a modulation point. In India, cash on delivery is the primary preferred payment method, accumulating 75% of the e-retail activities across.

The dynamics of the clothing industry are changing dramatically. Apparel consumers not only want to determine the level of freshness in their products but also within the entire shopping experience. As is that the case across many industries, shoppers increasingly want brands to talk to them with the same level of relevance, whether they are on a website or browsing in a store.

The apparel business also hosts a number of the world's most rapidly growing companies. A few smaller entrants, both online and offline, are growing at the speed of sunshine, quickly bringing their banner to the global scale. For established players like Flipkart, Myntra etc., this can feel look-alike we are looking into the rear-view mirror and watching a car approach at 200 KMPH speed. Many players in the industry are offering no-cost shipping, no-hassle returns brand of eCommerce just to supply convenience to the buyers.

We have seen the challenges including the nice opportunities to grown in the current market. The dimension of the world apparel business is growing and is predicted to get whole number growth in 2020. Much of this growth is coming from developing markets, particularly from the buying power among consumers belongs to the middle-class and started looking at apparels as an extension and expression of their new lifestyle. These are just some of the ways within which the globe will look very different for attire companies in 2020.

Economic expansion is occurring across the globe but expects that 2020 will be the year when India takes centre stage. The country is being propelled by strong macroeconomic tailwinds and its GDP is predicted to grow by quite 8 per cent a year between 2018-2022 (exhibit). India's social class is forecast to expand by 1.4 per cent a year over the identical period.

Indian economy is probable to remain on a strong growth path. Given the cyclical nature of the clothing and apparel industry, the industry should significantly benefit from this economic upturn. Images Retail Report 2015 pegs the clothing & apparel retail market is

growing at 20-21%. Apparel enjoys a much higher modern retail penetration of ~43% vs a 9-10% modern retail penetration for the overall Indian retail market. The modern retail is also expected to grow at a much higher growth rate, offering a sizable growth opportunity for leading fashion retailers.

Categories such as denim, casual wear, women western wear and kids party wear have outgrown the entire fashion retail with the advent of modern retail. The company with its broad portfolio of fashion brands covering the entire range of categories is in a great position to tap this market opportunity. Flipkart's brand portfolio includes brands in formal men-wear, casual wear, active or sportswear, women's ethnic wear, women's denim wear, women's casual wear, footwear and accessories present across various price points.

### **Ecommerce Acquisitions and Growth:**

**Snapdeal acquires FreeCharge-** eCommerce firm Snapdeal's acquisition of mobile top-up site FreeCharge for an estimated USD 400 million in April is the biggest acquisition in India. Snapdeal has used purchases for what it terms a "string of pearls" strategy. FreeCharge, with its large user database, was the mobile payments pearl. In September 2015, Snapdeal and FreeCharge introduced its digital wallet to rival that of Alibaba-backed Paytm. Snapdeal had several other major acquisitions last year, including mobile tech company MantriMobi, loans platform RupeePower, artisanal marketplace letsgomo, shopo, eSportsbuy and many more.

**Ola acquires TaxiForSure-** For a long time, TaxiForSure and Ola vied to be India's answer to Uber. Suddenly times changed, an incident of the rape case was lodged against an Uber driver in Delhi. Many state governments supported to ban on-demand taxi services and all taxi apps landed in one hot soup. Investors got nervous, funding dried up for TaxiForSure, and it could not keep up with the discount war between Ola and Uber. It is in these situations that its rival Ola, which had a bigger war chest thanks to a timely funding round by SoftBank, bought out TaxiForSure for USD 200 million.

Ola had raised USD 210 million from SoftBank in October 2014 on top of the USD 41.5 million it had raised earlier that year, taking its total funding in the year 2014 to over a quarter of a billion dollars.

At the time of acquisition of TaxiForSure, which got rolling a few months after Ola launched in January 2011, 47 cities on its platform with the fleet power of 15,000 vehicles across. In India, it's become a straight fight among Ola and Uber, which recently entered a global tie-up with GrabTaxi, Didi Kuaidi and Lyft.

**Grofers buys Spoonjoy, Townrush, and My Green Box -** After Snapdeal, Housing, Ola and Oyo Rooms, it was the time for the grocery delivery start-up Grofers to pick up big bucks from Japan's SoftBank. The USD 120 million series C funding supported a thread of acquisitions for inorganic growth, including Townrush, Spoonjoy and My Green Box. Its major rival PepperTap had previously acquired Jiffstore.

Another exciting acquisition in this space late in the year 2015 was that of MeraGrocer by Spencer's retail chain – interesting because most of the other acquisitions were made by other start-ups, whereas this one was by a large established retail chain.

## Chapter 3: Research Design, Methodology and Plan

This part of the project will define all the processes used for data collection. There are two methods are generally used by the analyst to collect data, one is primary data and secondary data method. The primary method is having observations, questionnaire/interviews and case studies in some cases as per need. Secondary data collection includes the data which is already collected through other sources like in this case company catalogue for products, website, google.com or other internet websites available. The present study is based on a combination of both the data collected. The primary data is collected through sampling from the customer. Random customers were selected for the sampling purpose. The sample individual is selected from different age group, different sex and different location of Delhi NCR. The different group of people including student, employee and unemployed, housewives are considered to know whether which group of consumers is involved more into the online shopping and which group of people is not preferring to shop online. We split this into four categories of the age group in the questionnaire to examine who is the people's group is going more for online shopping and which group is going for more offline shopping.

### 3:1 Data Source

<b>Sample Size</b>	–	250 respondents
<b>Sample Unit</b>	–	Resident of Delhi NCR, aged between 18-50 Years.
<b>Sampling Area</b>	–	Delhi NCR
<b>Sampling Technique</b>	–	Random sampling technique such as Survey's, Questionnaires, Personal Interviews etc.

### 3:2 Research Design

**Primary Data** - Visited the residents across offices of Delhi NCR & gathered required information as per the questionnaire. Same has been used as a primary data where answers to questions and observations suffice all research objectives.

The research design is a probability research design and is descriptive research

**Secondary Data** – The required has been collected from the sources like the catalogue of the company, product range listed on the company website and various internet website such as google.com have been used.

**3:3 Survey Questions:** Survey questionnaire was created based on the following questions;

- Q-1: What is the name?
- Q-2: What is gender?
- Q-3: What is the Age?
- Q-4: Highest Qualification?
- Q-5: Family member's occupation?
- Q-6: Overall Family Income?
- Q-7: Shopping preferences online vs offline?
- Q-8: Shopping Preference of Respondents Family?
- Q-9: Online shopping importance?
- Q-10: How long they are buying online?
- Q-11: Frequency of the product purchased from online shopping sites?
- Q-12: Information provided by Website is relevant for buying?
- Q-13: Type of advertisement attract them to purchase online vs offline?
- Q-14: Preference of online shopping when price lower than market price?
- Q-15: Preferred category for online shopping?
- Q-16: Subcategory in Fashion and Lifestyle Products?
- Q-17: Ecommerce site preferences for buying Clothing?
- Q-18: Ecommerce site preferences for Eyewear?
- Q-19: Ecommerce site preferences for Footwear?
- Q-20: Ecommerce site preferences for Bags and Wallets?
- Q-21: Ecommerce site preferences for Cosmetics?
- Q-22: Ecommerce site preferences Overall Lifestyle and Fashion Products?
- Q-23: Does online shopping is as secure as traditional offline shopping?
- Q-24: How is the product delivery service?
- Q-25: Preference of the payment process according to the age of the respondent?

**3:4 Interview Procedures:** Due to COVID19 epidemic, the physical face to face interview was not possible hence analysis created based on the feedback and answers received from the respondent. Total analysis on the project as required is based on the studies from different websites and guidance from the guide.

**3:5 Data Analysis Procedures:** Data analysis and presentation on the responses received on the questionnaire as below. Required data is presented in the form of tables and graph for easy and better understanding.

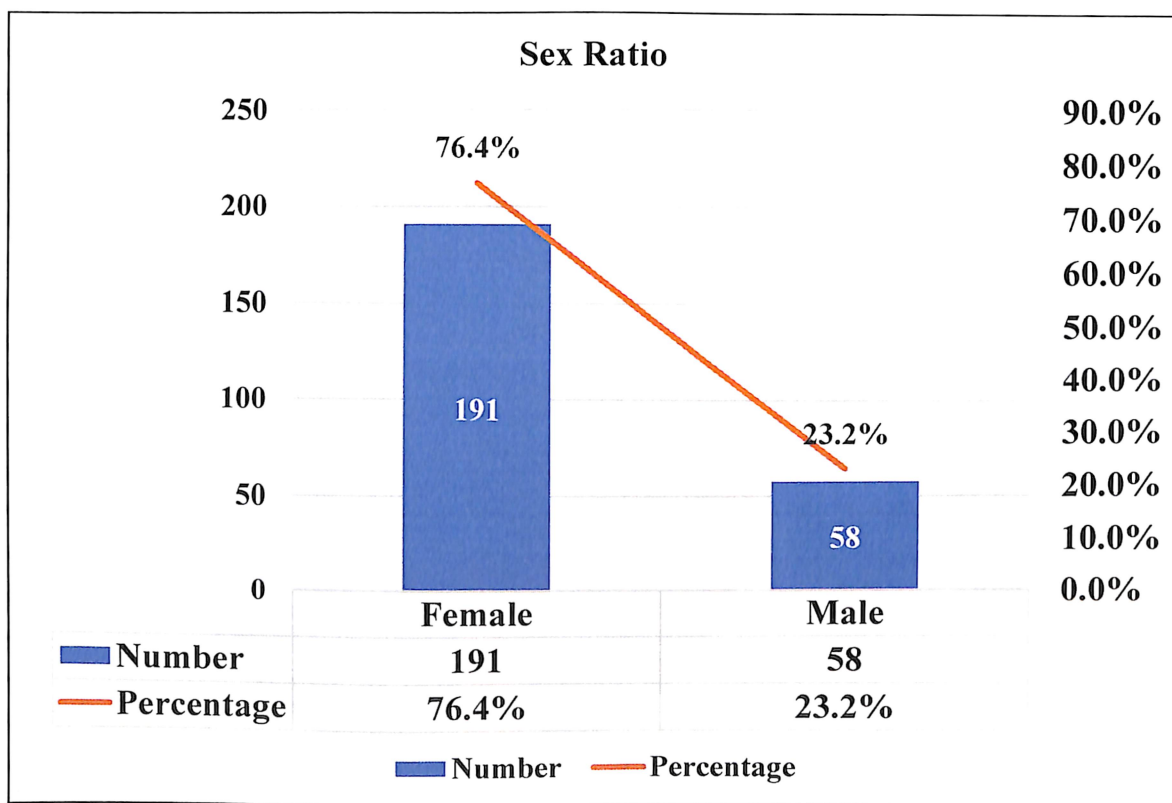
**Question -1:** This question was having basic information about resident which is the name of the respondent.

**Question - 2: Sex Ratio of the respondents (Gender)**

**Table No. – 1**

Particulars	Numbers	Percentage%
Female	191	76.4
Male	58	23.2

**Figure No. - 1**



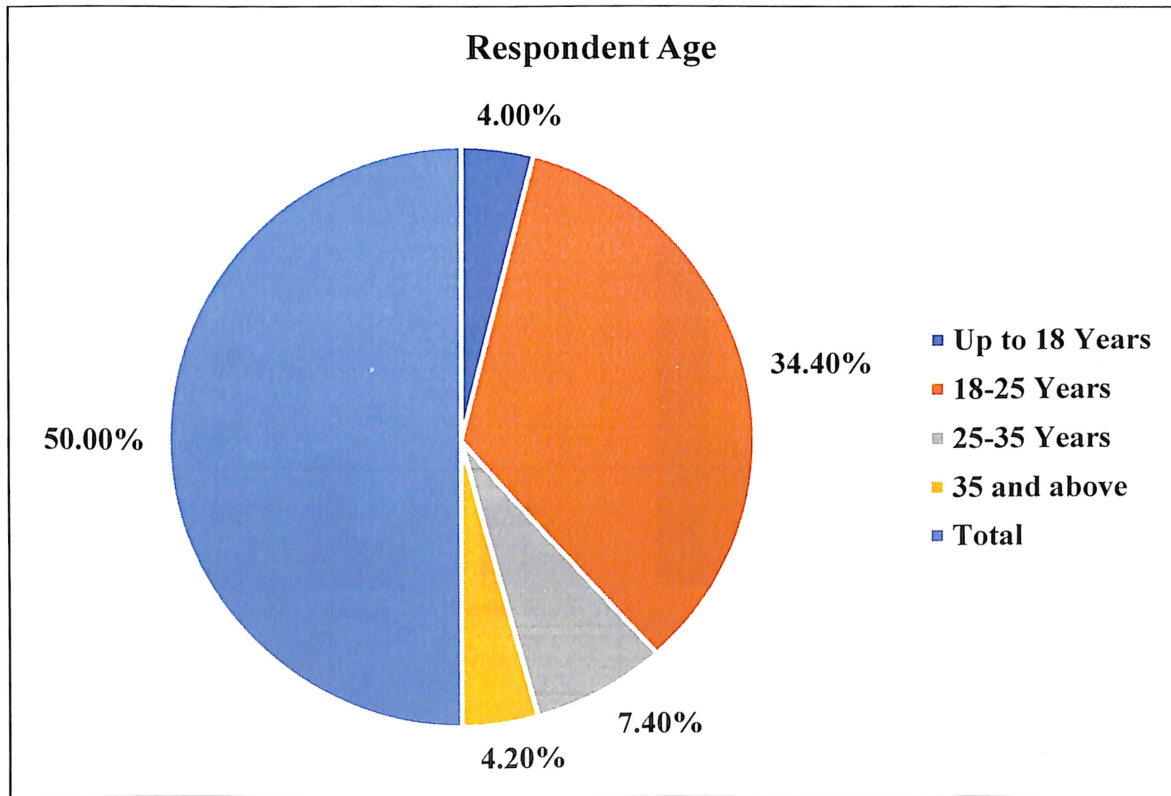


**Question – 3: Age group of the respondents**

**Table No. – 2**

<b>Particular</b>	<b>Number</b>	<b>Percentage%</b>
Up to 18 Years	20	7.97
18-25 Years	172	68.80
25-35 Years	37	14.80
35 and above	21	8.40
<b>Total</b>	<b>250</b>	<b>100</b>

**Figure No. - 2**

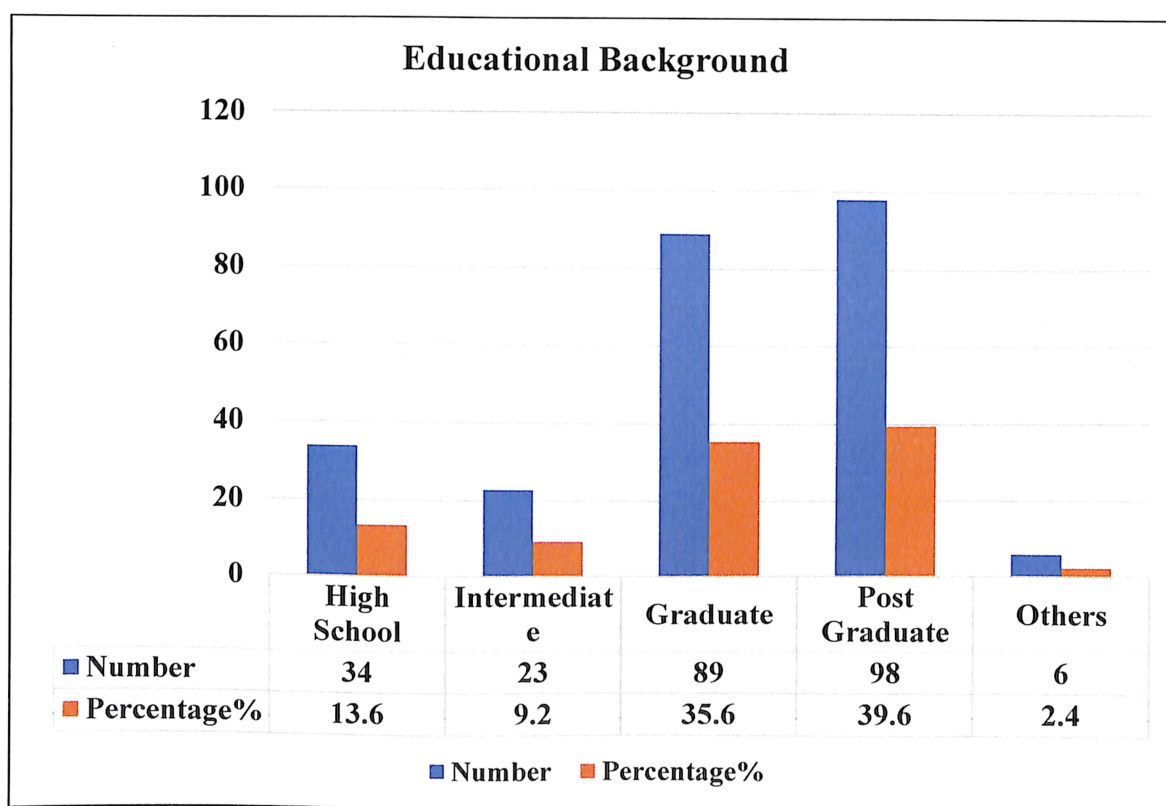


**Question – 4: Educational Background of the Respondent's**

**Table No. - 3**

<b>Particular</b>	<b>Number</b>	<b>Percentage%</b>
High School	34	13.6
Intermediate	23	9.2
Graduate	89	35.6
Postgraduate	98	39.6
Others	6	2.4
<b>Total</b>	<b>250</b>	<b>100</b>

**Figure No. – 3**

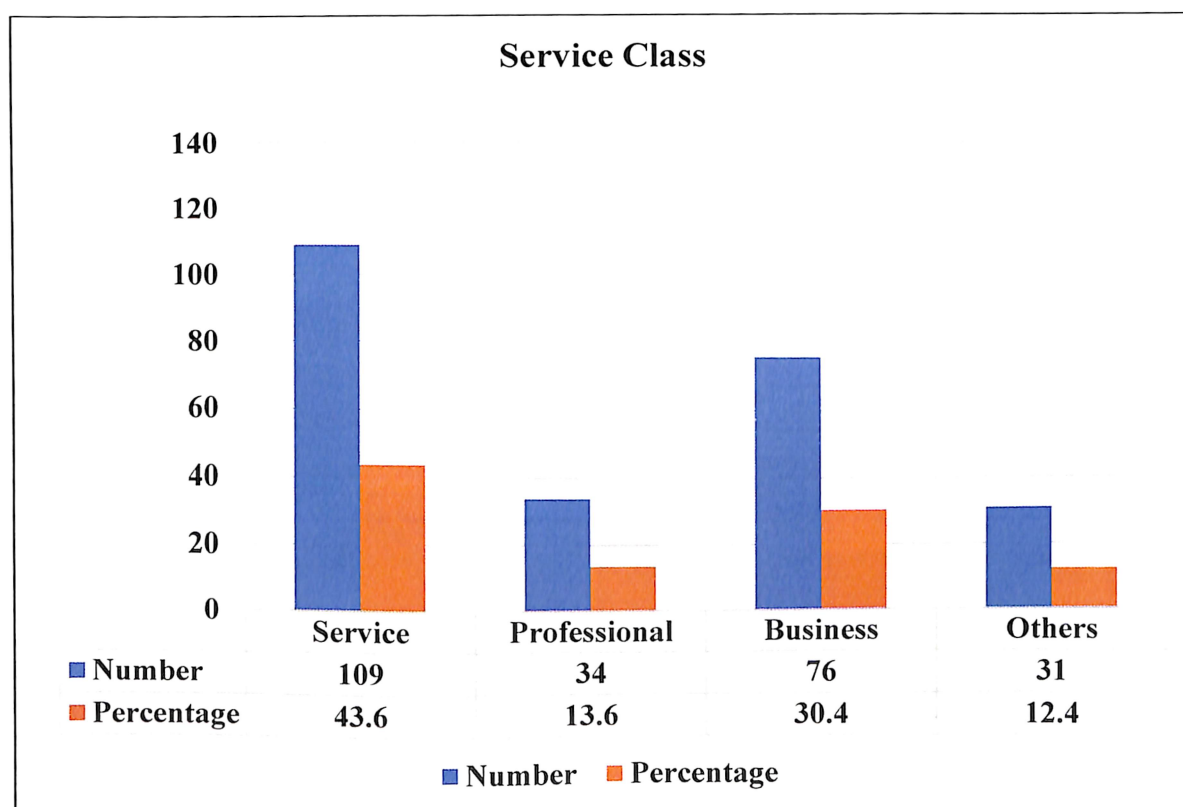


**Question – 5: Occupation of the respondent's family members**

**Table No. – 4**

Particulars	Number	Percentage%
Service	109	43.6
Professional	34	13.6
Business	76	30.4
Others	31	12.4
<b>Total</b>	<b>250</b>	<b>100</b>

**Figure No. – 4**

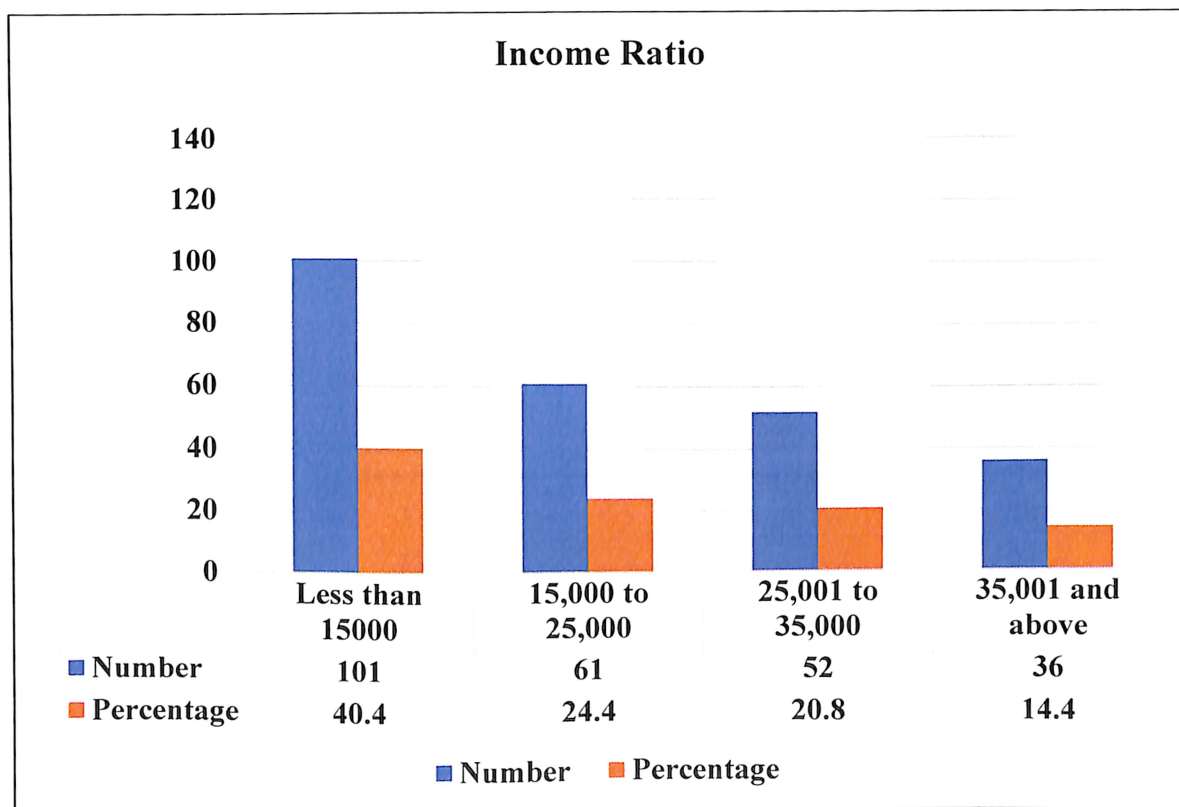


**Question – 6: Income ratio of the respondent’s family**

**Table No. - 5**

<b>Particular</b>	<b>Number</b>	<b>Percentage%</b>
Less than 15000	101	40.4
15,000 to 25,000	61	24.4
25,001 to 35,000	52	20.8
35,001 and above	36	14.4
<b>Total</b>	<b>250</b>	<b>100</b>

**Figure No. – 5**

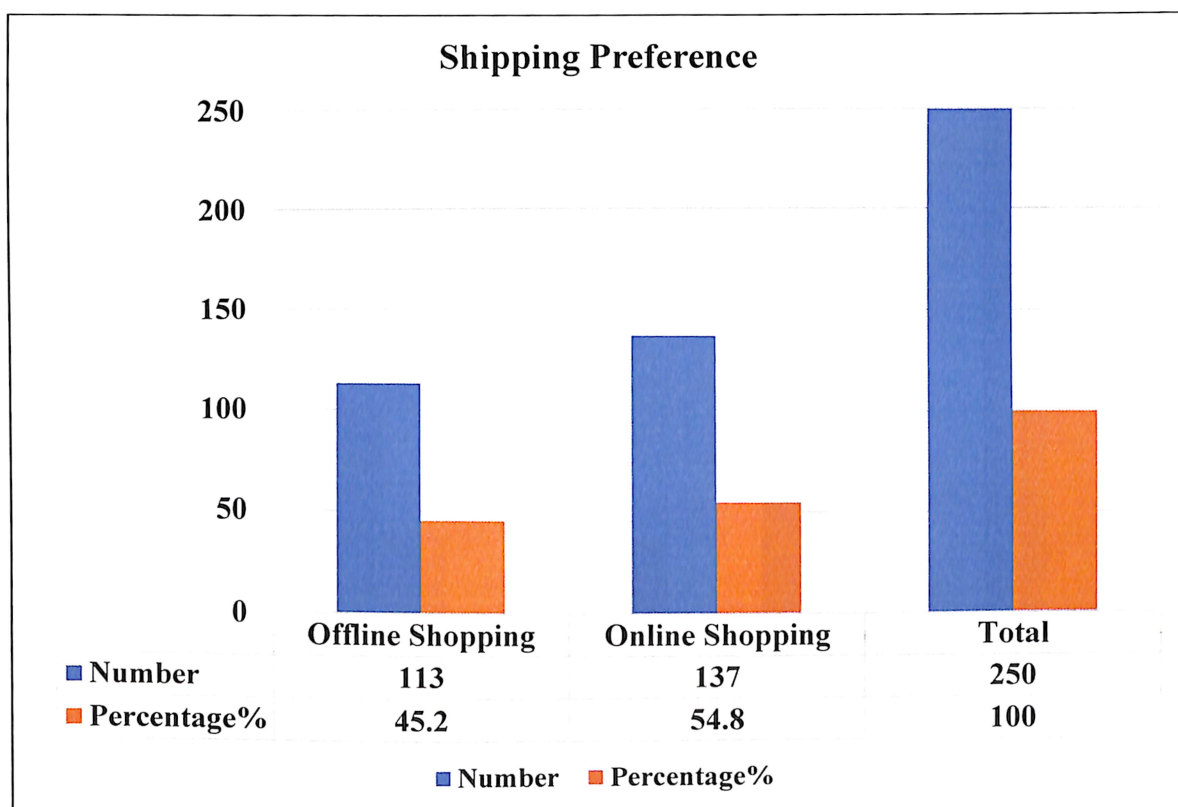


**Question – 7: Shopping Preference of Respondents Online vs Offline**

**Table No. – 6**

Particular	Number	Percentage%
Offline Shopping	113	45.2
Online Shopping	137	54.8
<b>Total</b>	<b>250</b>	<b>100</b>

**Figure No. – 6**

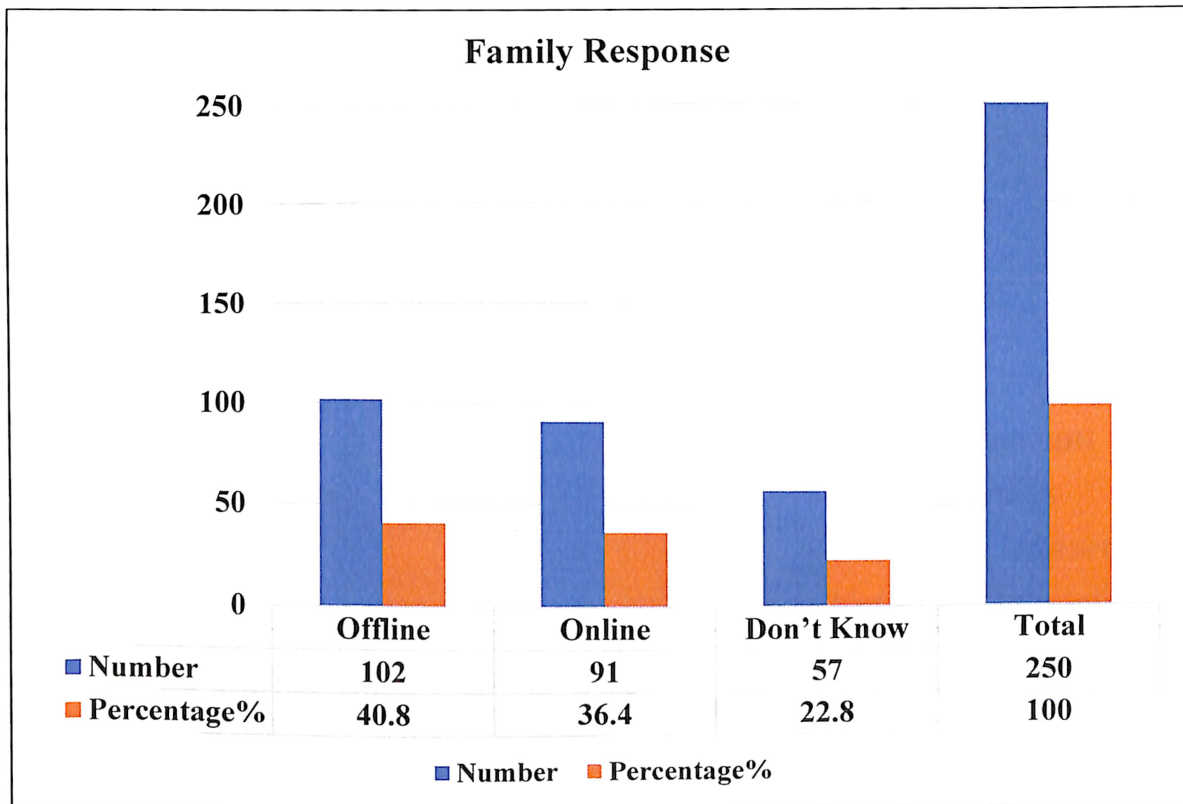


**Question – 8: Shopping Preference of Respondents Family Online vs Offline**

**Table No. – 7**

Particulars	Number	Percentage%
Offline	102	40.8
Online	91	36.4
Don't Know	57	22.8
<b>Total</b>	<b>250</b>	<b>100</b>

**Figure No. – 7**

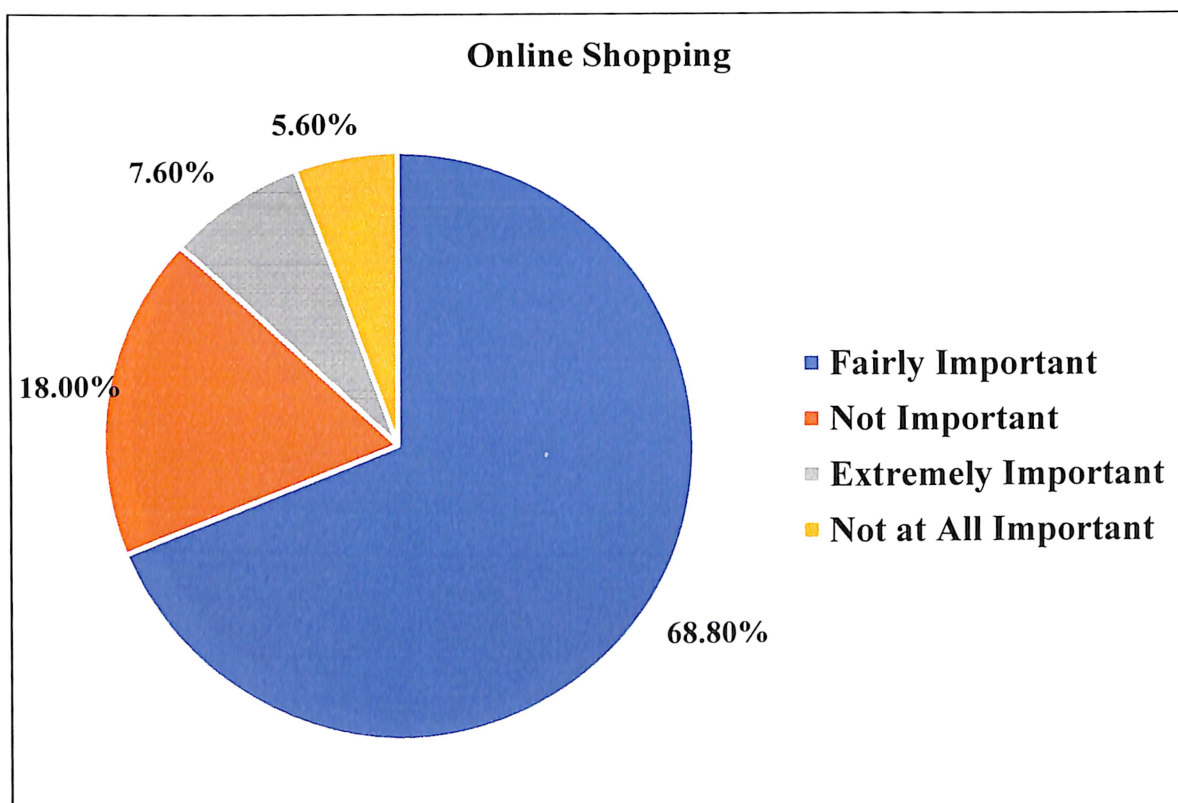


**Question – 9: What is the importance of online shopping**

**Table No. - 8**

<b>Particular</b>	<b>Number</b>	<b>Percentage%</b>
Fairly Important	172	68.8
Not Important	45	18.0
Extremely Important	19	7.6
Not at All Important	14	5.6

**Figure No. – 8**

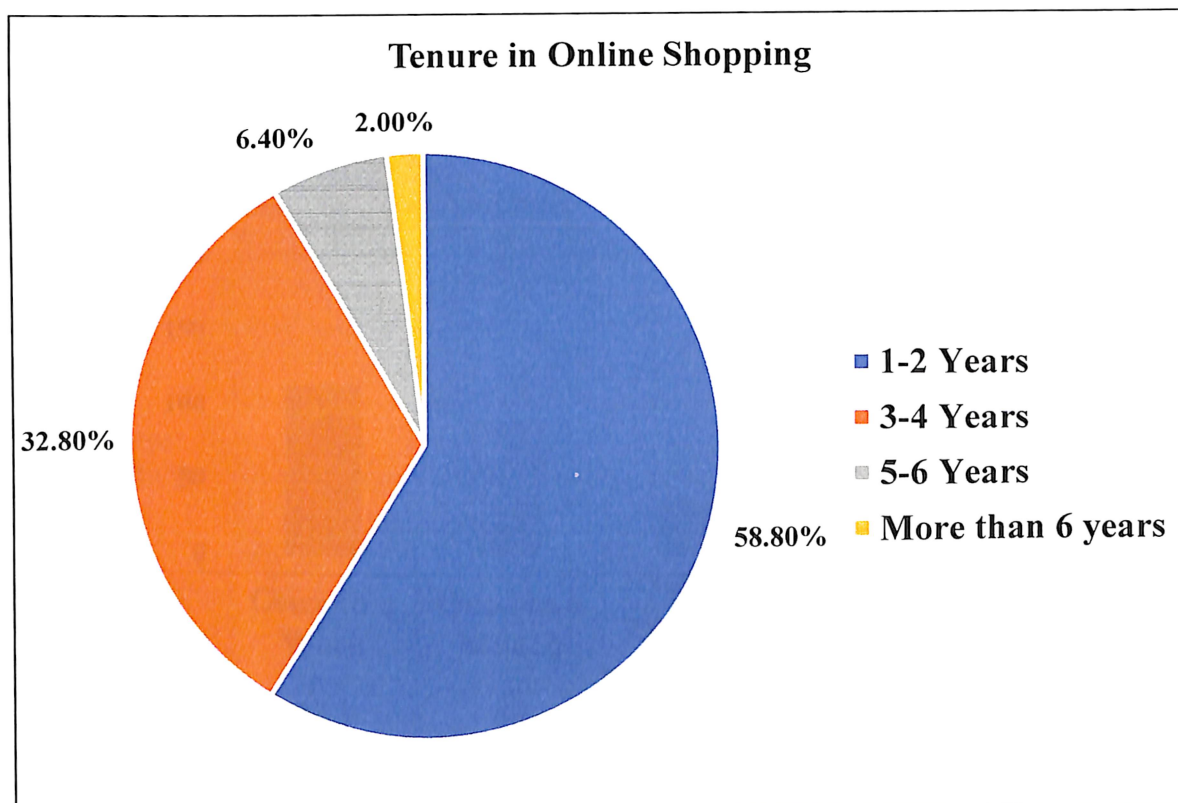


**Question – 10: How long they are buying online**

**Table No. – 9**

<b>Particular</b>	<b>Number</b>	<b>Percentage%</b>
1-2 Years	147	58.8
3-4 Years	82	32.8
5-6 Years	16	6.4
More than 6 years	5	2.0

**Figure No. – 9**



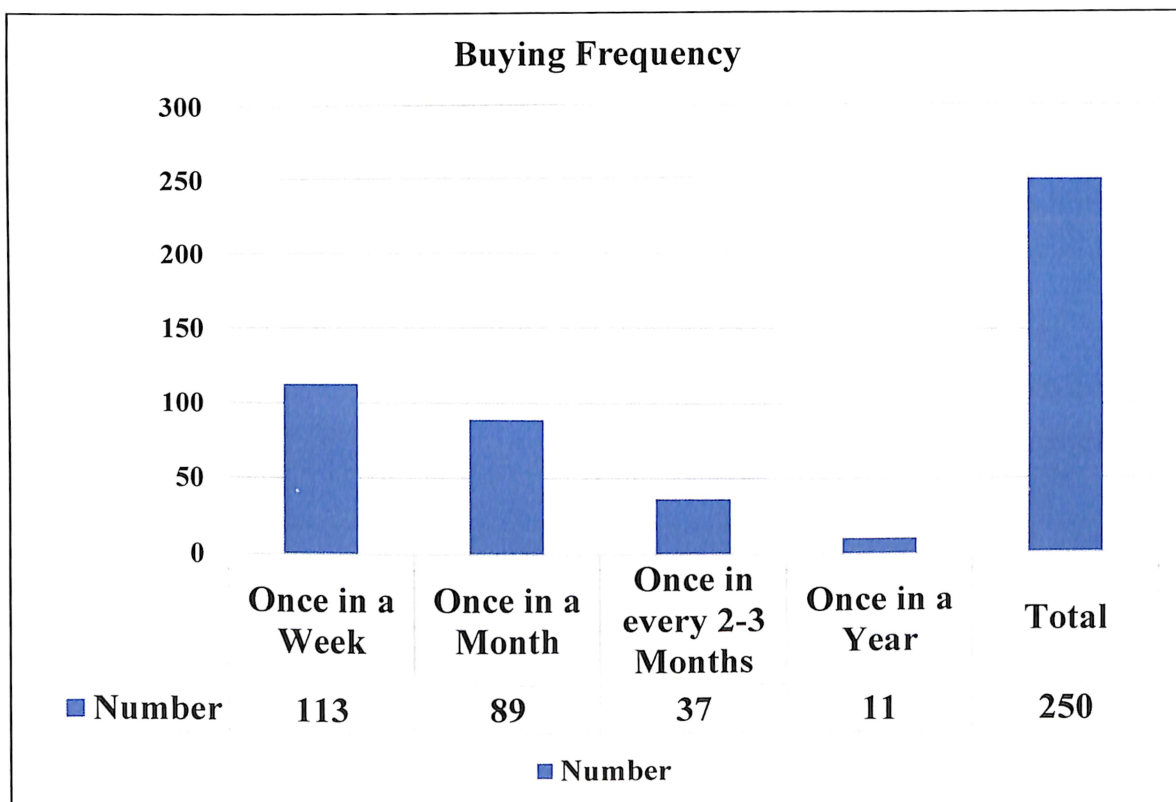


**Question – 11: Frequency of the product purchased from online shopping sites**

**Table No. – 10**

Particular	Number	Percentage%
Once in a Week	113	45.2
Once in a Month	89	35.6
Once in every 2-3 Months	37	14.8
Once in a Year	11	4.40

**Figure No. – 10**

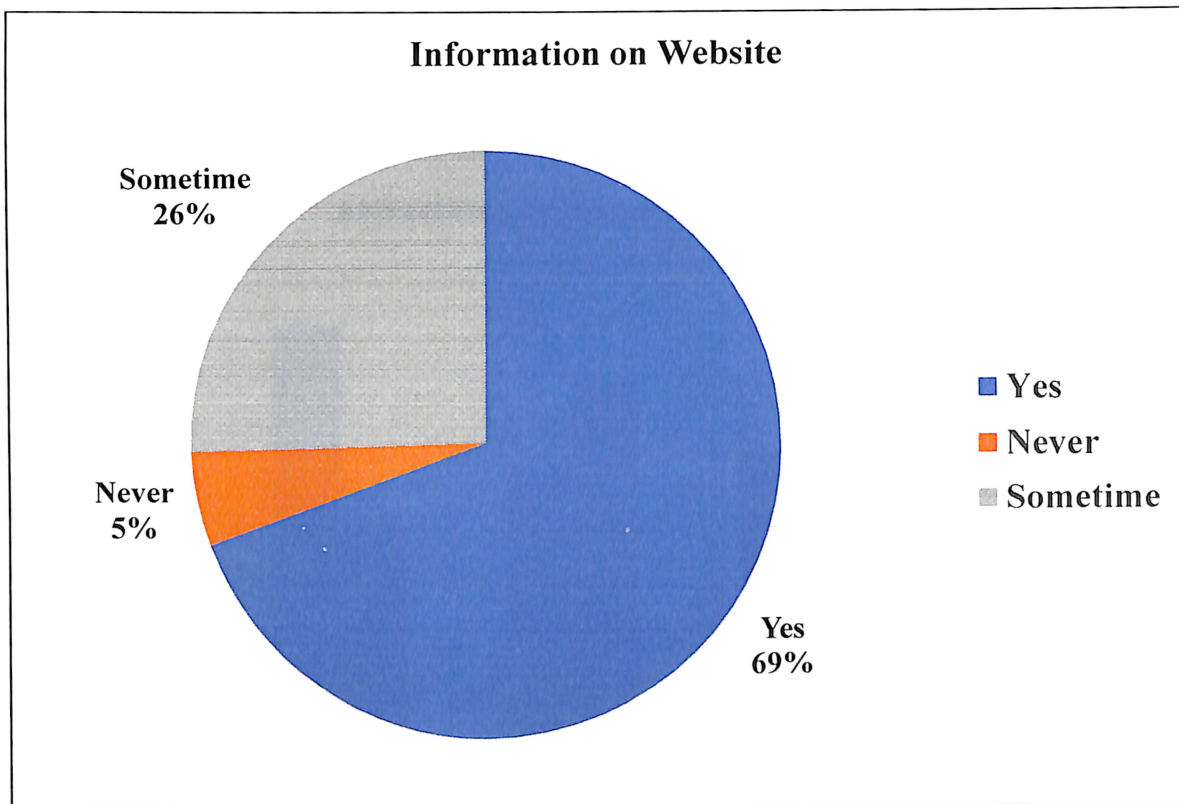


**Question – 12: Information provided by Website is relevant for buying**

**Table No. – 11**

<b>Particular</b>	<b>Number</b>	<b>Percentage%</b>
Yes	173	69.2
Never	13	5.20
Sometime	64	25.6

**Figure No. – 11**

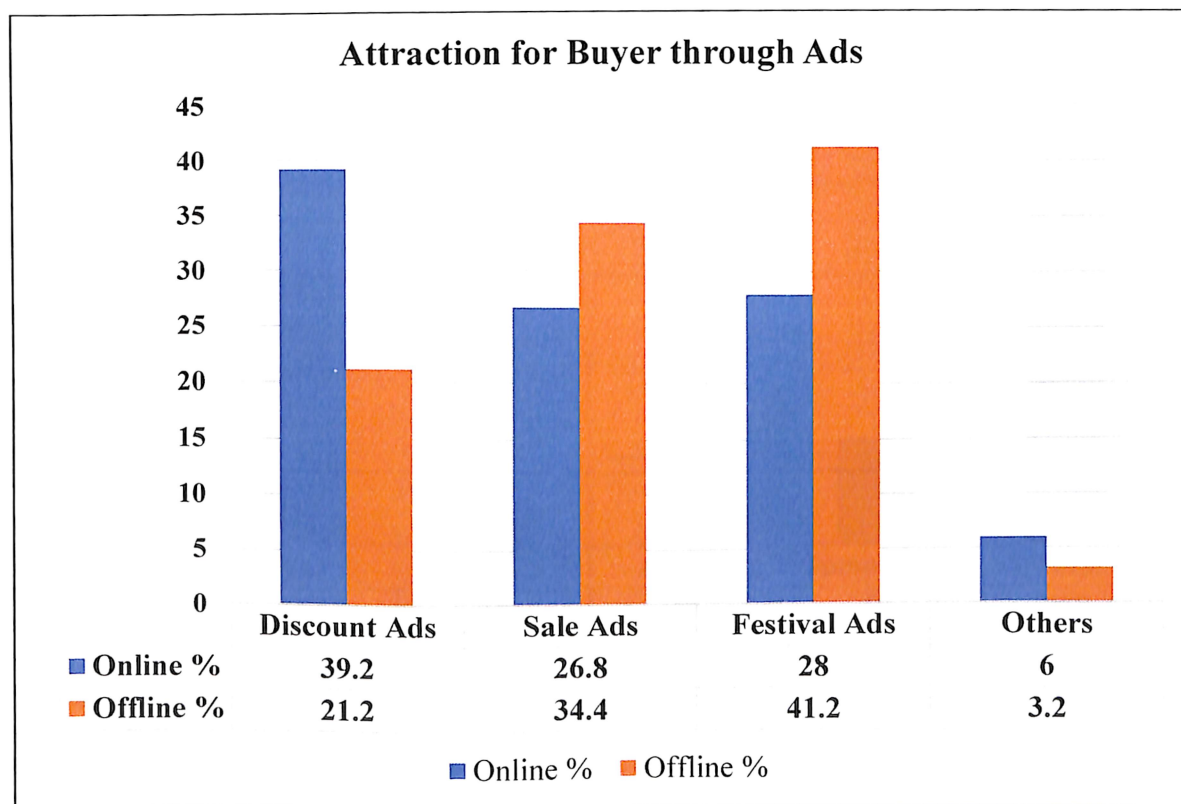


Question – 13: Type of advertisement attract a buyer to purchase online vs offline

Table No. - 12

Online			Offline		
Particular	Number	Percentage%	Particular	Number	Percentage%
Discount Ads	98	39.2	Discount Ads	53	21.2
Sale Ads	67	26.8	Sale Ads	86	34.4
Festival Ads	70	28.0	Festival Ads	103	41.2
Others	15	6.0	Others	8	3.2

Figure No. – 12

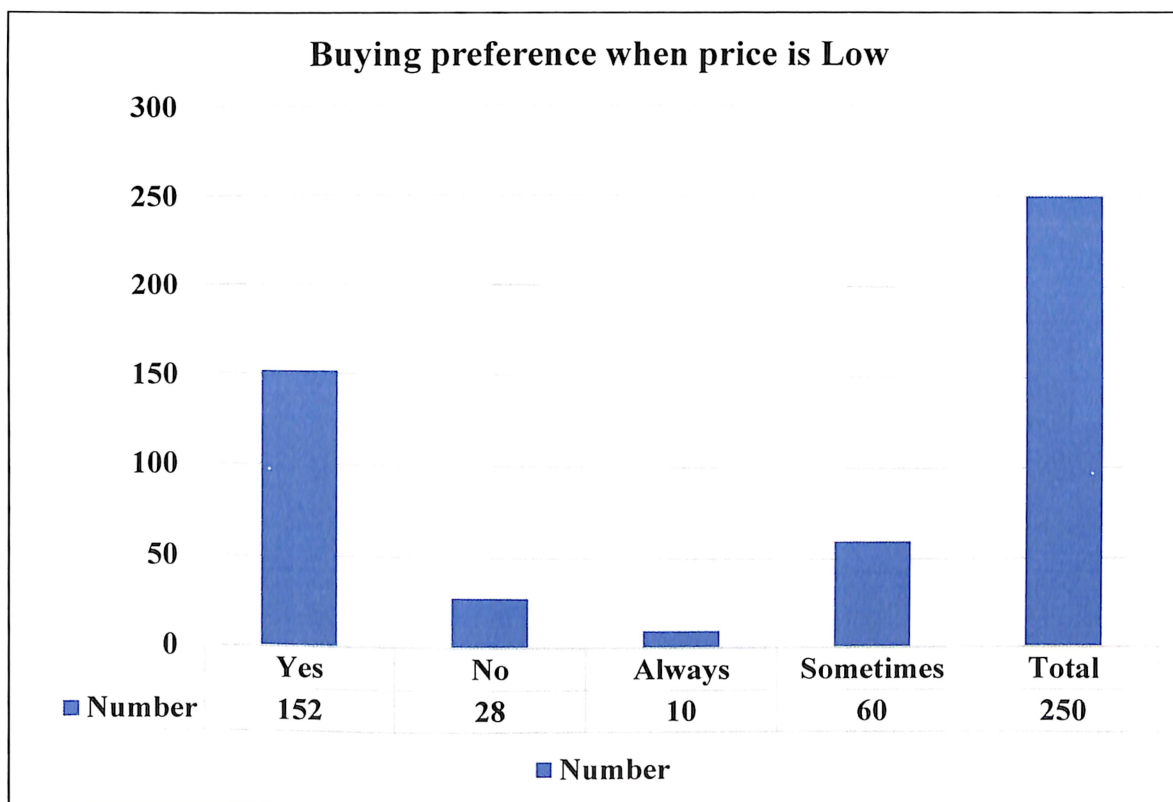


**Question – 14: Preference of online shopping when price lower than the market price**

**Table No. – 13**

Particular	Number	Percentage%
Yes	152	60.8
No	28	11.2
Always	10	4.0
Sometimes	60	24.0

**Figure No. – 13**

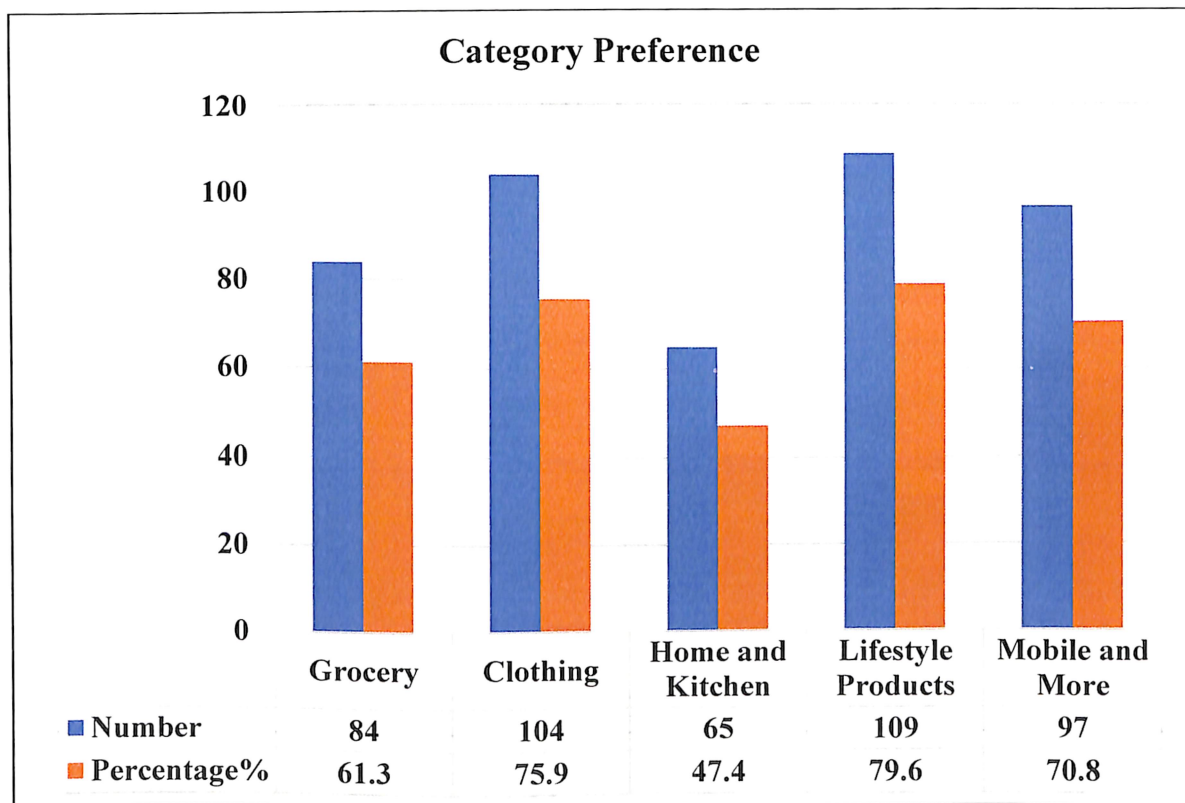


**Question – 15: Category of Product bought Online by Respondents who preferred online shopping (137 response collected)**

**Table No. - 14**

Particulars	Number	Percentage%
Grocery	84	61.3
Clothing	104	75.9
Home and Kitchen	65	47.4
Lifestyle Products	109	79.6
Mobile and More	97	70.8

**Figure No. - 14**

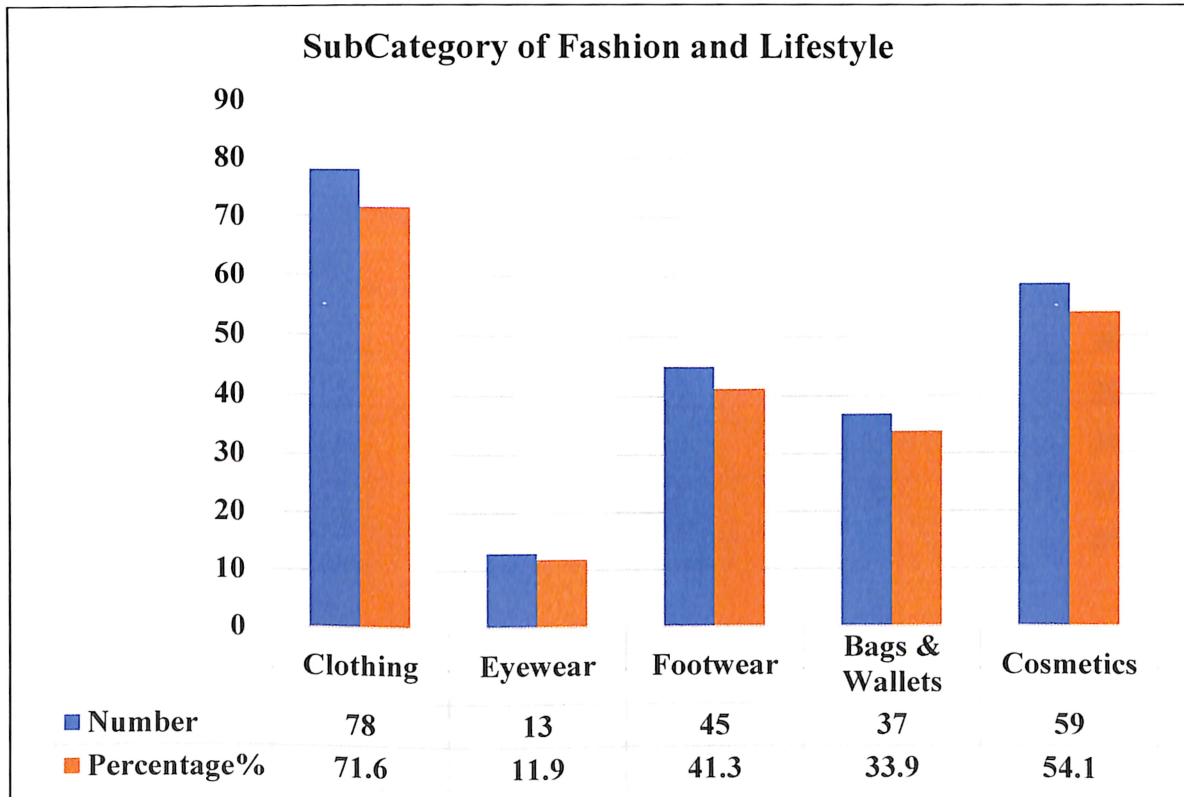


**Question No – 16: Subcategory in Fashion and Lifestyle Products Purchased by Interested Respondents (109 Count) Refer Table Number 14 for Count**

**Table No. – 15**

Particular	Number	Percentage%
Clothing	78	71.6
Eyewear	13	11.9
Footwear	45	41.3
Bags & Wallets	37	33.9
Cosmetics	59	54.1

**Figure No. - 15**

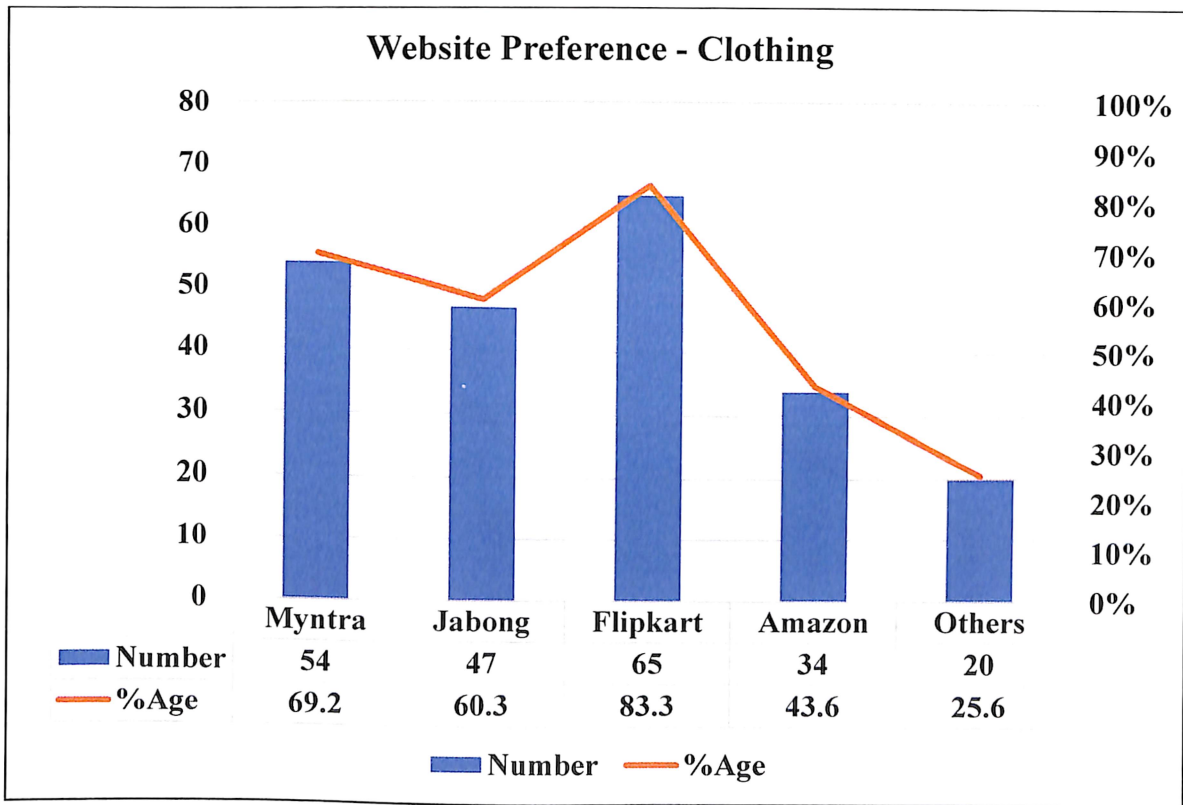


Question No – 17: Ecommerce site preferences for Clothing (78 Respondents) Refer Table Number 15 for the count.

Table No. – 16

Particulars	Number	%Age
Myntra	54	69.2
Jabong	47	60.3
Flipkart	65	83.3
Amazon	34	43.6
Others	20	25.6

Figure No. - 16

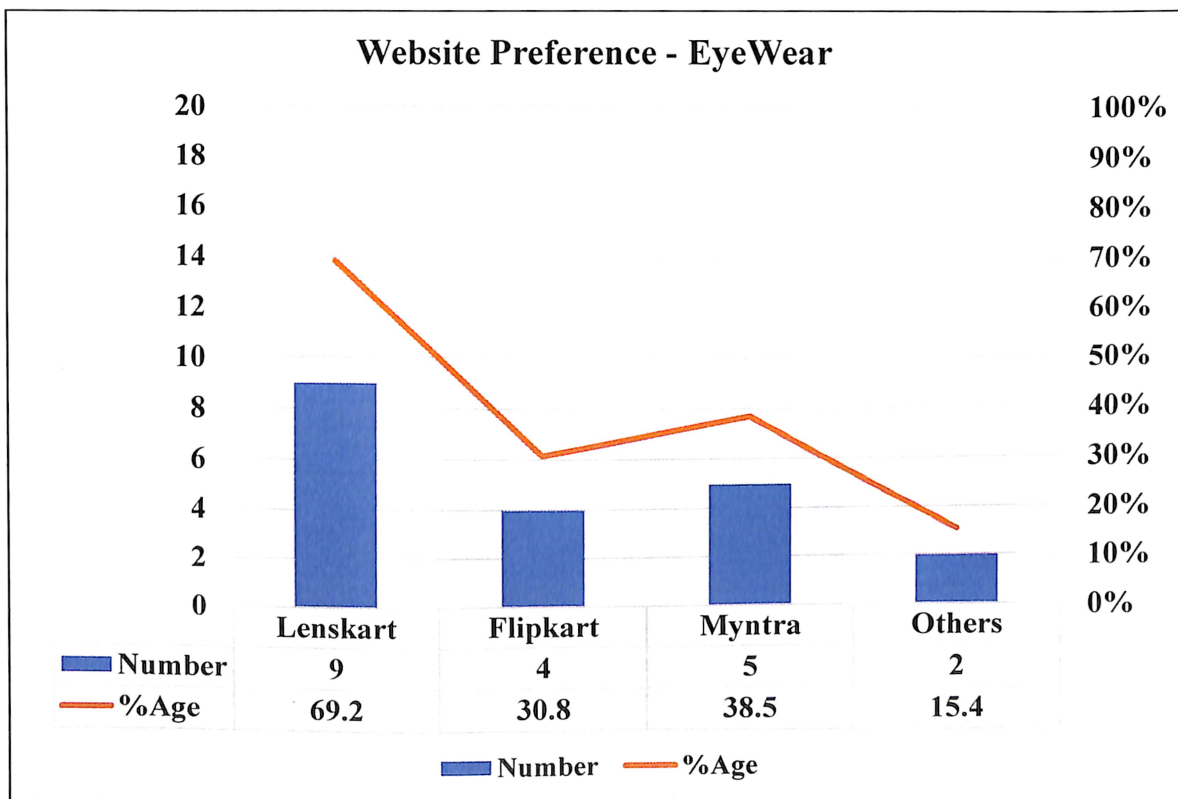


Question No – 18: Ecommerce site preferences for Eyewear (13 Respondents) Refer Table Number 15 for the count.

Table No. – 17

Particulars	Number	%Age
Lenskart	9	69.2
Flipkart	4	30.8
Myntra	5	38.5
Others	2	15.4

Figure No. - 17



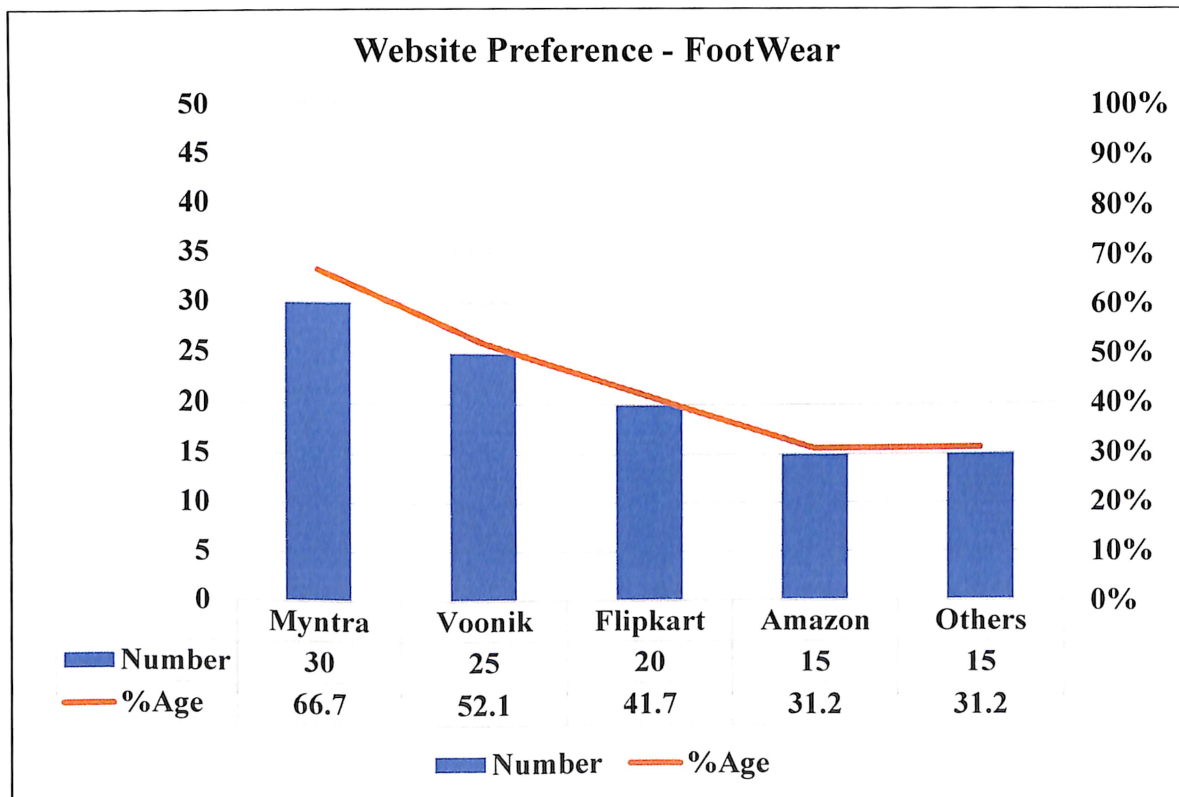


Question No – 19: Ecommerce site preferences for Footwear (45 respondents) Refer Table Number 15 for the count.

Table No. - 18

Particulars	Number	%Age
Myntra	30	66.7
Voonik	25	52.1
Flipkart	20	41.7
Amazon	15	31.2
Others	15	31.2

Figure No. – 18

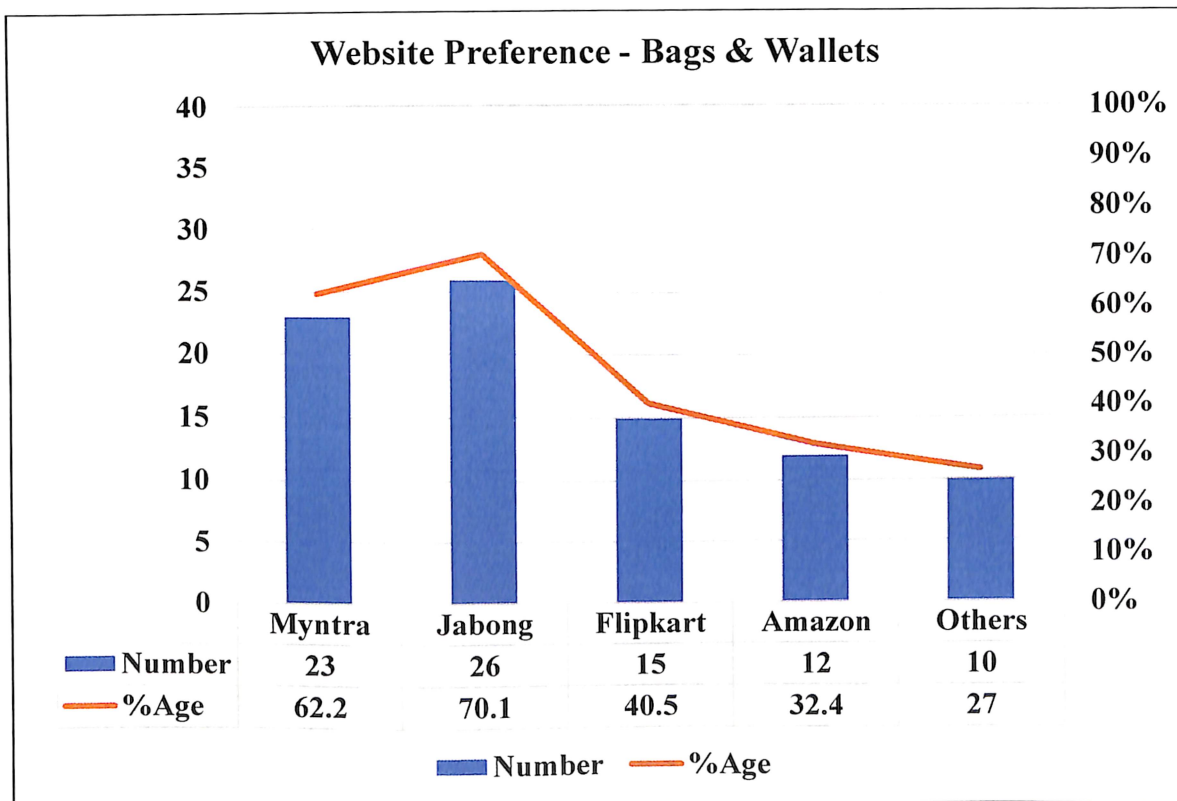


Question No – 20: Ecommerce site preferences for Bags and Wallets (37 Respondents)  
Refer Table Number 15 for the count.

Table No. - 19

Particulars	Number	%Age
Myntra	23	62.2
Jabong	26	70.1
Flipkart	15	40.5
Amazon	12	32.4
Others	10	27

Figure No. - 19

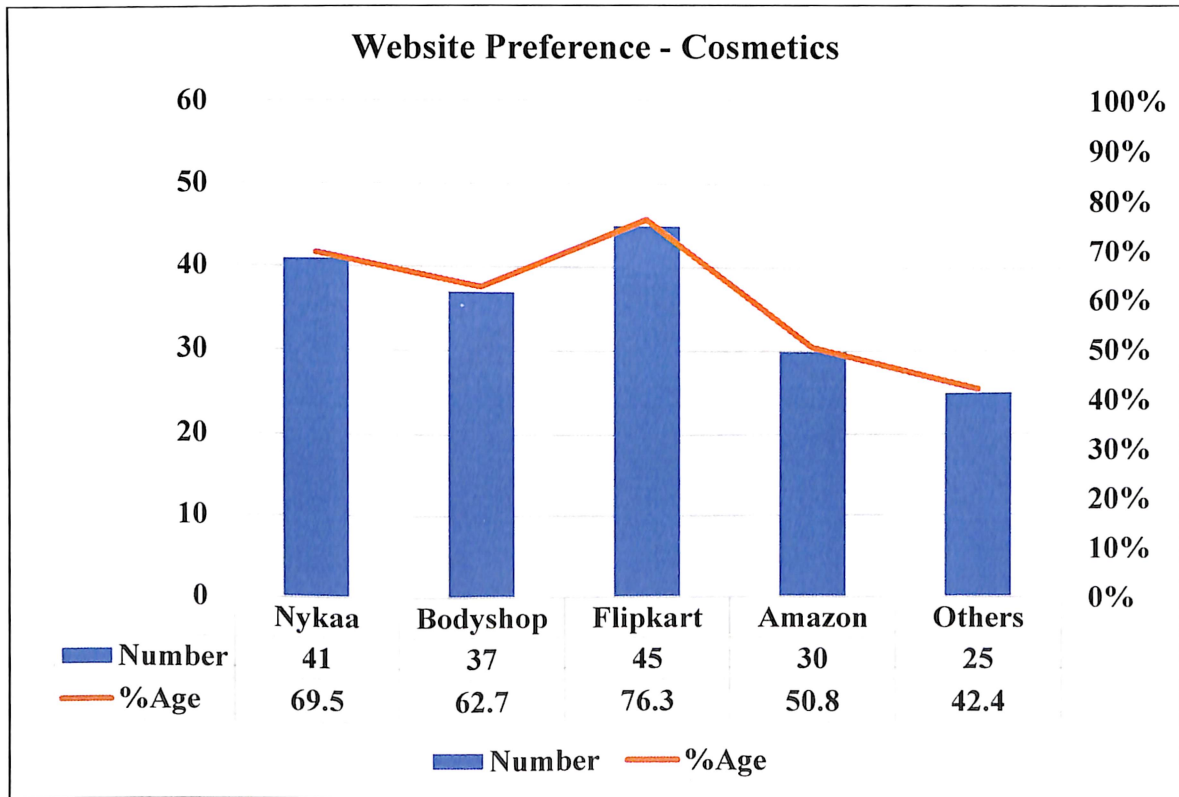


Question No – 21: Ecommerce site preferences for Cosmetics (59 Respondents) Refer Table Number 15 for the count.

Table No. - 20

Particulars	Number	%Age
Nykaa	41	69.5
Bodyshop	37	62.7
Flipkart	45	76.3
Amazon	30	50.8
Others	25	42.4

Figure No. - 20

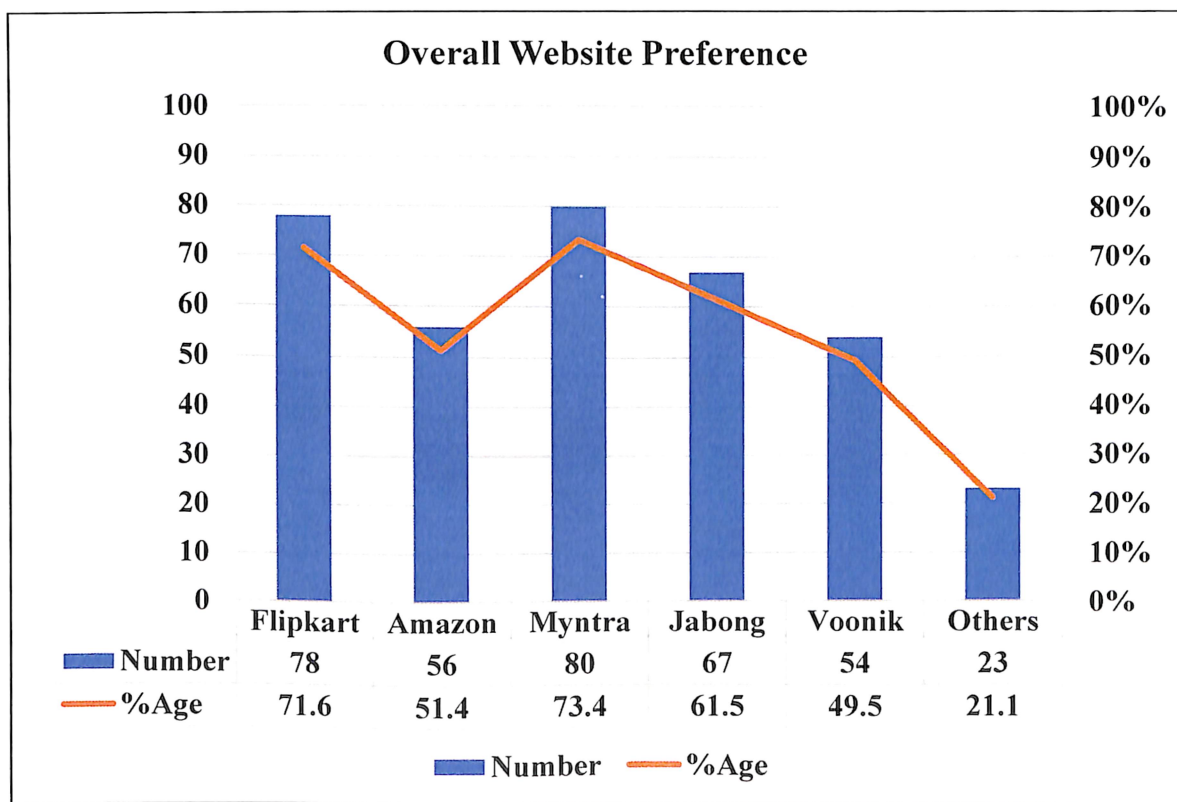


Question No – 22: Ecommerce site preferences Overall Lifestyle and Fashion Products (109 Respondents) Refer Table Number 14 for the count.

Table No. - 21

Particulars	Number	%Age
Flipkart	78	71.6
Amazon	56	51.4
Myntra	80	73.4
Jabong	67	61.5
Voonik	54	49.5
Others	23	21.1

Figure No. – 21

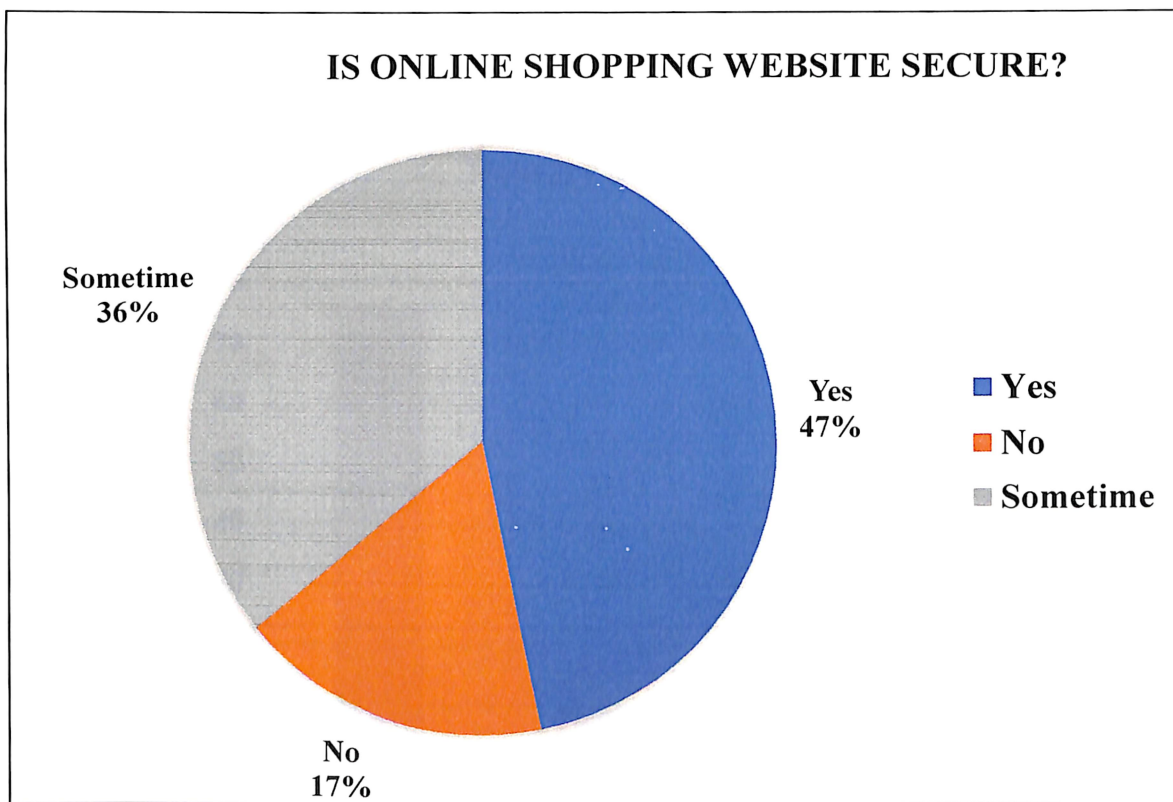


Question – 23: Does online shopping is as secure as traditional shopping

Table No. – 22

Particular	Number	Percentage%
Yes	117	46.8
No	43	17.2
Sometime	90	36.0

Figure No. - 22

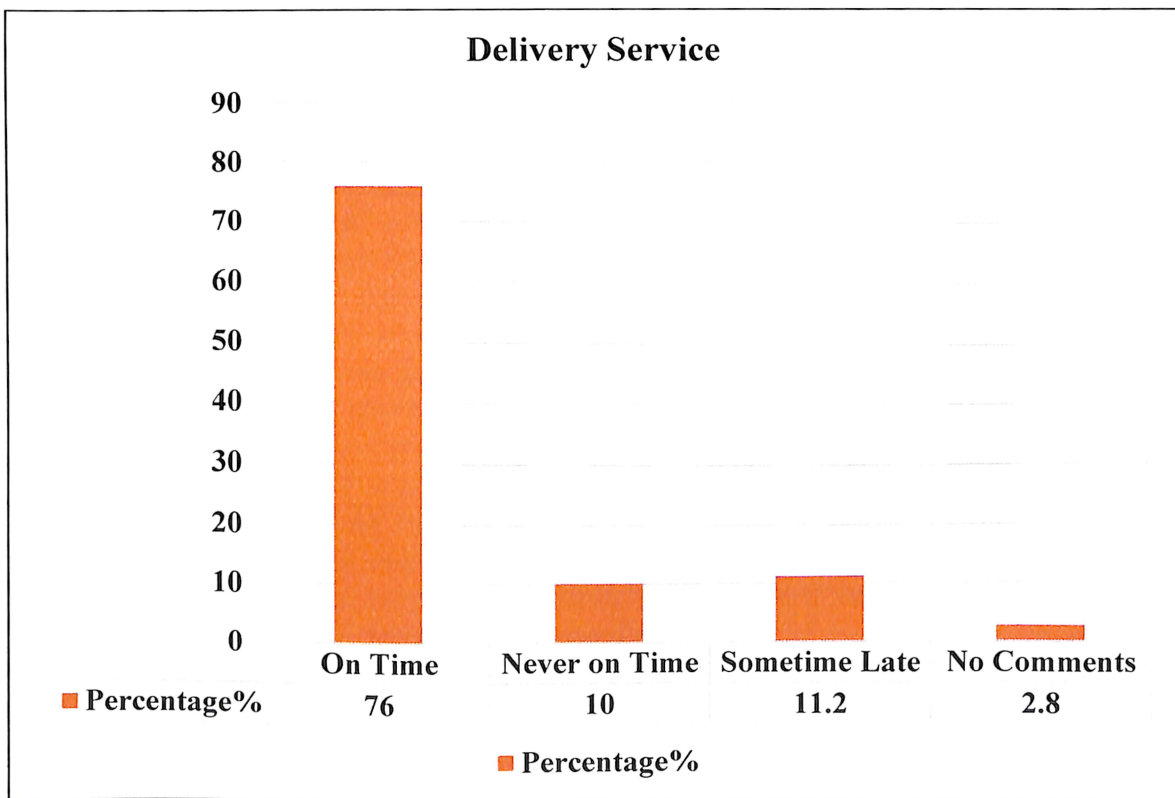


Question – 24: How is the product delivery service?

Table No. – 23

Particular	Number	Percentage%
On-Time	190	76.0
Never on Time	25	10.0
Sometime Late	28	11.2
No Comments	7	2.8

Figure No. – 23

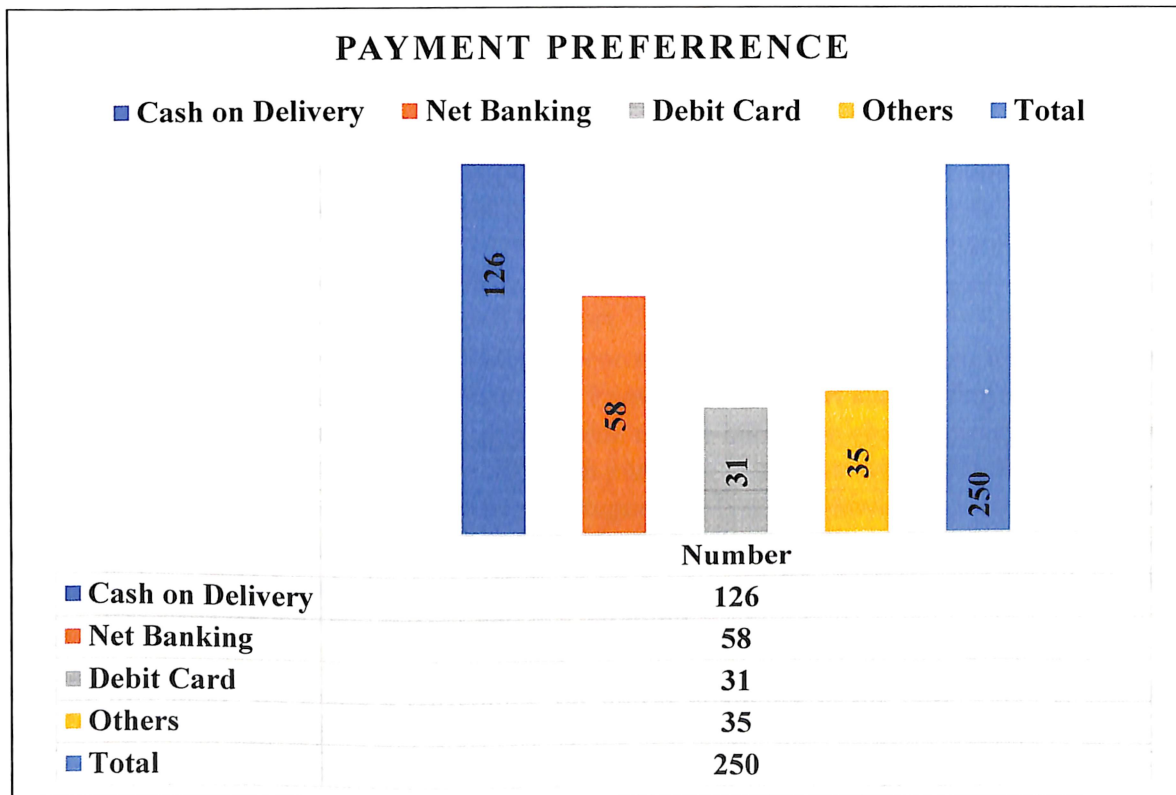


Question – 24: Preference of the payment process according to the age

Table No. – 24

Particular	Cash on Delivery	Net Banking	Debit Card	Others	Total
Up to 18 Years	17	25	18	9	69
18-25 Years	81	22	8	24	135
25-35 Years	16	8	4	2	30
35 and above	12	3	1	0	16
<b>Total</b>	<b>126</b>	<b>58</b>	<b>31</b>	<b>35</b>	<b>250</b>

Figure No. - 24



## **Chapter 4: Findings and Analysis**

### **4:1 Descriptive Statistics**

This study mainly describes the qualitative practice to be used to provide data to examine the issues acknowledged and extend the understanding of consumer value creation in the framework of what and why consumers purchase online. Tentative and descriptive research can provide the multiple outlooks necessary to obtain multiple approvals of offline, online and channel switching behaviour during the buying decision process. This typically involves sampling the population, surveying them and using inferential statistics to analyse the responses. The focus of the analysis is to expect the determining factors influencing, in this case, what and why consumers purchase online and offline as well, why they switch from one way to another. The data gathered from the questionnaire were used to identify common questions concerning consumer behaviour as it relates to the purely online and offline buying process as well as preference switching from one seller to another during the buying choice process. Deepness of the data and concentration groups provide an efficient means of spreading and emerging theoretical concepts to improve the ultimate research design. And are used in this research to better appreciate why and for what buyers use the Internet to shop and in specific why they choose one seller platform over another in general.

### **4:2 correlation/Regression Analyses**

- Flipkart who has acquired Myntra, Jabong and eBay India is the largest player in E-commerce in India and more popular within youngster nowadays for online shopping.
- Flipkart has become the largest player in Online Fashion and Lifestyle business after acquiring Myntra and Jabong as they were having a big consumer network for Fashion.
- The most preferred site for fashion and lifestyle shopping in Myntra especially for clothing followed by Jabong and Flipkart.
- The most preferred site in subcategory cosmetics is Myntra and Nykaa with Bodyshop.
- The most preferred site in subcategory Eyewear is Lenskart and leading the market.
- Lenskart has recently become popular due to free home eye check-ups and registration discounts with some attractive offers on purchase from their website/store.
- The most preferred site for Footwear category is Myntra followed by Jabong and others.
- In recent years more and more people are getting inclined towards online shopping for fashion and lifestyle due to a variety of products available, easy home delivery, hassle-free replacements and returns and fast shipping.

During this study, we found a correlation for online shopping in the user which is directly linked with their age and choices. How they are thinking about online websites to provide services and what are their expectation if they move towards online shopping against traditional offline shopping. We have observed that a special age group is mainly attracted to online shopping as compare to the people above 35 years of age. It shows a link with the technology as it is a faster-growing sector presently and reach of the internet is increasing to rural areas as well as in urban areas. While doing online shopping, consumers always look for the convenience of buying which all E-Commerce companies are currently focusing and it is important to become popular in the online market.



## **Chapter 5: Interpretation of Results**

### **5:1 Interpretation of Results:**

**Interpretation of Q-1:** There is no specific data to show for Q-1 as only basic information was collected like Name of the respondent.

**Interpretation of Q-2:** The graphical data representation in the table no. 1 shows that out of the 250 Respondents, 191 were female and 58 were male.

**Interpretation of Q-3:** The data present in table no. 2 shows the age category of the population who choose online shopping. The majority of customers who use online shopping to fulfil their need ranges mostly between 18 to 25 age category comprising of 68.8% of the total consumers and this is mostly seen among them because of the increasing technological revolution among the youth population and they can access this technology for their well-being more than other age groups. Next, the age group of 25-35 contribute as the second most consumer type using online shopping services of 14.8%. For this age group, the major factor for using them this stream to shop is time. The rest of the consumers are the age group of 35 above and 18 below comprising 8.4% and 7.97% respectively. The percentage of people is low because most of the 35 years above group people have lack of required knowledge of technology and for 18 below money constraint comes into place.

**Interpretation of Q-4:** The presentation shows in table no. 3 is the qualification of the respondent, and the maximum qualification is others that are Postgraduate people which consist around 39.6%. next is the others which are for graduate peoples are 35.6%. The intermediate group which consist of 9.2% and high school and others consist of 13.6% and 2.4% Qualification plays a pivot role for online shopping, until and unless the person is qualified enough to access the website over the internet, they are not able to do online shopping.

**Interpretation of Q-5:** The collected data in table no. 4 shows that out of the 250 respondents, 109 respondents belong to the service class peoples, 76 were from a business class, 34 were from the working professional and 31 were from the others including Housewives etc. Majority of the respondent was from salary class, those who are having easy internet access and real-time information about any new product launch in the market.

**Interpretation of Q-6:** The data collected for the income group shows in table no. 5 for the respondent family. The maximum income of the shopping site generates from the student class as they are always preferring an easy and convenient way of buying products. These people are not working rather they study and do shopping online because they are updated with the latest technology and having access over the range of product through the internet. The representation shows that 40.4% of the people are a student. Second, comes the group of people who are having an income of 15000-25000 it takes around 24.4% then followed by the groups of income 25001-35000 which are 20.8%, then comes the income above 35000 which covered 14.4%.

**Interpretation of Q-7 & Q-8:** The data collected in table no. 6 & 7 on shopping preferences of respondents shows that out of the 250 respondents, 137 individuals' response on shopping from the online website though of their family preference is a bit less toward online shopping. Where 113 responses from individual on offline shopping through stores. While collecting

responses from family, there were 57 responses where their family responded as neutral feedback as they are dependent on the respondents for the shopping. The major reason may they are dependent on the respondents for their shopping's.

**Interpretation of Q-9:** Accessing shopping websites is also a parameter determining the difference between traditional offline shopping and online shopping. While out of total responses collected shown in table no. 8 is that 68.8% people think it's fairly important to access the shopping websites, 18% think it's not that important to access shopping websites if you want to purchase anything, they can even purchase goods by traditional shopping, while 7.6% think it's very important to access shopping websites to purchase anything and 5.6% of people think it's not at all important to access e-commerce sites

**Interpretation of Q-10:** It is seen that from 1-2 years the trend of online shopping has come into the market comprising of 58.8% of the total number. It is because of the increasing reach of technology to the common people that have made it possible for the increasing number of populations opting for online purchase which was not seen earlier back in 5-6 years when it was seen only 6.4% went for online purchase of products. Same was displayed in table no. 9, In the past 3-4 years when technology was emerging it was seen that nearly 32.8% switched to online marketing of products. And back in 6 years when technology was possessed by few, it was seen that only 2% of the total did online shopping. Reach of mobiles to the lower-income group is also a major reason for the increase in online shopping.

**Interpretation of Q-11:** In the recent past, we have seen that due to the increase of needs in society and time constraint has led most of the population switch to online shopping. The data present in table no. 10 shows that nearly 45.2 % of the regular population do buy the product once in every week and 35.6% of the population do online shopping every month which is just because of the availability of technology and income to do online shopping. 14.8% of the population doing online shopping once in a 2-3 month which is at a regular interval and 4.4% once in a year.

**Interpretation of Q-12:** Every product which is available for purchase on a website gives well information about it along with pictures to attract the buyers about it. Most of the times the website provides every valuable information needed and many it has been observed the sellers avoid to provide full information when the product is not up to the mark in 69.2% of the cases it was seen that every information is provided by the website which makes the product user friendly and a customer buy the product judiciously. Only in 5.2% cases, it was seen that the product information is not provided and 25.6% of the respondent said that it provides the information sometimes.

**Interpretation of Q-13:** Advertisement always plays an important role in making an e-Commerce company a brand in the market. Moreover, advertisement attracts its customer towards the seller to make income through online marketing. The type of advertisement is a very important aspect of attracting the customer towards sellers where discount ads which are 39.2%, which give the customer a reason to buy their products at reasonable prices. Also, the sales ads bring more customers nearly 26.8% of the total customer gets attracted to it. The festive season is the time duration during when the majority of the population do their shopping is 28% and if ads related to it is published then it brings more customer to them.

Along with this, there are several reasons why people are attracted to shop offline. In most of the cases, reasons are discounts ads, sales ads, festive ads and other miscellaneous ads attracts customers to shop offline. Festive ads play the major role with 41.2% in attracting the customers to go for offline shopping, followed by sales ads with 34.4% this type of ads are great events to attract buyers by showing ads for a limited period. The discount ads which covers up 21.2 % come next to sales ads while the remaining 3.2% are other miscellaneous ads such as off-season etc. Also somewhat attracts people.

**Interpretation of Q-14:** We have got the answer clearly from the responses that 60.8% of people acknowledge that they would prefer online shopping if they would get a price lower than the offline market price. 24% of people say that they are not sure which option to choose and 11.2% say that they would prefer to shop over internet shopping. And 4% of people said that they will prefer online shopping instead of purchasing from offline shopping or traditional market.

**Interpretation of Q-15:** The lifestyle product are mostly preferred product on online shopping including Shoes, Watches, Bags, Purse etc. the overall ratio on the responses received from 137 respondent, for lifestyle product is 79.6% followed by the clothing which is also a most preferred category in present days as a customer is getting many options to buy like "Try n Buy", Custom Fit, Easy Replacement, Free alteration etc. which is about 75.9%. The third category is Mobile and More which is becoming an online preference of customers to buy which is 70.8% as of now. Most the customer is looking for an opportunity to judge the product based on usage which is being provided by online platform nowadays with easy replacement of about 30 days. Online shopping for grocery is also creating its demand i.e. 61.3% as maximum online buyers' preference is to use branded product which is easily available online and there is no major difference in price as compared to the traditional market. Also, while purchasing grocery online, they are saving their time and expense on visiting an offline market and getting doorstep delivery. Home and Kitchen appliances still customer prefer offline as there are many customization options available and, in some cases, all brands are not available on online websites. Which impact buyers to purchase from the traditional market.

**Interpretation of Q-16:** The data collected from 109 response out of total 137 responses show that out of 109 respondents, 71.6% of preferring clothing purchase through online website followed by 54.1% for Cosmetics and 41.3% are preferring for Footwears. Total 33.9% of peoples are preferring online shopping for Bags and Wallets which includes Laptop & Travel Bags mainly and rest 11.9% for Eyewear's.

**Interpretation of Q-17:** Out of 78 Responses received on clothing as presented in table no. 15, we collected the buyer preferences on the website they are using for purchase. Majority of the customers buying from Flipkart owned website where Myntra is having 69.2% of buyers followed by Jabong with 60.3% and Flipkart itself is having 83.3% of buyers share. Amazon is having a 43.6% share and a 25.6% share is with other websites.

**Interpretation of Q-18:** The online shopping preference for Eyewear shows in table no. 17 is mentioned that Lenskart is having a major share of online buyers through its website i.e. 69.2%. This may because of the offers they are providing online and doorstep eye check-up which is free of cost attracting a buyer to purchase from their website. Flipkart is having 30.8% customer base and Myntra is having 38.5%. Rest 15.4. lying with other online players in the market.

**Interpretation of Q-19:** The data presented in table no. 18 shows the preference of online website among the respondent for footwear products purchase where the highest shared is for Myntra i.e. 66.7% followed by Voonik 52.1%. Between Flipkart and Amazon, Flipkart is having high shared which is 41.7% where Amazon has 31.2%. Rest 31.2% is with other online players in the market.

**Interpretation of Q-20:** Bags and wallets are most popular in youngsters and having a very good demand across. It includes Laptop bags, Travel bags, wallets etc. Total 37 respondents have given their feedback about website preference over buying bags, table no. 19 shows that the majority of share with Flipkart owned websites where Myntra is having 62.2%, Jabong is leading with 70.1%, Flipkart is having a 40.5% share. Amazon is having 32.4% along with 27% share with other online websites.

**Interpretation of Q-21:** Cosmetics is very popular in women's having website preference based on services and product availability. Here also, have seen that Flipkart is leading this charter with 76.3% share where famous online portals like Nykaa & Bodyshop is having a 69.5% and 62.7% share respectively. Table no. 20 is showing the data on responses received, Amazon is having a 50.8% share followed by other online shopping sites in the market i.e. 42.4%. Cosmetics is a product which can only be popular when the awareness and sales advertisement is in place, without the knowledge and requirement it can't be sold online. That's the reason it is only popular in young females.

**Interpretation of Q-22:** When we analysis the preference over the lifestyle purchases online for overall categories, we found that everyone has different thoughts and perceptions in mind for a product purchase. Table no. 21 shows that maximum peoples are preferring Myntra to buy fashion accessories which are 73.4% overall along with Flipkart i.e. 71.6%, Jabong is also in the category with 61.5%. These all 3-website owned by Flipkart Group hence we can say that major stake is with Flipkart. Amazon is having a 51.4% share, Voonik with 49.5% and rest 21.1% share with other online websites.

**Interpretation of Q-23:** We have asked the respondent to give feedback about the security while shopping online, out of 250 responses in table no. 22 shows that 117 says that online shopping is secure while 43 says it is not a secure platform. This may because they faced any challenge in past while shopping online from any website. 90 respondent says that it is secured sometime based on the website from which you are shopping.

**Interpretation of Q-24:** We also took feedback about delivery services of online shopping platform, 76% peoples responded that they are getting delivered on time and 10% says it never come on time when required. It may because of every individual have a different requirement of product delivery but online sellers have a standard parameter for delivery of their product to buyers. 11.2% of people's responses received for some time late delivery and 2.8% respondents avoid providing feedback about it.

**Interpretation of Q-25:** At last we have asked the respondent to share the preferences over the payment to the online website while shopping. This we have analysis based on the age of respondent, out of 250 responses 126 says they prefer "Cash on Delivery" services where 58 respondents share their preference on [payment through "Net Banking". A very less number we have received for Debit/Credit card payment which is 31 and rests 35 responded for other services like PhonePe, Paytm, GooglePay or others.

## 5:2 Comparison of results with Assumptions (Hypotheses)

The data collected from the survey shows that the population who choose online shopping to fulfil their need are basically from the age group between 18-25 years. This is mostly seen among them because of the increasing technological revolution among the youth population and they can access this technology for their well-being more than other age groups. Next, the age group of 25-35 contribute as the second most consumer type using online shopping. For this age group, the major factor for using them this stream to shop online is the time. It has been seen that the maximum income of the shopping website generates from the salary class peoples as they are always preferring an easy and convenient way of buying products. Those are connected to the latest technology through their work and having access over the range of product through the internet.

The of above 35 years of age and below 18 below are very less contributing towards online shopping. The reason for identified is the less knowledge of technology and awareness about the process which they have to follow while shopping online. Also, the peoples are below 18 years are having money constraints which lead to less online shopping in this category.

Similarly, while we look at the behavioural factors this has been observed different age group is having different expectation from the online sellers/merchants. Some are preferring discounts on products and some are preferring quality over the product price. Product delivery services are playing a role in the satisfaction of the buyer to attract them for online shopping. While we talked about the discount on the product, there is a specific time when buyers are looking at special offers on websites i.e. Festivals, Big Sales, New Launches, Events etc.

It has been observed in many cases when a customer is preferring only online shopping, this is because of some brands which they are using is less available in the traditional market. Also, there are many international brands which are most popular in youngsters are not available in the offline market. This may the reason behind their preference for purchase online. Same is with the offline buyer, also there may be the reason of customization of product attract buyers to choose offline shopping like earlier in 90's the shoemaker was having a very big consumer base as customers were more interested in custom building of their shoes especially in leather. But nowadays maximum variety available online hence seller must switch from offline to online shopping network to maximize their sale.

Qualification is also a major factor of the majority of the online buyers from 18-35 years age group. They are much into technology due to change in education standards and procedures. Also, most of the companies are using computers for their preferred mode of working which bring them closer to the internet. Until and unless the person is qualified enough to access the website over the internet, they are not able to do shopping online.

Along with this, earning potential of the customers is also considered as a major factor of preference towards online shopping where we have seen the majority of the buyers belongs to the service class followed by the business class. The data collected for the income group shows that the group of people who are having an income of 15000-35000 is having almost 50% share in online shopping while rest 50% includes Businessmen, Housewives and others.

## **Chapter 6: Conclusions and Scope for Future Work**

### **Summary and Conclusion:**

The study reveals that the male respondents are in less doing web shopping than female. The females are more into online shopping because they enjoy doing shopping whether it's traditional shopping or online shopping. The young generation is more often purchasing from online sites because of the revolution within the current technology among the youth population and that they can use this technology for his or her well-being over other age brackets. Flipkart is the online shopping website which is most preferable by the youngster. There is an increasing demand of online shopping because the range of products and options available for the consumers to decide on which to at a reasonable price and sometimes even less price than value offer in the traditional market. Electronic items are comparatively less in demand currently in online shopping, but clothes are far more demanded by the buyers because of the change in fashion trend. There are several products which don't seem to be delivered by the shopping websites within the preferable area, it's seen that with the advancement of the technology the preference of internet shopping increases. Earlier people more use traditional offline shopping. Now also those who don't seem to be awake to the several online shopping sites and not that technically advanced are less into the internet for shopping.

This analysis advanced an ideal that uses consumer value perceptions to extend our thoughtful of channel choice. The work done, verify the key effect of perceived value has on purchase intentions but merely focused on product or store value insights. This survey extends the studies while asking the questions from the buyer who are into online shopping besides as traditional shopping to rate both the channels within the terms of performance, time of delivery, products, quality and other related aspects of offline and online shopping. By accepting this approach, investigators and experts can gain valuable insights into the motivations to adopt an exact channel for shopping. A cluster of all customer communication with products, services or persons that's specific. Another concern was that the conceptual model, a theoretical context for the study of the theoretical basis of all the research on that is placed. Customer behaviour could be a process of discussions with investors to shop for commodity and consumer behaviour suggestions of the method.

These are the 4 factors of consumer participation is defined as:

1. Person's Features,
2. Standard of living,
3. Basic needs and
4. The status that directly inspires the requirements.

The respondents within the current study are tech user and heavier Internet users; they're updated on the technology.

### **Scope for further research:**

Despite attempts to verify that the findings of this research are both trustworthy and effective, several limitations lie. Originally this survey had a smaller number of respondents. And also, the research was undertaken in a very small area of Delhi NCR. It can't be generalized to the whole district, or implied state to the whole country. The view of 250 respondents cannot replicate the response of the entire district or the state. So, the more advanced world is more likely to involve within the internet than the less or underdeveloped area.

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