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The Significance of E-Commerce in Emerging Markets

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ABSTRACT

Consumer behavior towards e-commerce in India has undergone a significant transformation over the past few years. Electronic commerce, or e-commerce, has grown in popularity as more and more people have access to the internet and more and more people own smartphones. Convenience is one of the main factors influencing Indian consumers' attitudes about e-commerce. People nowadays are always seeking for new methods to save time and effort, and one of the biggest challenges they face is shopping. Customers love e-commerce because they can shop whenever it's convenient for them, read reviews, compare items, and make purchases. Pricing is another major motivator for Indian consumers to engage in e-commerce. You can get great offers, discounts, and competitive pricing on e-commerce platforms that you won't find in brick-and-mortar establishments. Consumers are becoming more price-conscious and deal-obsessed as a result of the ease with which they can compare prices and shop at various internet merchants. Consumer behavior toward e-commerce in India has been significantly shaped by the expansion of social media and online communities. There has been a dramatic uptick in the use of social media as a venue for product and service promotion, and users are increasingly seeking out these sites for expert advice. Online communities and forums provide a platform for consumers to share their experiences and opinions, creating a sense of trust and credibility around e-commerce platforms and products. The aim of the study is to analyze the perception of e-commerce among consumers and to understand the consumer behavior related to e-commerce.

Keywords: *e-commerce, social media, online shopping, consumer perceptions.*

I. INTRODUCTION

Online shopping refers to the practice of making purchases using an electronic medium, such as the Internet. One definition of "online shopping" is the act of purchasing goods or services through the Internet. Those that find it easy, practical, and enjoyable to shop online are the ones who will succeed. Online shopping has exploded in popularity in recent years because of the many advantages it provides to merchants and shoppers alike, including the ability to shop whenever they like, avoid making special trips to stores, save money on gas and lodging, reach

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a wider audience, and select from a wider range of products. One definition of "online shopping" is the act of purchasing goods or services through the Internet. Rural residents are just as likely to purchase online as those in the city. The ability to swiftly enter in the precise product one is searching for makes it simpler than ever to locate even the most complicated of all things in modern times. There's no need to worry about the location, since logistics companies are now getting in on the action and helping to make sure their products are readily accessible everywhere. Indeed, many individuals would rather purchase online than at a physical store because of the various advantages it offers.

The internet has changed the way that consumers shop for and find products and services. In this dynamic era, digitization has emerged as the most cutting-edge practice. Every brick-and-mortar shop is racing to create an online identity in order to survive in today's market. In addition to making actual purchases online, consumers also use the web to research prices, product attributes, and customer support choices. E-shopping, or online shopping, is a kind of electronic commerce in which a buyer makes a purchase from a seller using a computer and an Internet browser to transact the transaction. Online shopping is preferred by many consumers because it facilitates convenience and offers a wider selection than traditional retail outlets.

II. MARKETING MIX OF E-COMMERCE

The 4Ps of marketing, also known as the marketing mix, are essential components for any successful e-commerce business. They are:

Product: The e-commerce company's wares are what this term references. Physical goods, digital goods, or hybrids of the two are all fair game in the realm of online commerce. Businesses engaged in e-commerce are responsible for ensuring that the goods they sell satisfy the wants and requirements of their customers.

Price: The price of a product plays a crucial role in e-commerce marketing. E-commerce businesses must set a price that is competitive and appealing to their target market while still allowing them to generate a profit.

Place: Place refers to the channels through which customers can access the e-commerce business and its products. In e-commerce, this includes the website, mobile app, social media platforms, and other online marketplaces where the business sells its products.

Promotion: Promotion involves the various marketing strategies used to attract and retain customers. This includes advertising, public relations, email marketing, social media marketing, and other forms of digital marketing that are effective in reaching the target audience.

E-commerce businesses must carefully consider each of the 4Ps of marketing to create a comprehensive marketing plan that will help them succeed in the competitive e-commerce landscape.

(A) Product

Product is one of the 4Ps of marketing and refers to the goods or services that the e-commerce business offers to its customers. In e-commerce, products can be physical items, digital products, or a combination of both. The following considerations are crucial in e-commerce product marketing:



PRODUCT DESIGN



PRODUCT RANGE



PRODUCT
QUALITY



PRODUCT
FEATURES



PRODUCT
PACKAGING AND
DELIVERY

Product design: The design of the product should meet the needs and desires of the target audience. In e-commerce, product design should also consider user experience and ease of use.

Product range: The e-commerce business should have a wide range of products to cater to the different needs and preferences of its target audience.

Product quality: Quality is a key factor that can impact customer satisfaction and loyalty. E-commerce businesses must ensure that their products meet the expected quality standards.

Product features: E-commerce businesses must clearly highlight the features and benefits of their products to attract and retain customers.

Product packaging and delivery: E-commerce businesses must ensure that their products are packaged and delivered in a timely and efficient manner, with a focus on customer convenience.

Overall, product is a critical component of e-commerce marketing, and businesses must focus on creating a quality product that meets the needs of their target audience.

(B) Price

Price is one of the 4Ps of marketing, and it refers to the cost that the e-commerce business charges for its products or services. Pricing strategy is an essential component of e-commerce

marketing, and businesses must set prices that are competitive and attractive to their target audience while still allowing them to generate a profit. When it comes to price in e-commerce marketing, it is important to consider the following factors:



Competitive pricing: E-commerce businesses must research the prices of their competitors and set prices that are competitive while still allowing them to make a profit.

Value-based pricing: E-commerce companies have the freedom to choose pricing according to how valuable their items or services are, taking into account aspects like features, advantages, and quality.

Dynamic pricing: E-commerce companies may use dynamic pricing tactics to change rates according to variables like location, time of day, and demand.

Discounts and promotions: Discounts and promotions are a great way for e-commerce enterprises to draw in new consumers and keep hold of their current clients.

Transparent pricing: E-commerce businesses should ensure that their pricing is transparent and clearly communicated to customers, including any additional fees or charges.

Overall, pricing is a critical component of e-commerce marketing, and businesses must carefully consider their pricing strategy to attract and retain customers while still generating a profit.

(C) Place

Place is one of the 4Ps of marketing, and it refers to the channels through which customers can access the e-commerce business and its products. In e-commerce, place includes the website, mobile app, social media platforms, and other online marketplaces where the business sells its products. When it comes to place in e-commerce marketing, it is important to consider the

following factors:



WEBSITE
DESIGN



MOBILE
OPTIMIZATION



SOCIAL MEDIA
PRESENCE



ONLINE
MARKETPLACES



DELIVERY AND
LOGISTICS

Website design: The e-commerce website should be easy to navigate, with a focus on user experience and convenience.

Mobile optimization: The e-commerce website should be optimized for mobile devices to ensure that customers can access it on the go.

Social media presence: The e-commerce company has to be active on social media in order to connect with consumers, raise brand recognition, and increase website traffic.

Online marketplaces: The e-commerce business can also sell its products on online marketplaces such as Amazon, eBay, or Etsy, to reach a wider audience.

Delivery and logistics: The e-commerce business should have an efficient and reliable delivery and logistics system in place to ensure that products are delivered to customers in a timely and convenient manner.

Overall, place is a critical component of e-commerce marketing, and businesses must carefully consider their channels of distribution to reach their target audience and drive sales.

(D) Promotion

Promotion is one of the 4Ps of marketing, and it refers to the various marketing strategies used by the e-commerce business to attract and retain customers. Promotion involves advertising, public relations, social media marketing, email marketing, and other forms of digital marketing that are effective in reaching the target audience. When it comes to promotion in e-commerce marketing, it is important to consider the following factors:



TARGET
AUDIENCE



ADVERTISING



EMAIL
MARKETING



SOCIAL MEDIA
MARKETING



CONTENT
MARKETING



INFLUENCER
MARKETING

Target audience: The e-commerce business should have a clear understanding of its target audience, including their demographics, interests, and behaviors.

Advertising: The e-commerce company may advertise on Facebook Ads, Google Ads, or Instagram Ads to attract its desired demographic.

Email marketing: The e-commerce business can use email marketing to reach customers directly with personalized and targeted messages.

Social media marketing: The e-commerce business can use social media platforms like Facebook, Instagram, Twitter, and LinkedIn to build brand awareness, engage with customers, and drive traffic to the website.

Content marketing: The e-commerce business can use content marketing to provide valuable and relevant content to its target audience, such as videos, blog posts, and infographics.

Influencer marketing: The online store may expand its customer base and raise awareness of its items by teaming up with prominent figures in the target market.

III. PORTER'S FIVE FORCES ANALYSIS OF E-COMMERCE

One way to do so is via Porter's Five Forces, a framework for analyzing the degree of competition in a given market and the potential for profit associated with different business strategies. This study is helpful because it allows company owners to anticipate potential threats to their profits and take preventative measures. The five factors are purchaser bargaining power, vendor market share, replacement product availability, and rivalry among established firms as well as new entrants. Competitors' threats are analyzed often as well. This paper will explain

these factors in relation to the online retail sector.

Buyer Power Factor (Strong Force):

Nowadays, online business has seen explosive growth. The expansion of global economies and technological advancements are two key reasons for this. There is a connection between the two of these and the expansion of the online retail sector. Several new companies, both large and small, have emerged within the online retail sector. Customers have low switching costs as a consequence. Customers nowadays are armed with a wealth of knowledge. Customers of e-commerce firms may find it more difficult to shop elsewhere online therefore. Several traditional stores have also begun offering their products via online marketplaces.

Supplier Power (Moderate Force):

Just a few of companies, particularly small ones, can match the demands of major e-commerce corporations like Amazon. Those that are able to do so have a great opportunity to establish themselves as leaders in the e-commerce sector. Online retailers may feel the effects of price fluctuations in equipment from even a few of key suppliers. Yet, the minimal amount of say that suppliers have in the sale of their commodities to companies mitigates the actual effect that suppliers have on e-commerce brands. Thus, many e-commerce companies are cautious when choosing their suppliers. A brand's code of conduct may address issues of quality, working conditions, salaries, and environmental impact. Despite the growing number of companies operating in the market, suppliers still have few viable alternatives and must adhere to the guidelines established by the major brands. Although e-commerce businesses would benefit from the input of more manufacturers and suppliers, the scale of most of these businesses makes this unlikely.

Threat of New Entrants (Moderate Force):

Existing e-commerce businesses face competition from new companies, which might reduce their market share. Because to the convenience of switching to a rival, customers are in a powerful position to exert pressure on businesses. Reason for this is that moving from one supplier to another does not have a lot of negative repercussions or switching fees. On the other hand, new entrants have less of an effect on the performance of established firms like Amazon since the cost of brand building is so high in the e-commerce industry. It would take years and billions of dollars to create a firm with the same degree of notoriety and profitability as Amazon, or one that may day become a significant competitor. Also, the nature of e-commerce is robust and feasible for new entrants due to the enormous economies of scale enjoyed by e-commerce enterprises. So, the e-commerce business faces a low to moderate danger of new competitors

despite fairly high barriers to entry.

Threat From Substitutes (Strong Force):

Customers have cheap switching costs, so they can readily move between providers. Customers have several options besides Amazon.com, such as brick-and-mortar Walmart shops and other retail organizations. Substitutes are more of a threat to the firm since they are easy to find and don't cost as much as the original product. Both brick-and-mortar stores and online marketplaces face strong competition from one another.

Threat From Competitors/ Rivals (Strong Force):

The retail sector of e-commerce is famously competitive and aggressive. Competition is severe since there are so many enterprises in this market. There is now more rivalry in the ecommerce sector due to the proliferation of both domestic and international firms. This is evident in the fierce competition between Amazon and other retail titans like Walmart, which is actively working to strengthen its own online storefront. Substitutes pose a constant danger since they are so easy to get. This is seen in Walmart and other traditional retailers' attempts to compete with Amazon's online marketplace. Consumers may easily move between stores because of the cheap switching costs. There is therefore a great danger of being overtaken by new competitors.

(A) Literature Review

They look at how internet reviews influence consumers' decisions to buy in Soonyong's (2010) study. The authors focus on the question of whether or not there are disparities in how men and women react to reviews posted on various online shopping sites. Based on the data, it seems that females are more influenced by positive evaluations than men when making a purchase decision based on reading customer reviews online. Females are also more likely to be influenced by bad reviews than favorable ones (known as the "negative review effect"). These results have important repercussions for online retailers, as they provide insight into how to best use online customer reviews to attract and retain female online shoppers.

Isaac J. Gabriel's (2007) research on how people see internet threats reveals a "cognitive map" of people's perspectives on these dangers. The following steps were taken to achieve this goal: first, a complete inventory of all online dangers and activities was compiled; second, the present and desired levels of risk were quantified; third, a complete inventory of all online risk traits was compiled; fourth, online risk dimensions were determined; and lastly, the component space positions of all online hazards and activities were exposed. A factor space diagram is a graphical representation of the results of a factor analysis. The results of this inquiry will not be released just yet.

In two tests conducted by Guda Van Noort (2007), the effect of the retail environment on customers' risk perceptions and regulatory emphasis was analyzed. They hypothesized that people would see internet buying as more dangerous than traditional purchasing, and that this perception of danger would promote a focus on safety. Study 1 demonstrates these effects by using self-report measures of risk perception and preventative attitude. Research 2 replicated the first, demonstrating that the impact of the online business went beyond just buying.

There was a study done by Seyed (2011) that looked at how individuals feel about purchasing tickets online (e-ticketing) and why some people utilize it while others stick to the more conventional methods. Furthermore, investigated are the motivations behind people's propensity for or aversion to using internet access. Policymakers and companies may use the study's results to understand the dynamic relationships between risk perception, familiarity, usefulness, user trustworthiness, and confidence via the study's comprehensive framework. Another objective of this study was to get a better understanding of consumers' viewpoints on issues such as price and internet safety.

According to Yu-Je Lee and Chen This research aims to utilize structural equation modeling (SEM) to examine how customers' opinions of online bookstores affect their propensity to make a purchase. The association between customers' opinions about online shopping and their propensity to make purchases was determined by reviewing the research on four separate variables. This research found that shoppers' perceptions of products, store environments, and service quality all had positive effects on their intent to buy, whereas shoppers' perceptions of risk had negative effects on their intent to buy and that shopping experiences ranked highest in importance.

Consumers' perceptions of online purchasing are affected by a number of variables, and Ramin Azadavar (2011) analyzed these influences to create a causal model. People are more likely to make purchases of computer-related goods and services online if they feel safe, if they can rely on the vendor, and if the transaction is conducted with a high level of trust. Yet, considerations such as product personalization and price had little influence on respondents' purchase behavior. There is a growing possibility that the online sales of computer-related goods and services will expand as a result of the high degree of security that these markets provide. The safety of online transactions is a primary issue for consumers who regularly purchase online. The purpose of the research is to better comprehend how consumers' views about online purchasing affect their actions. In the initial step of our investigation, we performed a factor analysis on the students' opinions of 13 different things and found that three distinct factors—"convenience," "fear over security," and "bad navigation"—emerged. To account for the ways in which these three

"perception"-related aspects might either directly or indirectly affect customer behavior, a model was developed.

Studies of online shoppers and those who have yet to try it by Kanwal Gurleen. (2012) have focused on shopper demographics. For this objective, we used questionnaires to gather information from 400 participants. A random sample of city dwellers from Jalandhar, Ludhiana, and Amritsar participated in the research. In addition, the article explores the many factors that have contributed to the rise and fall of online retail.

(Yadav, 2017) The four main factors of the Technology Acceptance Model that were used to learn about the users' attitudes toward embracing new information technology were the perceived risk, perceived trust, the perceived ease of use, and the perceived usefulness of the technology. As every facet of human engagement with IT rests on trust, understanding the Notion of Perceived Trust is crucial. Users of the e-commerce platform will have to have faith that their information, including but not limited to their ages, names, addresses, credit card numbers, and PINs, will be secure inside the system. Users must have faith in the integrity of the information system, trust that their private data will be protected, and believe that the seller of products and services offered over the Internet is not engaging in any kind of deceptive business practices.

(Suresh, 2020) The degree to which one perceives danger is a major element in how trustworthy they are. An online shopper's perceived risks reflect any apprehension they may have about completing a purchase. Perceived risk refers to a person's subjective appraisal of the likelihood of undesirable outcomes resulting from a certain choice. Perceived risk has the qualities of increasing vulnerabilities and generating inhibiting features to consumers' desire to engage in online buying activity, therefore it's understandable that some customers could be wary about making purchases via online marketplaces. There is a risk that the consumer may incur losses in terms of finances, capabilities, reputation, and time. While customers can't do much to prevent these dangers, they may be afraid of being a victim of fraud because of them.

According to research (Thakur, 2015), To what extent a person thinks that making use of a certain system would improve his or her performance at work is the definition of its perceived usefulness. The customer compares the benefits of making purchases through e-commerce website to those of making in-person visits to brick-and-mortar stores. Is there a wider selection of products and services accessible online than at a physical store? Is the price lower if bought straight from the manufacturer? Some of the questions shoppers ask themselves while evaluating e-commerce websites include the ones listed above.

as reported by (Raunaque, 2016) A user's perception of a system's ease of use is measured by how little they expect to have to put into learning how to use it. The internet speed in a nation like Fiji should be taken into account throughout the design phase of an e-commerce website. If the pages take too long to load, customers may give up waiting and go elsewhere. The online content of the e-commerce site should be accurate and straightforward enough for the average user to grasp. Online shoppers shouldn't have to struggle with e-commerce sites; instead, they should be able to browse and buy what they need with a minimum of fuss. People are more likely to adopt a system, experiment with its functions, and keep using it if they find it straightforward to do so.

(James, 2021) Many companies fail to realize the potential offered by e-commerce, which would be to the advantage of both the company and the customer. Many new businesses in underdeveloped regions are ill-equipped to take use of the internet's potential to reach a wider customer base and generate more revenues because their founders lack the necessary technological expertise and knowledge. Yet, convincing corporate decision-makers to invest in e-commerce for long-term success may be challenging due to their unfamiliarity with current technological procedures. Customers are cautious about e-commerce due to its dependence on a computer interface to support human connection. E-commerce, which may refer to "the sale or purchase of products or services between enterprises, governments, families, people, and other public or private entities performed through the Internet," is one definition of e-commerce. With the caveat that while customers place orders for products and services online, they may be fulfilled either digitally or physically.

(B) Methodology

a. Objectives of the study

- To analyze the perception of e-commerce among consumers.
- To understand the consumer behavior related to e-commerce.
- To analyze the e-commerce market in India.

b. Research Design

The study will use a descriptive and exploratory research approach. The descriptive research design will be used to gather primary data via the use of a suitable questionnaire in order to validate and evaluate the information that is vital to the study.

Data Sources:

- Survey Method

- Questionnaire

c. Hypothesis

H_A: Consumers are satisfied with the quality, wide variety and discounts offered by ecommerce websites.

d. Variables

- Quality, wide variety and discounts (independent variable)
- Consumer satisfaction (dependent variable)

e. Sampling Methods

- Data Validation:

The data is analyzed based on the appropriate tables using mathematical methods. The technique used is a table and graph method.

- Sample Size and Design:

For this study, a sample of 150 people were taken for the survey who are running their business. Data was also obtained through online surveys using Google Docs and Forms.

f. Data Analysis

A basic interest analysis was performed on the survey data. The data was analyzed using both tabular and graphical approaches, such as pie charts and histograms. Data preparation for relevant, consistent, and straightforward information visualizations is mostly done in Microsoft Excel in a small number of states:

- Histograms
- Pie Charts
- Bar graphs

g. Analysis Tools

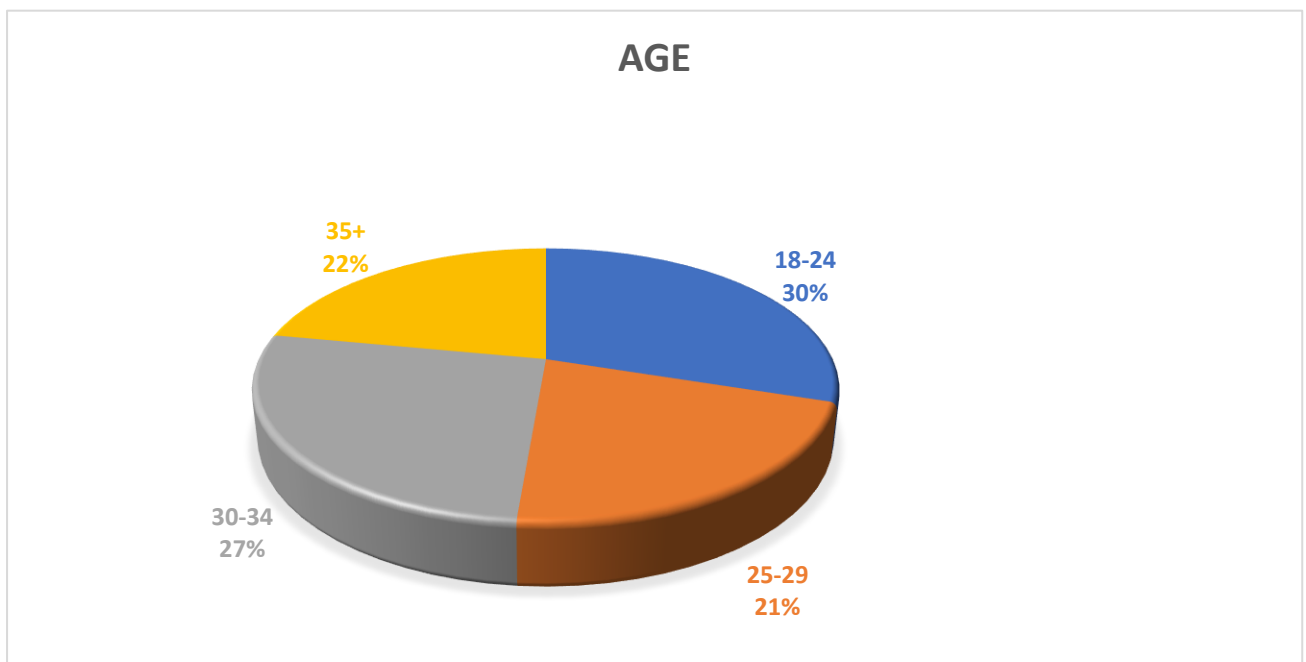
- A simple percentage analysis was used to calculate the percentage of responses made by the total number of respondents.
- After preparing the complete questionnaire on the Google Form website, it was distributed to common bank users through the Internet, that is, through WhatsApp, Facebook and other social networks, and then the responses were recorded in Microsoft Excel.

- One-way ANOVA was performed for the hypothesis testing.

IV. DATA ANALYSIS AND INTERPRETATION

Age

	No of responses	Percentage
18-24	45	30
25-29	32	21
30-34	40	26
35+	33	23
Total	150	100

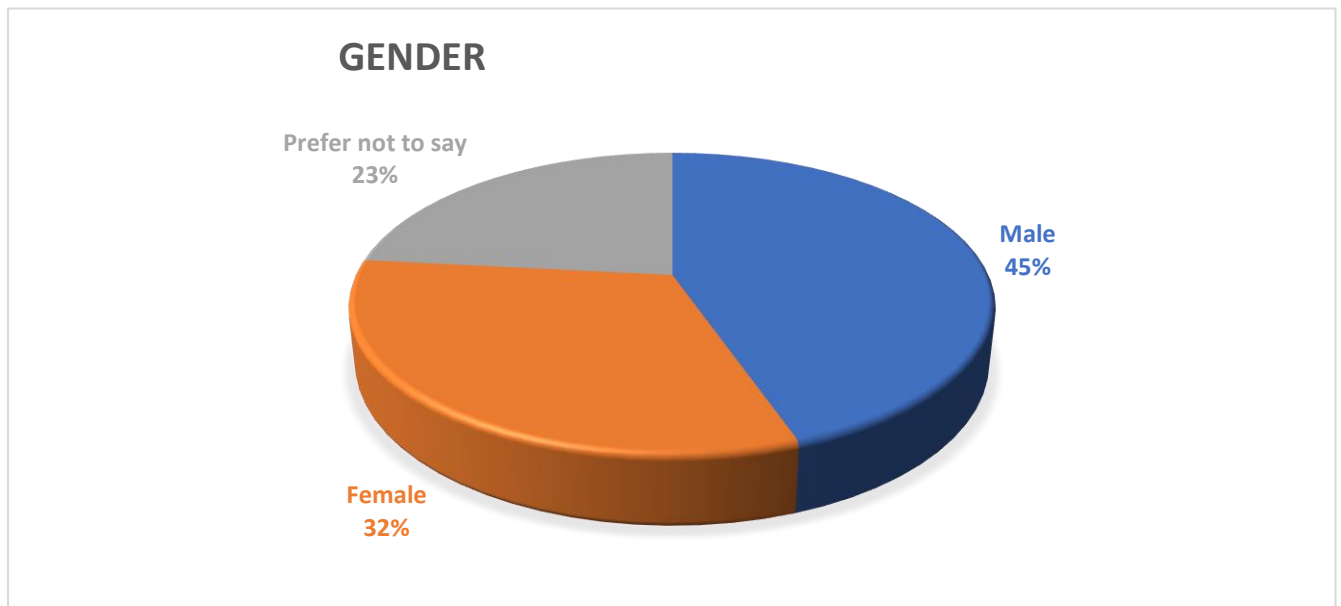


(A) Interpretation

The question is asking about the age range of individuals and the response options are divided into four groups: 18-24, 25-29, 30-34, and 35+. The results show the percentage of respondents who fall into each age group. From the results, 30% of the respondents are between the ages of 18 and 24, 21% are between 25 and 29, 26% are between 30 and 34, and 23% are 35 or older.

Gender

	No of responses	Percentage
<i>Male</i>	67	44
<i>Female</i>	48	32
<i>Prefer not to say</i>	35	24
Total	150	100



(B) Interpretation

The question is asking about the gender of the individuals and the response options are divided into three groups: male, female, and prefer not to say. The results show the percentage of respondents who identified with each gender group. From the results, 44% of the respondents identified as male, 32% identified as female, and 24% preferred not to say. This suggests that most of the respondents were willing to disclose their gender, with more males than females choosing to do so. However, a significant proportion of respondents chose not to disclose their gender, possibly due to privacy concerns or personal reasons.

How often do you shop online?

	No of responses	Percentage
<i>Once a week</i>	24	16

<i>Once a month</i>	54	36
<i>Once every six months</i>	39	26
<i>Rarely</i>	33	22
Total	150	100



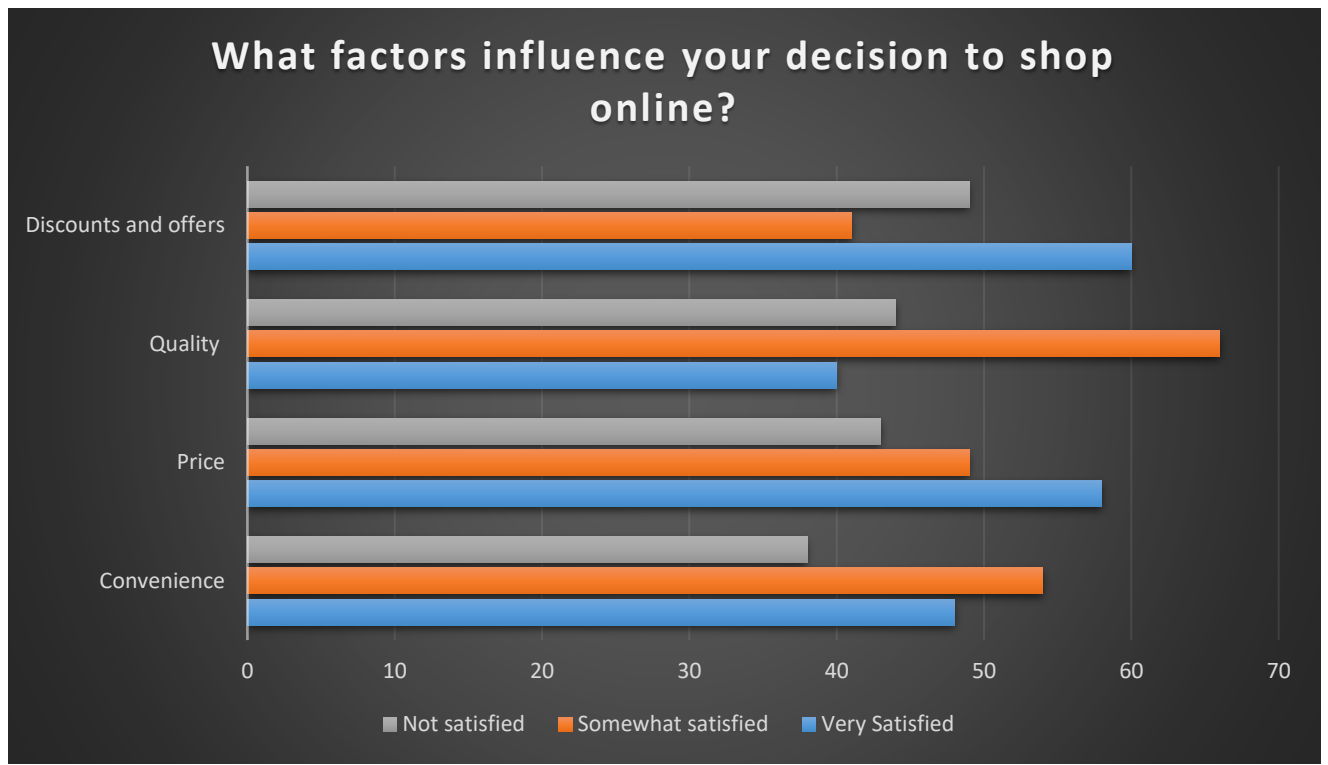
(C) Interpretation

The question is asking about the frequency of online shopping and the response options are divided into four categories: once a week, once a month, once every six months, and rarely. The results show the percentage of respondents who shop online with each frequency. From the results, 36% of the respondents shop online once a month, making it the most popular frequency. 26% of the respondents shop online once every six months, 22% rarely shop online, and only 16% shop online once a week. This suggests that a majority of the respondents prefer to shop online less frequently, with a significant proportion shopping online only once a month. However, online shopping is still a popular choice, with a considerable number of respondents indicating that they shop online once every six months or more frequently.

What factors influence your decision to shop online?

	Very Satisfied	Somewhat satisfied	Not satisfied	Total
<i>Convenience</i>	48	54	38	140
<i>Price</i>	58	49	43	150

<i>Quality</i>	40	66	44	150
<i>Discounts and offers</i>	60	41	49	150



(D) Interpretation

It can be seen that the above question asks about the factors that influence the consumer decision to shop online, it is found that majority of the people were somewhat satisfied related to the convenient shopping from ecommerce website, majority of the respondents were satisfied with the price offered by the ecommerce website, with respect to the quality of products the consumers were somewhat satisfied, majority of the people were also very satisfied with the discount offered by the ecommerce websites. It depicts that overall convenience, price, wide variety of products and discounts were the factors that influences the purchase of consumers from the ecommerce websites.

Do you trust online shopping platforms?

	No of responses	Percentage
<i>Yes</i>	66	44
<i>No</i>	39	26
<i>Somewhat</i>	45	30

<i>Total</i>	150	100
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(E) Interpretation

The question is asking about the trust level of respondents in online shopping platforms and the response options are divided into three categories: yes, no, and somewhat. The results show the percentage of respondents who trust online shopping platforms with each category. From the results, it can be seen that 44% of the respondents trust online shopping platforms, while 26% do not trust them. A further 30% of respondents fall into the somewhat category, suggesting that they have some reservations about online shopping platforms but still trust them to a certain extent. This suggests that while a significant proportion of respondents trust online shopping platforms, there is still a sizable portion that does not trust them completely. The somewhat category indicates that there may be factors influencing trust levels, such as previous experiences with online shopping or concerns about security and privacy.

Have you ever had a bad experience while shopping online?

	No of responses	Percentage
<i>Yes</i>	92	61
<i>No</i>	58	39
<i>Total</i>	150	100



(F) Interpretation

The question is asking about the occurrence of bad experiences while shopping online and the response options are divided into two categories: yes and no. The results show the percentage of respondents who have had a bad experience while shopping online. From the results, it can be seen that 61% of the respondents have had a bad experience while shopping online, while 39% have not. This suggests that most respondents have encountered issues or challenges while shopping online, such as receiving damaged goods, late deliveries, or issues with refunds or exchanges. This highlights the importance of addressing concerns and challenges faced by online shoppers and implementing measures to ensure a better shopping experience for customers. Factors such as customer service, delivery times, and product quality can all impact the online shopping experience and influence trust levels in online shopping platforms.

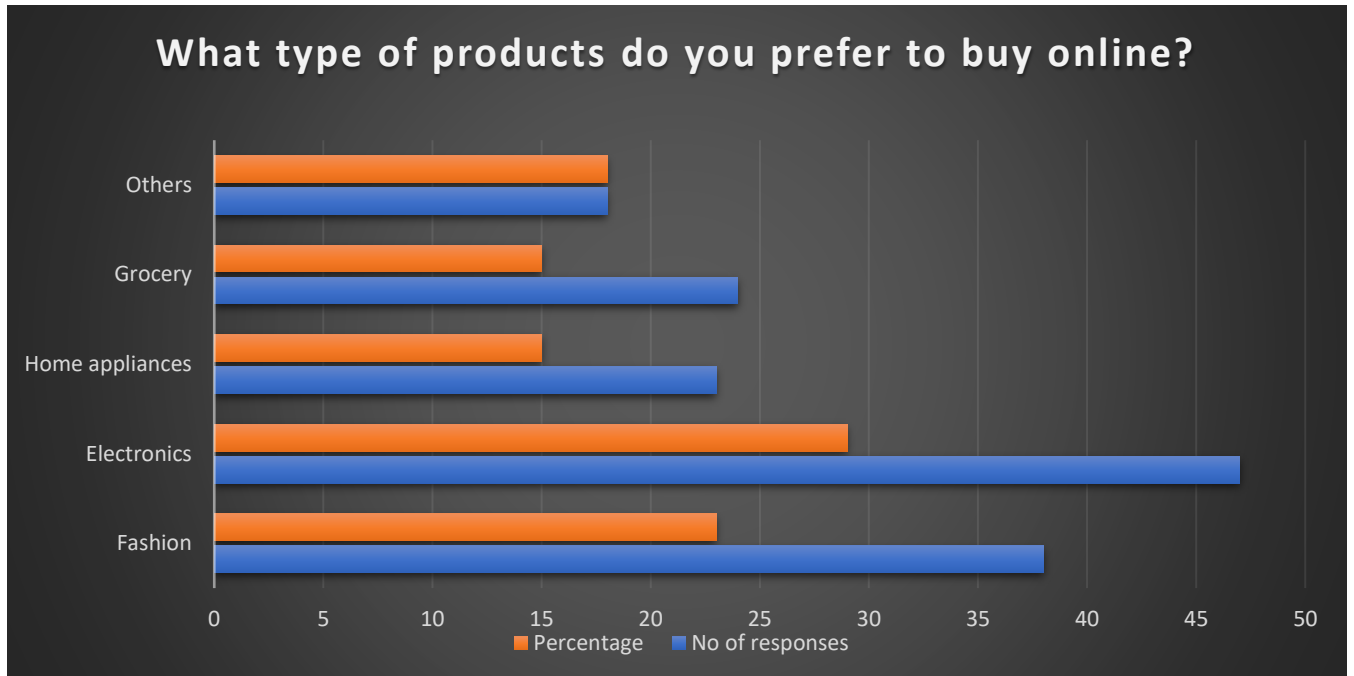
What type of products do you prefer to buy online?

	No of responses	Percentage
<i>Fashion</i>	38	23
<i>Electronics</i>	47	29
<i>Home appliances</i>	23	15
<i>Grocery</i>	24	15
<i>Others</i>	18	18

Total

150

100



(G) Interpretation

The question is asking about the preferred type of products that respondents prefer to buy online, and the response options are divided into five categories: fashion, electronics, home appliances, grocery, and others. The results show the percentage of respondents who prefer to buy each type of product online. From the results, electronics are the most preferred type of product to buy online, with 29% of the respondents indicating a preference for this category. Fashion is the second most preferred category, with 23% of respondents indicating a preference for buying fashion items online. Home appliances and grocery items are the least preferred categories, each receiving 15% of the responses. The remaining 18% of respondents indicated a preference for other types of products not covered in the given response options. This suggests that online shopping is more popular for certain types of products, such as electronics and fashion, while there is still a preference for buying certain items in-store, such as home appliances and grocery items. This information can be useful for online retailers to identify which product categories are more popular and tailor their offerings and marketing strategies accordingly.

Do you prefer to shop from local or international e-commerce websites?

No of responses

Percentage

<i>Local</i>	73	48
<i>International</i>	33	22
<i>Both</i>	44	30
<i>Total</i>	150	100



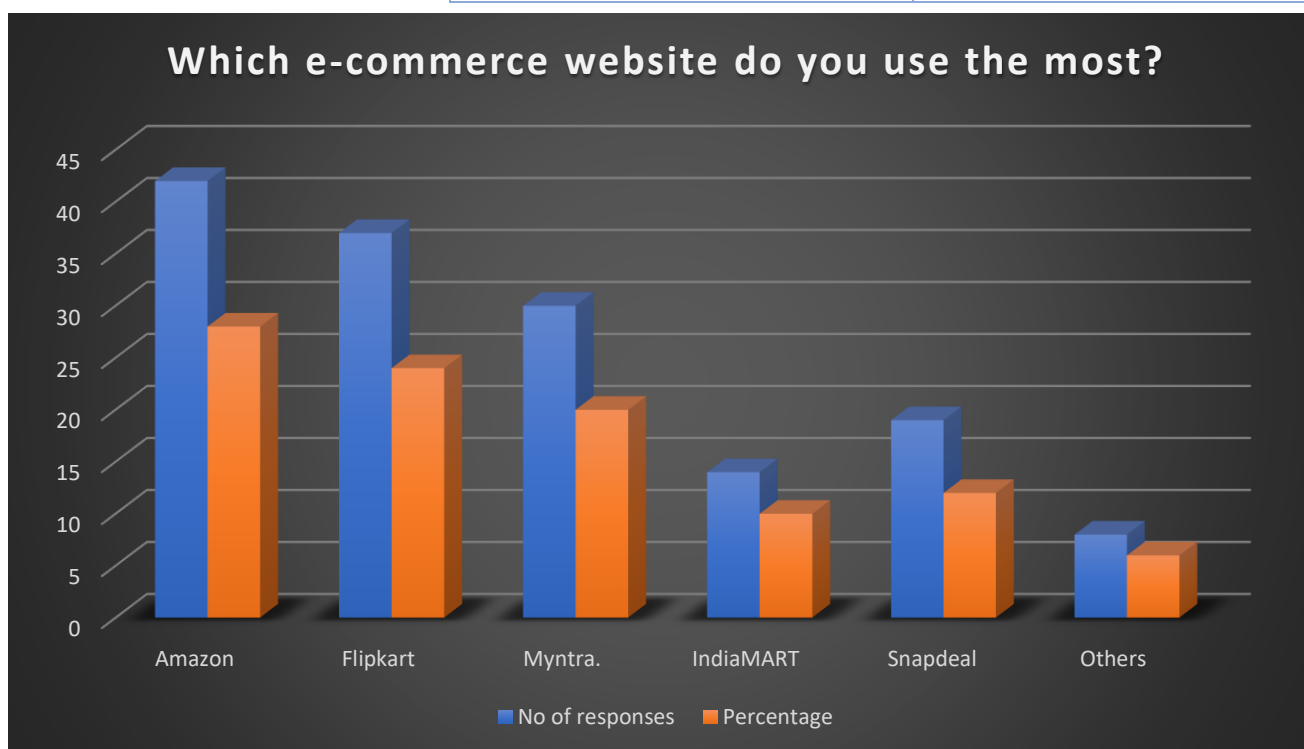
(H) Interpretation

The question is asking about the preference of respondents for shopping from local or international e-commerce websites, and the response options are divided into three categories: local, international, and both. The results show the percentage of respondents who prefer to shop from each category. From the results, most respondents, 48%, prefer to shop from local e-commerce websites. 22% of respondents prefer to shop from international e-commerce websites, while 30% indicated a preference for both local and international websites. This suggests that while a significant portion of respondents prefer to shop from local e-commerce websites, there is still a considerable number of respondents who shop from international e-commerce websites. The preference for both options may indicate that respondents weigh the benefits and drawbacks of each option, such as price, shipping times, and product availability, and choose the option that best fits their needs.

Which e-commerce website do you use the most?

No of responses	Percentage
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<i>Amazon</i>	42	28
<i>Flipkart</i>	37	24
<i>Myntra.</i>	30	20
<i>IndiaMART</i>	14	10
<i>Snapdeal</i>	19	12
<i>Others</i>	8	6
<i>Total</i>	150	100



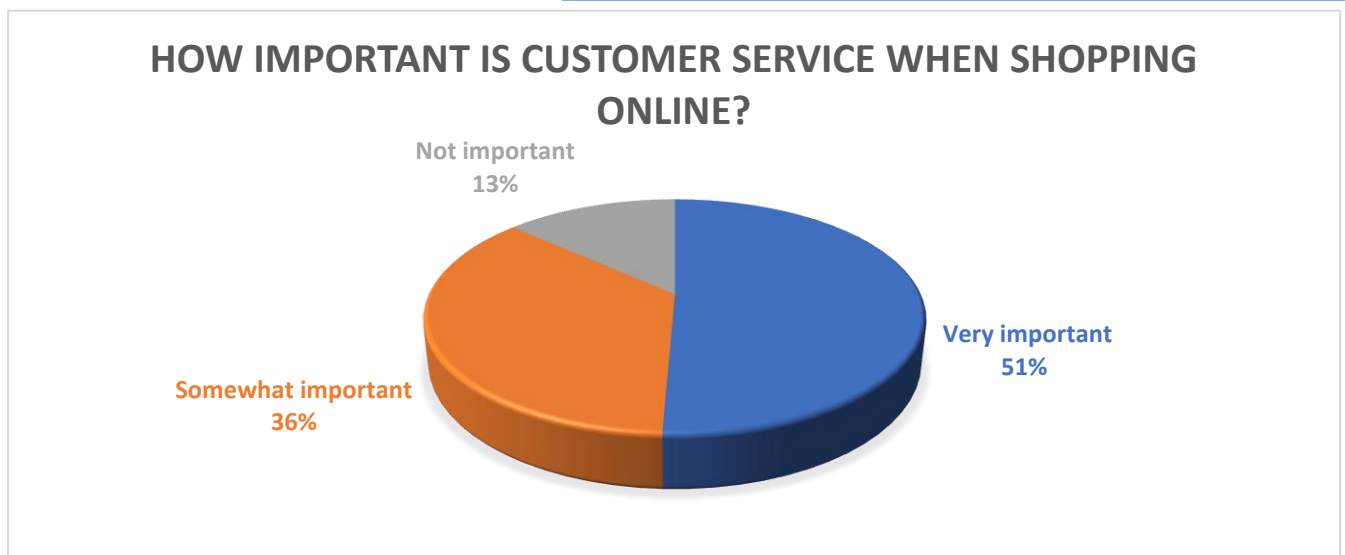
(I) Interpretation

The question is asking about the e-commerce website that respondents use the most, and the response options are divided into six categories: Amazon, Flipkart, Myntra, India MART, Snapdeal, and Others. The results show the percentage of respondents who use each website the most. From the results, Amazon is the most popular e-commerce website among the respondents, with 28% indicating it as their preferred choice. Flipkart and Myntra are the second and third most popular websites, with 24% and 20% of respondents indicating them as their preferred choices, respectively. India MART and Snapdeal received 10% and 12% of the responses, respectively, while 6% of respondents indicated a preference for other e-commerce websites not covered in the given response options. This information can be useful for online

retailers to identify which websites are more popular among customers and tailor their offerings and marketing strategies accordingly. It can also provide insights into the strengths and weaknesses of different e-commerce websites and help retailers identify opportunities for improvement in their own offerings.

How important is customer service when shopping online?

	No of responses	Percentage
<i>Very important</i>	76	51
<i>Somewhat important</i>	54	36
<i>Not important</i>	20	13
Total	150	100



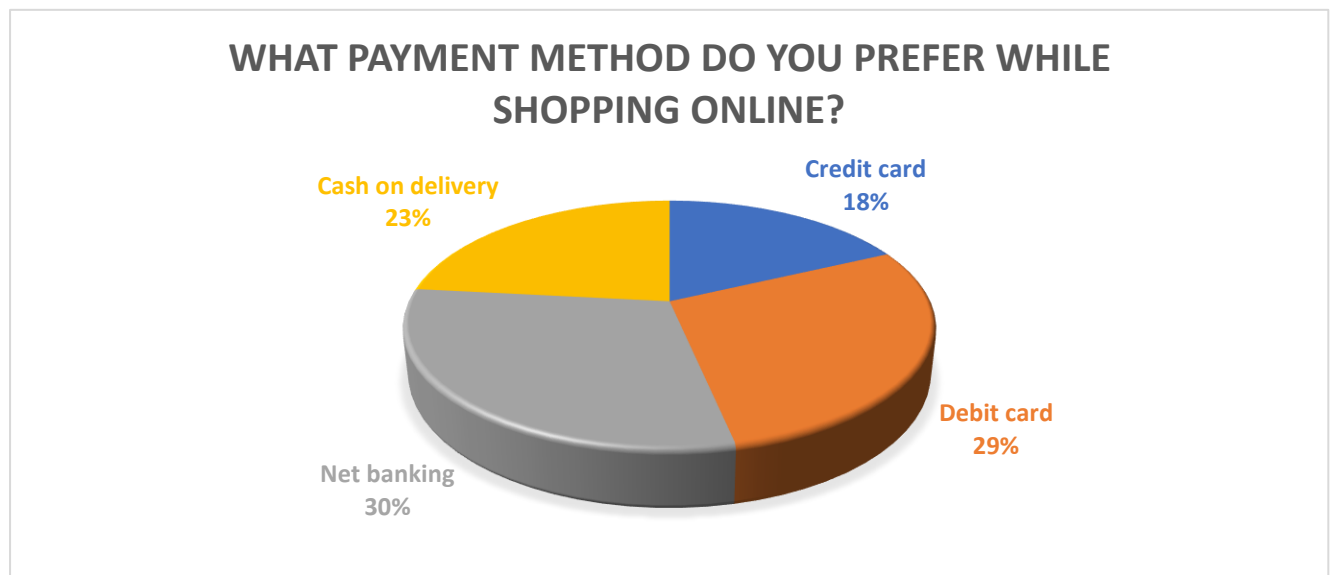
(J) Interpretation

The question is asking about the importance of customer service when shopping online, and the response options are divided into three categories: very important, somewhat important, and not important. The results show the percentage of respondents who consider customer service to be important when shopping online. From the results, a majority of respondents, 51%, consider customer service to be very important when shopping online. 36% of respondents indicated that it is somewhat important, while only 13% of respondents consider customer service to be not important. This information highlights the importance of providing good customer service for online retailers. It indicates that customers place a high value on good customer service when shopping online, and poor customer service can lead to dissatisfaction and negative reviews.

Retailers who prioritize customer service can differentiate themselves from competitors and build customer loyalty.

What payment method do you prefer while shopping online?

	No of responses	Percentage
<i>Credit card</i>	27	18
<i>Debit card</i>	43	28
<i>Net banking</i>	45	30
<i>Cash on delivery</i>	35	24
Total	150	100



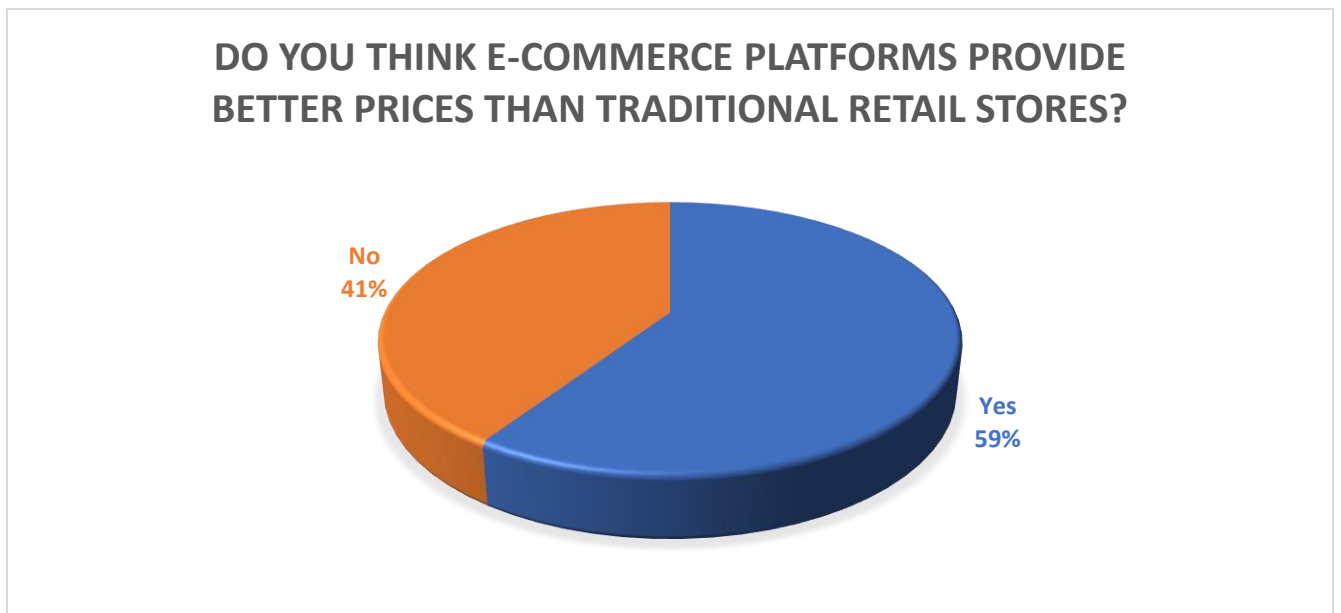
(K) Interpretation

The question is asking about the preferred payment method when shopping online, and the response options are divided into four categories: credit card, debit card, net banking, and cash on delivery. The results show the percentage of respondents who prefer each payment method. From the results, it can be seen that net banking is the most popular payment method among the respondents, with 30% indicating it as their preferred choice. Debit card is the second most popular payment method, with 28% of respondents indicating it as their preferred choice. Cash on delivery received 24% of the responses, while credit card received the lowest preference, with only 18% of respondents indicating it as their preferred choice. This information can be useful for online retailers to offer a range of payment options to their customers and ensure a

seamless shopping experience. It can also provide insights into the payment preferences of customers and help retailers identify opportunities for improvement in their payment processing systems.

Do you think e-commerce platforms provide better prices than traditional retail stores?

	No of responses	Percentage
Yes	89	59
No	61	41
Total	150	100

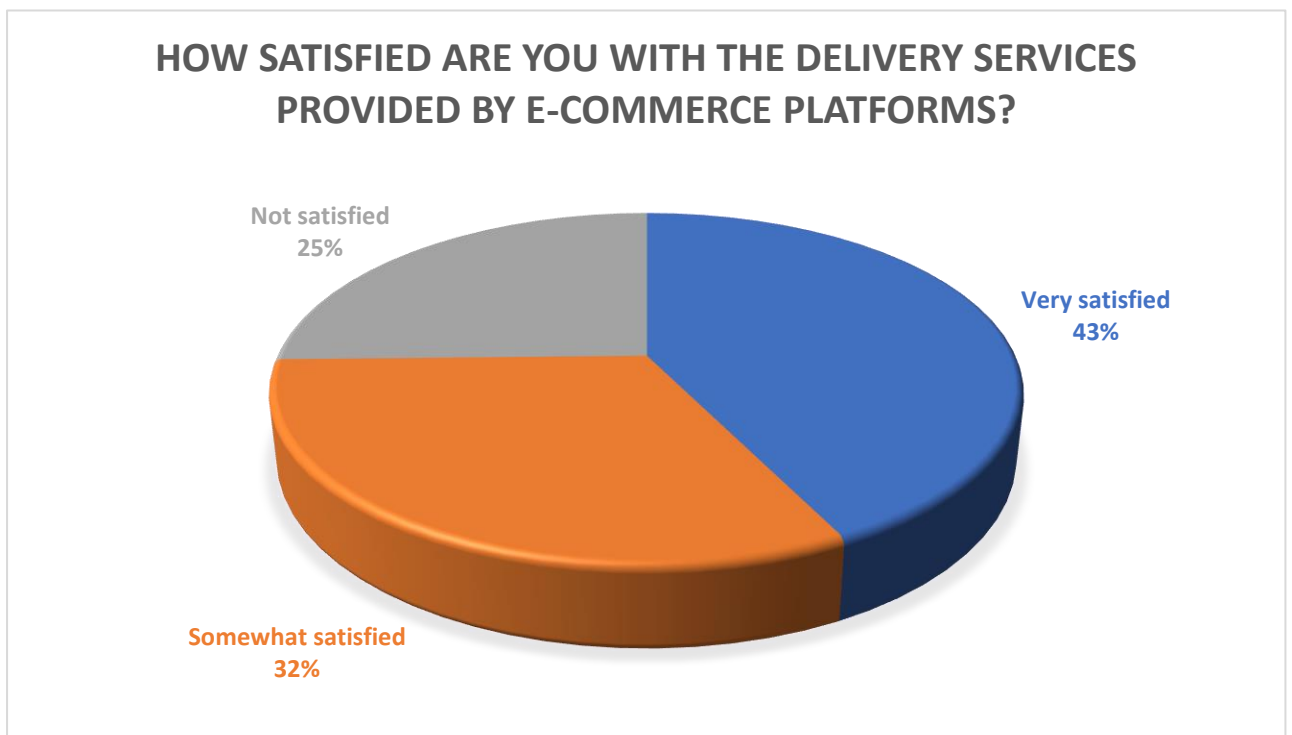


(L) Interpretation

The question is asking about the perception of customers on whether e-commerce platforms provide better prices than traditional retail stores. The response options are divided into two categories: yes and no. The results show the percentage of respondents who believe that e-commerce platforms provide better prices than traditional retail stores. From the results, a majority of respondents, 59%, believe that e-commerce platforms provide better prices than traditional retail stores. 41% of respondents indicated that they do not think e-commerce platforms provide better prices. This information can be useful for both online and traditional retailers to understand the perception of customers towards pricing. E-commerce platforms can use this information to reinforce their value proposition and highlight their competitive pricing to attract more customers. Traditional retailers can use this information to identify areas where they can improve their pricing strategies to compete with e-commerce platforms.

How satisfied are you with the delivery services provided by e-commerce platforms?

	No of responses	Percentage
<i>Very satisfied</i>	64	42
<i>Somewhat satisfied</i>	48	32
<i>Not satisfied</i>	38	26
<i>Total</i>	150	100

**(M) Interpretation**

The question is asking for the respondent's satisfaction level with the delivery services provided by e-commerce platforms. The respondents had three options to choose from: "very satisfied," "somewhat satisfied," and "not satisfied." The results show that the majority of respondents, 42%, are "very satisfied" with the delivery services provided by e-commerce platforms. 32% of respondents are "somewhat satisfied," indicating that they are generally satisfied with the delivery services but may have some areas of improvement they'd like to see. 26% of respondents are "not satisfied," suggesting that they have had a negative experience with the delivery services provided by e-commerce platforms. Overall, the results indicate that the majority of respondents are satisfied with the delivery services provided by e-commerce platforms, but there is still room for improvement to meet the expectations of all customers.

Do you think e-commerce websites offer a wide range of products as compared to traditional retail stores?

	No of responses	Percentage
<i>Yes</i>	88	59
<i>No</i>	62	41
<i>Total</i>	150	100



(N) Interpretation

The question is asking for the respondent's opinion on whether e-commerce websites offer a wider range of products compared to traditional retail stores. The respondents had two options to choose from: "Yes" and "No." The results show that most respondents, 59%, believe that e-commerce websites offer a wider range of products than traditional retail stores. This suggests that these respondents perceive that online shopping offers more product variety and options to choose from. On the other hand, 41% of respondents answered "No," indicating that they do not believe that e-commerce websites offer a wider range of products compared to traditional retail stores. This suggests that some people may still prefer shopping in physical stores for a variety of reasons, such as the ability to physically examine and try on products before purchasing. Overall, the results suggest that many people believe that e-commerce websites offer a wider range of products than traditional retail stores. However, it's important to note that these results are based on subjective opinions and may not reflect the actual product offerings

of individual e-commerce websites or retail stores.

Have you ever returned a product after shopping online?

	No of responses	Percentage
Yes	78	52
No	72	48
Total	150	100

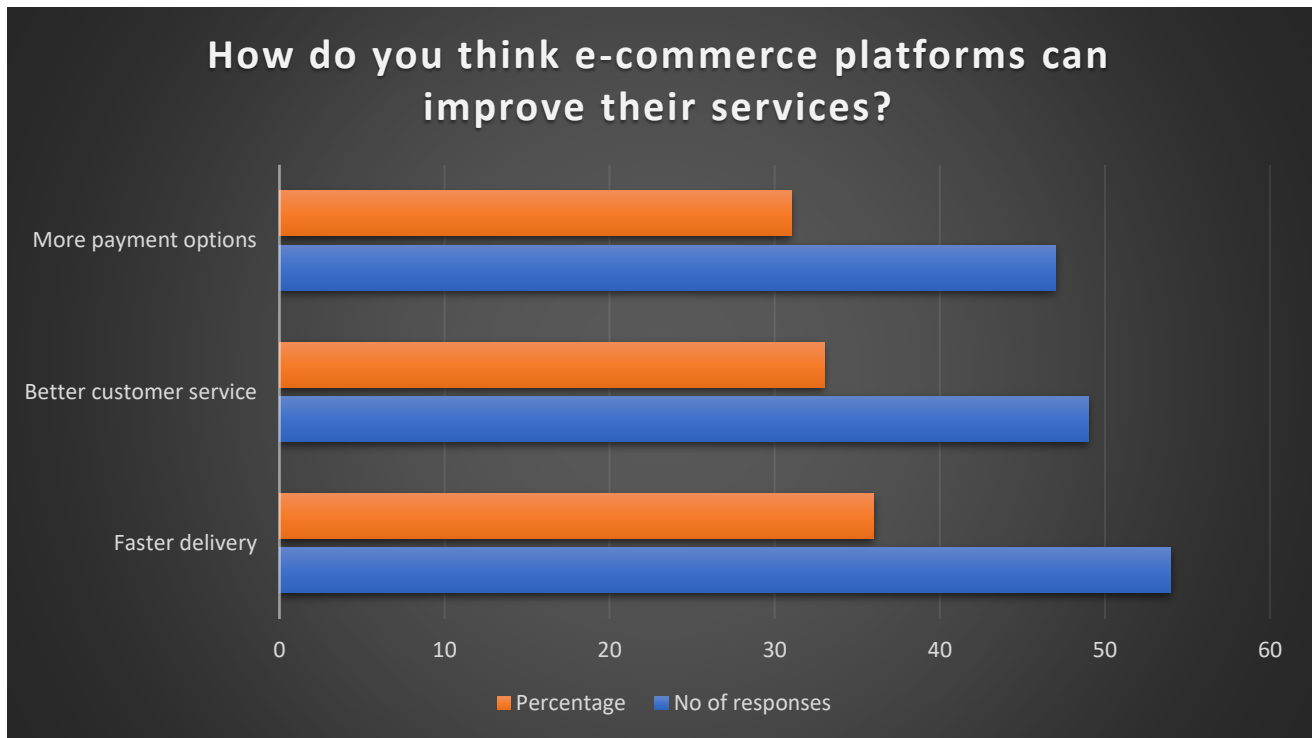


(O) Interpretation

The question is asking whether the respondent has ever returned a product after shopping online. The respondents had two options to choose from: “Yes” and “No.” The results show that the majority of respondents, 52%, have returned a product after shopping online, suggesting that a significant portion of online shoppers have had to return a product due to various reasons, such as wrong size, defective or damaged item, or a change of mind. On the other hand, 48% of respondents answered “No,” indicating that they have not returned a product after shopping online, either because they have not had a need to return anything or because they prefer to keep the product despite any issues. Overall, the results suggest that a significant number of online shoppers have returned a product, which highlights the importance of return policies for e-commerce businesses to ensure customer satisfaction and retention.

How do you think e-commerce platforms can improve their services?

	No of responses	Percentage
<i>Faster delivery</i>	54	36
<i>Better customer service</i>	49	33
<i>More payment options</i>	47	31
<i>Others</i>	150	100



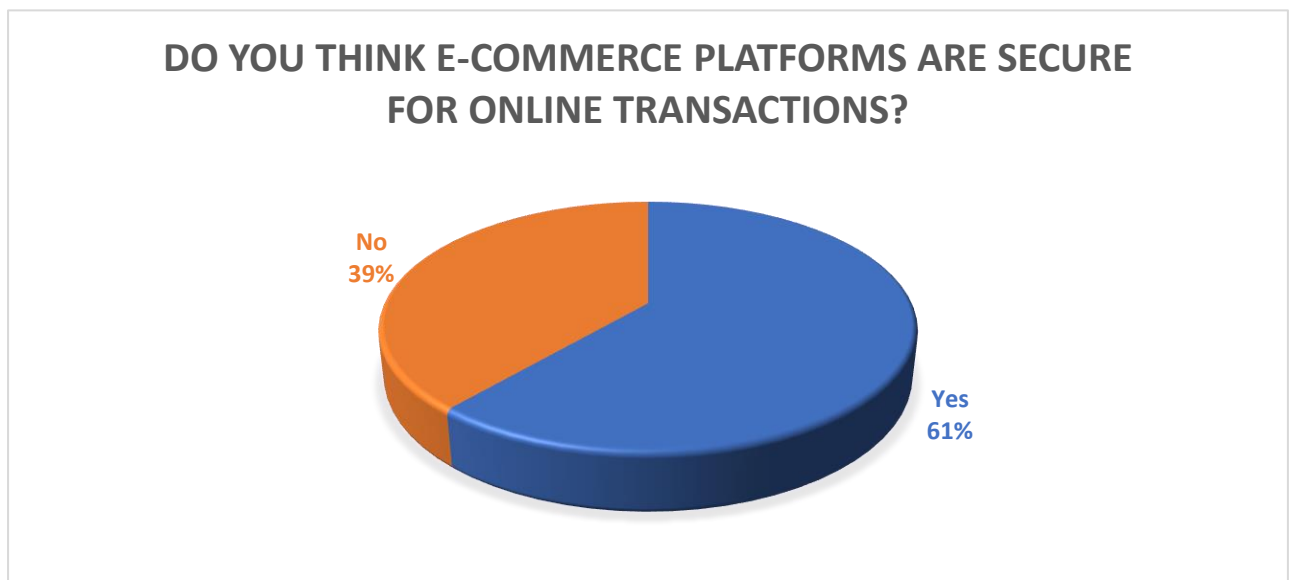
(P) Interpretation

The question is asking for the respondent's opinion on how e-commerce platforms can improve their services. The respondents were presented with four options to choose from: "Faster delivery," "Better customer service," "More payment options," and "Others." The results show that the most popular response was "Faster delivery," with 36% of respondents indicating that they would like to see faster delivery times for their online purchases. This suggests that many online shoppers value speed and convenience in the delivery of their purchases. The second most popular response was "Better customer service," with 33% of respondents indicating that they would like to see improvements in the way e-commerce platforms handle customer inquiries, complaints, and issues. This suggests that good customer service is an important factor for many online shoppers. The third most popular response was "More payment options," with 31% of respondents indicating that they would like to see more payment options available when making online purchases. This suggests that some online shoppers may have specific

preferences for payment methods that may not be currently available on some e-commerce platforms. Overall, the results suggest that e-commerce platforms can improve their services by focusing on faster delivery, better customer service, and more payment options to meet the expectations of their customers. Other suggestions for improvement may vary depending on individual preferences and experiences.

Do you think e-commerce platforms are secure for online transactions?

	No of responses	Percentage
<i>Yes</i>	92	61
<i>No</i>	58	39
<i>Total</i>	150	100



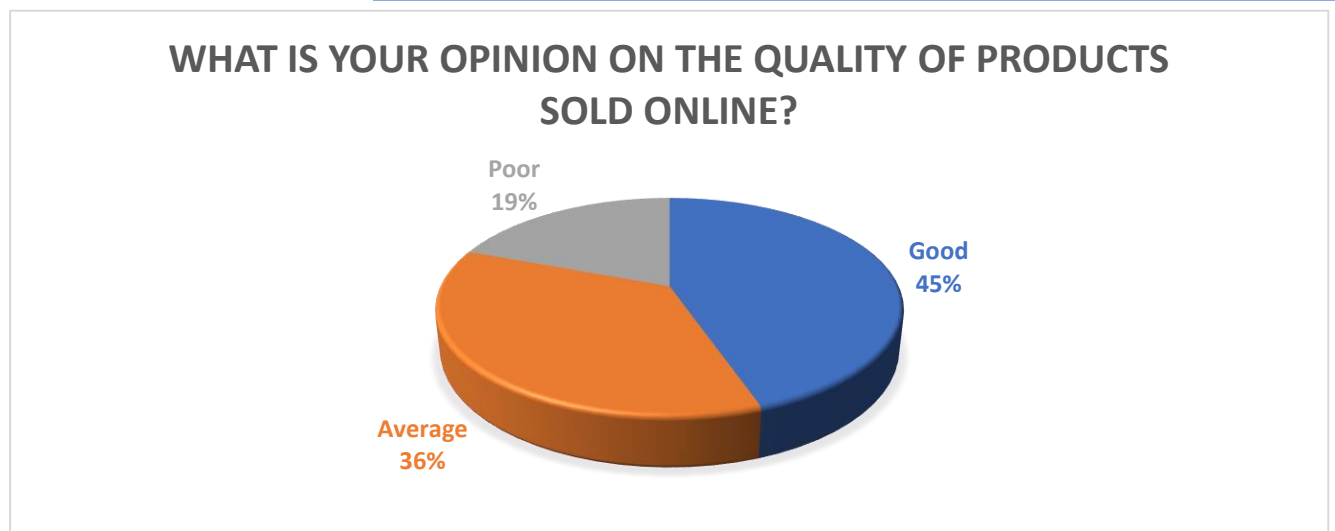
(Q) Interpretation

The question is asking for the respondent's opinion on whether e-commerce platforms are secure for online transactions. The respondents had two options to choose from: "Yes" and "No." The results show that the majority of respondents, 61%, believe that e-commerce platforms are secure for online transactions. This suggests that these respondents have confidence in the security measures implemented by e-commerce platforms to protect their personal and financial information. On the other hand, 39% of respondents answered "No," indicating that they do not believe that e-commerce platforms are secure for online transactions. This suggests that these respondents may have concerns regarding the safety of their personal and financial information when shopping online. Overall, the results suggest that while the

majority of respondents believe that e-commerce platforms are secure for online transactions, a significant number of people still have concerns regarding the safety of their personal and financial information. It is important for e-commerce platforms to continuously review and update their security measures to ensure customer trust and confidence in online transactions.

What is your opinion on the quality of products sold online?

	No of responses	Percentage
<i>Good</i>	67	45
<i>Average</i>	54	36
<i>Poor</i>	29	19
Total	150	100



(R) Interpretation

The question is asking for the respondent's opinion on the quality of products sold online. The respondents had three options to choose from: "Good," "Average," and "Poor." The results show that the majority of respondents, 45%, believe that the quality of products sold online is good. This suggests that these respondents have a positive perception of the quality of products they have purchased online. 36% of respondents answered "Average," indicating that they have a neutral opinion of the quality of products sold online, suggesting that they may not have strong positive or negative experiences with the products they have purchased online. On the other hand, 19% of respondents answered "Poor," indicating that they have a negative opinion of the quality of products sold online, suggesting that they may have had negative experiences with the products they have purchased online. Overall, the results suggest that while the majority of

respondents have a positive perception of the quality of products sold online, a significant number of people have neutral or negative opinions. It's important for e-commerce platforms to ensure that the quality of products they sell meets the expectations of their customers to maintain customer satisfaction and loyalty.

Do you think online shopping has made life easier?

	No of responses	Percentage
<i>Yes</i>	108	72
<i>No</i>	42	28
<i>Total</i>	150	100



(S) Interpretation

The question is asking for the respondent's opinion on whether online shopping has made life easier. The respondents had two options to choose from: "Yes" and "No." The results show that the majority of respondents, 72%, believe that online shopping has made life easier. This suggests that these respondents view online shopping as a convenient and time-saving way to purchase products. On the other hand, 28% of respondents answered "No," indicating that they do not believe that online shopping has made life easier. This suggests that these respondents may have had negative experiences with online shopping, such as delayed deliveries, poor quality products, or difficulty with the online shopping process. Overall, the results suggest that the majority of respondents believe that online shopping has made life easier. It's important for

e-commerce platforms to continue improving their services and products to ensure customer satisfaction and meet the evolving needs of consumers.

What is the biggest advantage of shopping online, according to you?

	No of responses	Percentage
<i>Convenience</i>	56	38
<i>Wide variety of products</i>	38	25
<i>Better prices</i>	32	21
<i>No need to physically visit the store</i>	24	16
Total	150	100



(T) Interpretation

The question is asking for the respondent's opinion on the biggest advantage of shopping online. The respondents had four options to choose from: "Convenience," "Wide variety of products," "Better prices," and "No need to physically visit the store." The results show that the majority of respondents, 38%, believe that the biggest advantage of shopping online is convenience. This suggests that these respondents value the ease and flexibility of being able to shop from the comfort of their own home or on-the-go using their electronic devices. 25% of respondents

chose "Wide variety of products" as the biggest advantage of shopping online, indicating that they appreciate the vast selection of products available for purchase online that may not be easily found in traditional brick-and-mortar stores. 21% of respondents believe that better prices are the biggest advantage of shopping online. This suggests that these respondents value the potential for cost savings when shopping online due to price comparisons, discounts, and promotions offered by e-commerce platforms. 16% of respondents believe that the biggest advantage of shopping online is not having to physically visit a store. This suggests that these respondents appreciate the time and effort saved by not having to travel to a physical store to make a purchase. Overall, the results suggest that respondents value the convenience, selection, and potential cost savings associated with online shopping. E-commerce platforms can use this information to tailor their services and marketing efforts to meet the preferences and needs of their customers.

V. FINDINGS

- The results show the percentage of respondents who fall into each age group. From the results, 30% of the respondents are between the ages of 18 and 24, 21% are between 25 and 29, 26% are between 30 and 34, and 23% are 35 or older.
- From the results, 44% of the respondents identified as male, 32% identified as female, and 24% preferred not to say. This suggests that most of the respondents were willing to disclose their gender, with more males than females choosing to do so. However, a significant proportion of respondents chose not to disclose their gender, possibly due to privacy concerns or personal reasons.
- From the results, 36% of the respondents shop online once a month, making it the most popular frequency. 26% of the respondents shop online once every six months, 22% rarely shop online, and only 16% shop online once a week. This suggests that a majority of the respondents prefer to shop online less frequently, with a significant proportion shopping online only once a month. However, online shopping is still a popular choice, with a considerable number of respondents indicating that they shop online once every six months or more frequently.
- It is found that majority of the people were somewhat satisfied related to the convenient shopping from ecommerce website, majority of the respondents were satisfied with the price offered by the ecommerce website, with respect to the wide variety of products the consumers were somewhat satisfied, majority of the people were also very satisfied with the discount offered by the ecommerce websites.

- From the results, 44% of the respondents trust online shopping platforms, while 26% do not trust them. A further 30% of respondents fall into the somewhat category, suggesting that they have some reservations about online shopping platforms but still trust them to a certain extent. This suggests that while a significant proportion of respondents trust online shopping platforms, there is still a sizable portion that does not trust them completely.
- From the results, it can be seen that 61% of the respondents have had a bad experience while shopping online, while 39% have not. This suggests that most respondents have encountered issues or challenges while shopping online, such as receiving damaged goods, late deliveries, or issues with refunds or exchanges.
- The results show the percentage of respondents who prefer to buy each type of product online. From the results, electronics are the most preferred type of product to buy online, with 29% of the respondents indicating a preference for this category. Fashion is the second most preferred category, with 23% of respondents indicating a preference for buying fashion items online. Home appliances and grocery items are the least preferred categories, each receiving 15% of the responses. The remaining 18% of respondents indicated a preference for other types of products not covered in the given response options.
- From the results, most respondents, 48%, prefer to shop from local e-commerce websites. 22% of respondents prefer to shop from international e-commerce websites, while 30% indicated a preference for both local and international websites. This suggests that while a significant portion of respondents prefer to shop from local e-commerce websites, there is still a considerable number of respondents who shop from international e-commerce websites. The preference for both options may indicate that respondents weigh the benefits and drawbacks of each option, such as price, shipping times, and product availability, and choose the option that best fits their needs.
- From the results, Amazon is the most popular e-commerce website among the respondents, with 28% indicating it as their preferred choice. Flipkart and Myntra are the second and third most popular websites, with 24% and 20% of respondents indicating them as their preferred choices, respectively. India MART and Snapdeal received 10% and 12% of the responses, respectively, while 6% of respondents indicated a preference for other e-commerce websites not covered in the given response options.
- From the results, a majority of respondents, 51%, consider customer service to be very

important when shopping online. 36% of respondents indicated that it is somewhat important, while only 13% of respondents consider customer service to be not important. This information highlights the importance of providing good customer service for online retailers.

- The results show the percentage of respondents who prefer each payment method. From the results, it can be seen that net banking is the most popular payment method among the respondents, with 30% indicating it as their preferred choice. Debit card is the second most popular payment method, with 28% of respondents indicating it as their preferred choice. Cash on delivery received 24% of the responses, while credit card received the lowest preference, with only 18% of respondents indicating it as their preferred choice.
- The results show the percentage of respondents who believe that e-commerce platforms provide better prices than traditional retail stores. From the results, a majority of respondents, 59%, believe that e-commerce platforms provide better prices than traditional retail stores. 41% of respondents indicated that they do not think e-commerce platforms provide better prices. This information can be useful for both online and traditional retailers to understand the perception of customers towards pricing. E-commerce platforms can use this information to reinforce their value proposition and highlight their competitive pricing to attract more customers.
- The results show that the majority of respondents, 42%, are "very satisfied" with the delivery services provided by e-commerce platforms. 32% of respondents are "somewhat satisfied," indicating that they are generally satisfied with the delivery services but may have some areas of improvement they'd like to see. 26% of respondents are "not satisfied," suggesting that they have had a negative experience with the delivery services provided by e-commerce platforms.
- The results show that most respondents, 59%, believe that e-commerce websites offer a wider range of products than traditional retail stores. This suggests that these respondents perceive that online shopping offers more product variety and options to choose from. On the other hand, 41% of respondents answered "No," indicating that they do not believe that e-commerce websites offer a wider range of products compared to traditional retail stores. This suggests that some people may still prefer shopping in physical stores for a variety of reasons, such as the ability to physically examine and try on products before purchasing.
- The results show that the majority of respondents, 52%, have returned a product after

shopping online, suggesting that a significant portion of online shoppers have had to return a product due to various reasons, such as wrong size, defective or damaged item, or a change of mind. On the other hand, 48% of respondents answered "No," indicating that they have not returned a product after shopping online, either because they have not had a need to return anything or because they prefer to keep the product despite any issues.

- The results show that the most popular response was "Faster delivery," with 36% of respondents indicating that they would like to see faster delivery times for their online purchases. This suggests that many online shoppers value speed and convenience in the delivery of their purchases. The second most popular response was "Better customer service," with 33% of respondents indicating that they would like to see improvements in the way e-commerce platforms handle customer inquiries, complaints, and issues. This suggests that good customer service is an important factor for many online shoppers. The third most popular response was "More payment options," with 31% of respondents indicating that they would like to see more payment options available when making online purchases. This suggests that some online shoppers may have specific preferences for payment methods that may not be currently available on some e-commerce platforms.
- The results show that the majority of respondents, 61%, believe that e-commerce platforms are secure for online transactions. This suggests that these respondents have confidence in the security measures implemented by e-commerce platforms to protect their personal and financial information. On the other hand, 39% of respondents answered "No," indicating that they do not believe that e-commerce platforms are secure for online transactions. This suggests that these respondents may have concerns regarding the safety of their personal and financial information when shopping online.
- The results show that the majority of respondents, 45%, believe that the quality of products sold online is good. This suggests that these respondents have a positive perception of the quality of products they have purchased online. 36% of respondents answered "Average," indicating that they have a neutral opinion of the quality of products sold online, suggesting that they may not have strong positive or negative experiences with the products they have purchased online. On the other hand, 19% of respondents answered "Poor," indicating that they have a negative opinion of the quality of products sold online, suggesting that they may have had negative experiences with

the products they have purchased online.

- The results show that the majority of respondents, 72%, believe that online shopping has made life easier. This suggests that these respondents view online shopping as a convenient and time-saving way to purchase products. On the other hand, 28% of respondents answered "No," indicating that they do not believe that online shopping has made life easier. This suggests that these respondents may have had negative experiences with online shopping, such as delayed deliveries, poor quality products, or difficulty with the online shopping process.
- The results show that the majority of respondents, 38%, believe that the biggest advantage of shopping online is convenience. This suggests that these respondents value the ease and flexibility of being able to shop from the comfort of their own home or on-the-go using their electronic devices. 25% of respondents chose "Wide variety of products" as the biggest advantage of shopping online, indicating that they appreciate the vast selection of products available for purchase online that may not be easily found in traditional brick-and-mortar stores. 21% of respondents believe that better prices are the biggest advantage of shopping online. This suggests that these respondents value the potential for cost savings when shopping online due to price comparisons, discounts, and promotions offered by e-commerce platforms. 16% of respondents believe that the biggest advantage of shopping online is not having to physically visit a store. This suggests that these respondents appreciate the time and effort saved by not having to travel to a physical store to make a purchase.

Table1: ANOVA results for Hypothesis testing

SUMMARY						
<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>		
Price	100.00	215.00	2.15	0.65		
Quality	100.00	203.00	2.03	0.64		
Discounts	100.00	249.00	2.49	0.25		
ANOVA						
<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>

Between Groups	11.39	2.00	5.69	11.08	0.00	3.03
Within Groups	152.65	297.00	0.51			
Total	164.04	299.00				

H_{0A}: Consumers are satisfied with the quality, wide variety and discounts offered by ecommerce websites.

H_{1A}: Consumers are not satisfied with the quality, wide variety and discounts offered by ecommerce websites.

The above table shows the results of one-way ANOVA done on the variables quality, pricing and discounts. Since the value of p is less than 0.05 (p-value<0.05) we accept the null hypothesis and reject the alternative hypothesis so the null hypothesis will be true i.e., Consumers are satisfied with the quality, wide variety and discounts offered by ecommerce websites.

VI. CONCLUSION AND RECOMMENDATIONS

Majority of the respondents were satisfied with the price offered by the ecommerce website, with respect to the wide variety of products the consumers were somewhat satisfied, majority of the people were also very satisfied with the discount offered by the ecommerce websites. It depicts that overall convenience, price, wide variety of products and discounts were the factors that influence the purchase of consumers from the ecommerce websites. The results highlight the importance of addressing concerns and challenges faced by online shoppers and implementing measures to ensure a better shopping experience for customers. Factors such as customer service, delivery times, and product quality can all impact the online shopping experience and influence trust levels in online shopping platforms. Significant portion of respondents prefer to shop from local e-commerce websites, there is still a considerable number of respondents who shop from international e-commerce websites. The preference for both options may indicate that respondents weigh the benefits and drawbacks of each option, such as price, shipping times, and product availability, and choose the option that best fits their needs. Customers place a high value on good customer service when shopping online, and poor customer service can lead to dissatisfaction and negative reviews. Retailers who prioritize customer service can differentiate themselves from competitors and build customer loyalty. E-commerce platforms can use this information to reinforce their value proposition and highlight their competitive pricing to attract more customers. Traditional retailers can use this information to identify areas where they can improve their pricing strategies to compete with e-commerce

platforms. The majority of respondents are satisfied with the delivery services provided by e-commerce platforms, but there is still room for improvement to meet the expectations of all customers. Many people believe that e-commerce websites offer a wider range of products than traditional retail stores. However, it's important to note that these results are based on subjective opinions and may not reflect the actual product offerings of individual e-commerce websites or retail stores. E-commerce platforms can improve their services by focusing on faster delivery, better customer service, and more payment options to meet the expectations of their customers. Other suggestions for improvement may vary depending on individual preferences and experiences. Most respondents believe that e-commerce platforms are secure for online transactions, a significant number of people still have concerns regarding the safety of their personal and financial information. It is important for e-commerce platforms to continuously review and update their security measures to ensure customer trust and confidence in online transactions. Most respondents have a positive perception of the quality of products sold online, a significant number of people have neutral or negative opinions. It's important for e-commerce platforms to ensure that the quality of products they sell meets the expectations of their customers to maintain customer satisfaction and loyalty. It's important for e-commerce platforms to continue improving their services and products to ensure customer satisfaction and meet the evolving needs of consumers. Overall, the results suggest that respondents value the convenience, selection, and potential cost savings associated with online shopping. E-commerce platforms can use this information to tailor their services and marketing efforts to meet the preferences and needs of their customers.

(A) Recommendations

Here are some recommendations for online merchants to use to make their customers happier and reduce their complaints about their buying experience.

- The e-commerce website's interface has to be simple for customers to utilize.
- The best way for online stores to keep their clients coming back is to always be on the cutting edge of technology when it comes to their various shopping platforms.
- As more than half of the population in India falls into the middle-income bracket, internet shopping platforms should be made affordable to them.
- Logistic concerns may cause delivery problems for customers; the site may want to take steps to fix this.
- It is the responsibility of online merchants to inform their clients about the security of

utilizing payment methods including credit cards, net banking, and other gateways.

- Young people in India are more likely to purchase online than any other age group because of the ease of doing so; thus, stores catering to this demographic must have products and services that can be relied upon to meet the needs of their customers.

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VIII. ANNEXURE

Age

- a. 18-24
- b. 25-29
- c. 30-34
- d. 35+

Gender

- a. Male
- b. Female
- c. Prefer not to say

How often do you shop online?

- a. Once a week
- b. Once a month
- c. Once every six months
- d. Rarely

What factors influence your decision to shop online?

	Very satisfied	Somewhat satisfied	Not satisfied
a. Convenience			
b. Price			
c. Wide variety of products			
d. Discounts and offers			

Do you trust online shopping platforms?

- a. Yes
- b. No

c. Somewhat

Have you ever had a bad experience while shopping online?

a. Yes

b. No

What type of products do you prefer to buy online?

a. Fashion

b. Electronics

c. Home appliances

d. Grocery

e. Others

Do you prefer to shop from local or international e-commerce websites?

a. Local

b. International

c. Both

Which e-commerce website do you use the most?

a. Amazon

b. Flipkart

c. Myntra.

d. IndiaMART

e. Snapdeal

f. Others

How important is customer service when shopping online?

a. Very important

b. Somewhat important

c. Not important

What payment method do you prefer while shopping online?

a. Credit card

b. Debit card

c. Net banking

d. Cash on delivery

Do you think e-commerce platforms provide better prices than traditional retail stores?

a. Yes

b. No

How satisfied are you with the delivery services provided by e-commerce platforms?

a. Very satisfied

b. Somewhat satisfied

c. Not satisfied

Do you think e-commerce websites offer a wide range of products as compared to traditional retail stores?

a. Yes

b. No

Have you ever returned a product after shopping online?

a. Yes

b. No

How do you think e-commerce platforms can improve their services?

a. Faster delivery

b. Better customer service

c. More payment options

d. Others

Do you think e-commerce platforms are secure for online transactions?

a. Yes

b. No

What is your opinion on the quality of products sold online?

a. Good

b. Average

c. Poor

Do you think online shopping has made life easier?

a. Yes

b. No

What is the biggest advantage of shopping online, according to you?

a. Convenience

b. Wide variety of products

c. Better prices

d. No need to physically visit the store
