CHAPTER 1

INTRODUCTION

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the internet. It is a form of electronic commerce. An online shop, e-shop, e-store, internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and mortar retailer or in a shopping Centre. Nowadays the lifestyle of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, online shopping is a boon as it saves lot of time. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop online. Online shopping benefits both the society as a whole individual.

The society can save human resources when consumers help themselves by browsing freely online instead of asking for assistance from vendors. The purpose of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores in a SQL server at the server side (store).The Server process the customers and the items are shipped to the address submitted by them. Consumers will get full information about the product with its reviews being passed by existing users. If one wants to buy a product he/she is no longer limited to asking friends and families because there are many products reviews on the web which gives opinions of the existing users of the products.

The online shopping network has established its footprints in India and is spreading all over the country at a very fast pace. India is a country where products get duplicated very easily. There is a good scope of online shopping in India as people are more concerned about the products that they buy and they can easily find products while sitting at home through logging onto their systems. In this way they can save money and unnecessary expenses while shopping. There are fewer chances of duplicate products as the websites only promote products that are genuine and well established. Shopping through the online shopping portals is quiet convenient in the

modern Indian society where time and money is equally precious. Through social shopping people can get opinion from experts and can make friends online whose wise suggestions prove worth in most of the cases. Online shopping in India has created a new scope for retailers as they can come forward and advertise their products easily and the amount paid is much less than they pay while advertising over television or by other means.

1.1 SIGNIFICANCE OF THE STUDY

Understanding students' preferences for online shopping holds significant implications for both academia and industry. As the digital landscape continues to evolve, so too do consumer behaviors, particularly among younger demographics such as students. By delving into their preferences, this study can provide valuable insights into the dynamics of e-commerce platforms, the effectiveness of online marketing strategies, and the design of user-friendly interfaces tailored to student needs. Moreover, as students represent a substantial market segment with considerable purchasing power, comprehending their preferences can inform retailers and e-commerce platforms in optimizing their offerings and enhancing the overall shopping experience. Ultimately, the findings of this study can serve as a guiding light for businesses aiming to adapt and thrive in an increasingly digital marketplace, while also enriching academic discourse surrounding consumer behavior in the digital age.

1.3 STATEMENT OF THE PROBLEM

This project aims to develop an online shopping for customers with the goal so that it is very easy to shop your loved things from an extensive number of online shopping sites available on the web. With this help of this you can carry out an online shopping from your home. A large number of customers prefer online shopping. Online stores are usually available 24 hours a day and many customers have internet access both at work and at home. Hence the prime purpose of this study is to show the Drawbacks of customers on online shopping.

1.4 OBJECTIVES OF THE STUDY

- To understand the satisfaction towards online shopping
- To identify the factor influencing customer to buy from online

- To analyse benefit and limitation of online shopping
- To find most preferred e- commerce site

1.5 SCOPE OF THE PROBLEM

The research focuses on drawbacks of customers towards online shopping, the different kinds of problem faced by the customer's during online shopping and the study will help in making changes to overcome the problems faced during online shopping. This study covers 50 of respondents from various part of the world and examine their drawbacks of online shopping. Online shopping can save time for both the buyer and retailer, reducing phone calls about availability, specifications, hours of operations or other information easily found on company and product pages.while online shopping has many advantages, it has got its own drawbacks. Not every online shoppers is happy with their online shopping experiences. There are more than half of the online shoppers might face problems, while shopping online they are frauds in online shopping, delay delivery,you can't touch the products, you cant bargain, hidden cost and shipping charges, lack of interaction, returning the product.

1.6 RESEARCH METHODOLOGY

The main objective of the study is to analyse the customer's Drawbacks on online shopping. A structured questionnaire was used to collect the necessary data. It serves as primary data to answer the research questions and objectives pertaining to online shopping.

1.6.1 RESEARCH DESIGN

Research design is the detailed plan of conducting a research study. Descriptive research design has been used in the study. Descriptive analysis attempts to explain systematically a trend, and provides data concerning attitudes and preferences towards a problem.

1.6.2 SOURCES OF DATA

There are two types of data collection. Primary and Secondary data collection.

- PRIMARY DATA

It includes original information collected through questionnaire. The whole data for the study is collected from the 50 respondents in various parts of the world using questionnaire method.

- SECONDARY DATA

Secondary data are collected through web sites, published books, report, magazines etc.

1.6.3 SAMPLE SIZE

Size of 50 samples are selected for conducting research from various parts of the world.

1.6.4 SAMPLE TECHNIQUE

Sampling technique is the choice of a subset of people from among a huge population to estimate the characteristics of 50 respondents. Convenient sampling technique is used here.

1.6.5 DATA COLLECTION TOOL

The data collection tool used here is questionnaire.

1.6.6. DATA ANALYSING TOOL

SIMPLE PERCENTAGE ANALYSIS

It is a special kind of rates, percentages are used to make comparison between various series of data. A percentage is used to determine relationship between the series.

TABULATION

After collection of data from all required respondents, the information was taken into a master table. Necessary sub tables were drawn for the purpose of the analysis.

CHART

A chart is geographical representation for data visualization, the data is represented as symbols, such as bar chart, pie chart etc. The chart is drawn by taking inputs from table. .

1.7 LIMITATIONS OF THE STUDY

- The research is based on respondents, the opinion of the whole online shopping customers can't be obtained.
- Time was the main constraint.
- With regards to customers it was difficult to get all their opinions due to convenience.

1.8 CHAPTER SCHEME

The study has been arranged into 5 chapters.

- The first chapter deals with introduction, statement of the problem, objectives, scope, research methodology and limitations of the study.
- The second chapter deals with Review of literature
- The third chapter deals with theoretical frame work.
- The Forth chapter includes analysis and interpretation of collected data.
- Fifth chapter deals with summary, findings, suggestions and conclusion of the study.