



LOVELY PROFESSIONAL UNIVERSITY

School: Mittal School of Business

Faculty: Dr. Nikhil Monga

Course Code: MGN206	Course Title: Research Methodology
Academic Task No.: 02	Academic Task Title: 01
Date of Allotment: 19/02/2021	Date of Submission: 02/03/2021
Student Roll no. A27	Student Reg.no. 11904023
Term:04	Section: Q1924
Max. Marks: 30	Marks obtained:
Evaluation parameters:	

Learning Outcomes:

To analysis case by ISAC method

Declaration:

I declare that this Assignment is my task. I have not copied it from any other students' work or any other source except where due acknowledgment is not made explicitly in the text, nor has any part been written for me by any other person.

Introduction

What are Questionnaires?

A questionnaire is a research instrument that consists of a set of questions or other types of prompts that aims to collect information from a respondent. A research questionnaire is often a mix of close-ended questions and open-ended questions. Open-ended, long-form questions offer the respondent the ability to elaborate on their thoughts. Research questionnaires were developed in 1838 by the Statistical Society of London.

The data collected from a data collection questionnaire can be both qualitative as well as quantitative in nature. A questionnaire may or may not be delivered in the form of a survey, but a survey always consists of a questionnaire.

Our Approach:

A study was conducted to find online shopping attitudes among people in COVID-19 Lockdown 2020-2021. This study was conducted on a sample population of 30 people. Their age groups varied from 14 years to 34 years.

The online survey was created, and the Questionnaire technique of data collection was implemented to collect the data.

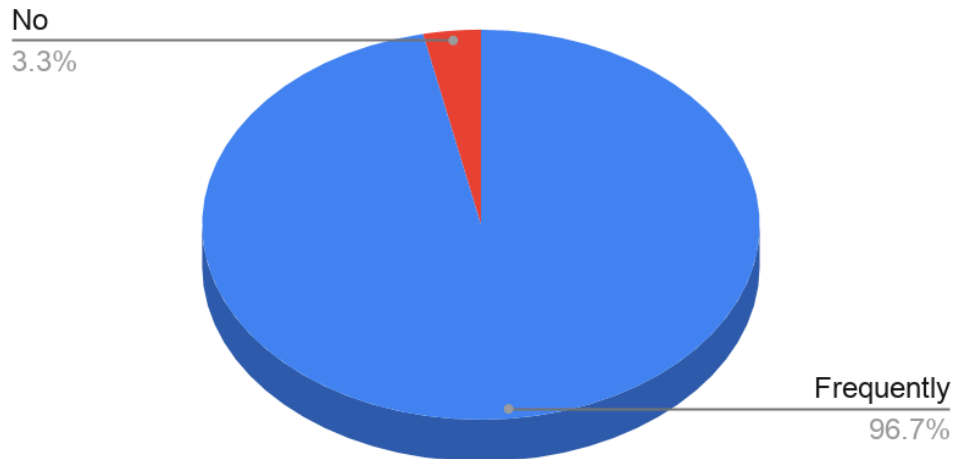
Scope of Research: Online shopping attitudes

Audience

The survey was conducted on a sample population of 30 people. The convenience sampling technique was implemented to gather the responses. The age groups studied vary from 14 to 34 years.

Online shopping attitudes

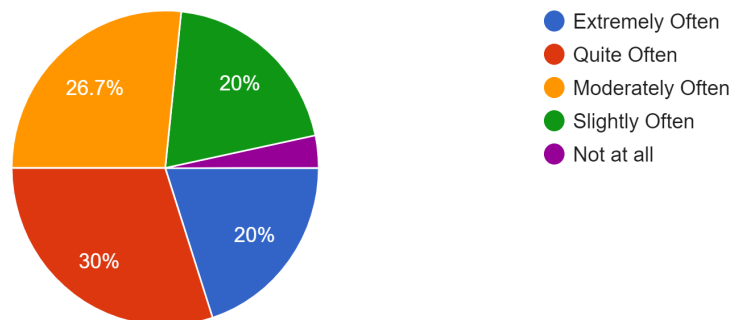
1. How often do you buy online products?



On surveying a sample population of people, it is concluded that 97% of people prefer shopping online. A vast majority of people in city places prefer shopping online.

How often do you buy online products?

30 responses



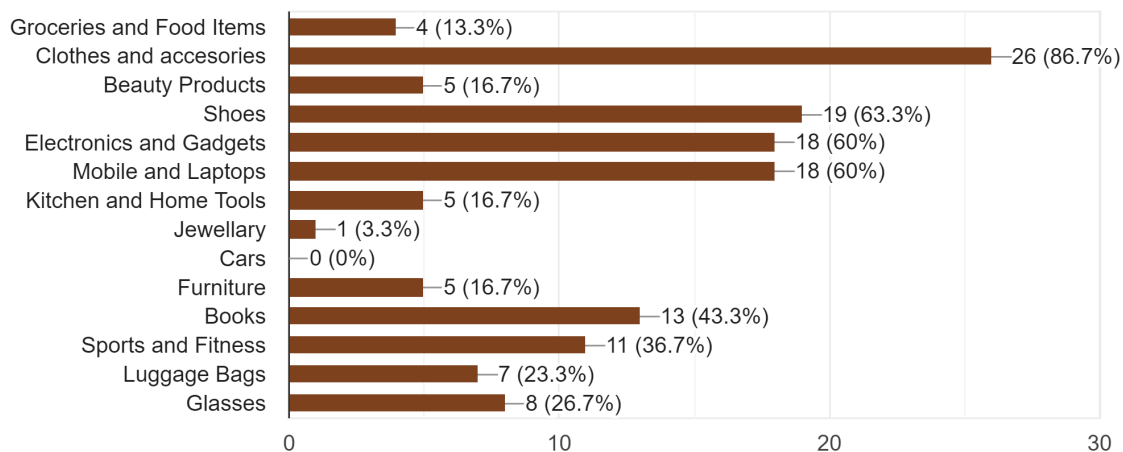
The details about the survey further revealed the difference in preference of shopping frequency. It can be seen that the preference is evenly distributed between buyers.

30% of people prefer shopping online quite often, 26.7% prefer moderate times
And 20% each for extreme shoppers and slightly often shoppers.

2. Which product do you typically buy online?

Which product you typically buy online?

30 responses

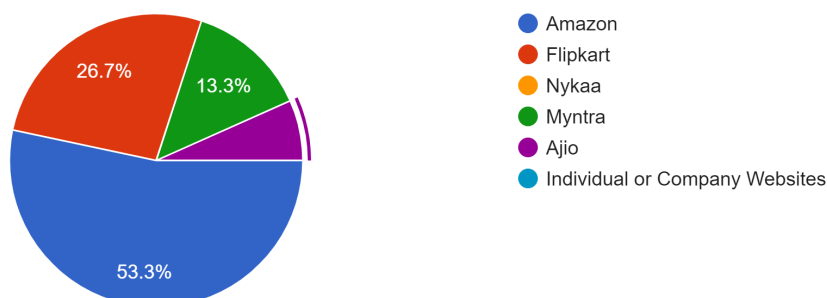


From the survey, it is evident that maximum people prefer buying clothes and accessories. Thus, the craze among the audience for fashion products is higher. They don't prefer buying super expensive items like Cars, Jewelry. Also, items like Luggage bags, Furniture, Kitchen tools, and Groceries are out of their favorable preferences on online shopping. Most candidates preferred buying Shoes, Electronic gadgets, Mobile and Laptops.

3. On which website you are most confident buying online products?

On which website you are most confident to buy online products?

30 responses

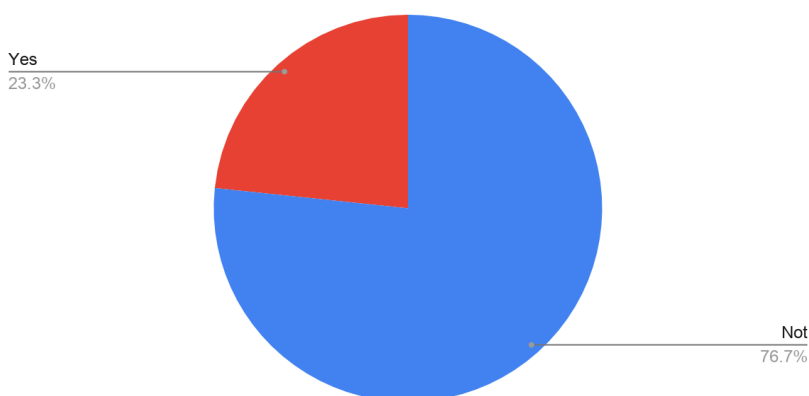


From the above pie chart, it can be concluded that Amazon is preferred by a large sample population or 53% of the population. Nykaa and Individual Company Websites fail to secure the confidence in the buying attitude of people. Flipkart has secured 26% confidence while Myntra has 13% and Ajio has secured 2% confidence among the online shopping attitude of people.

4. How confident are you about buying products with no return or replacing a policy?

Analyzing the responses from this question, we found that only 23% of the population are confident while buying products without a return or replace policy. The major population of 77% shows a lack of interest in buying products without a return or replacement policy

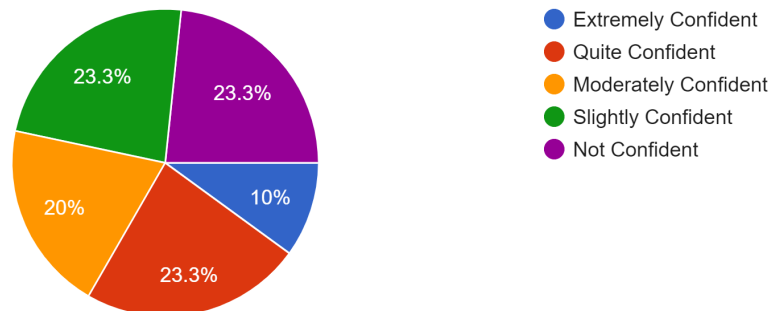
Are you Confident are buying products with no return or replace policy?



The detailed responses are as follows:

How confident you are buying products with no return or replace policy?

30 responses

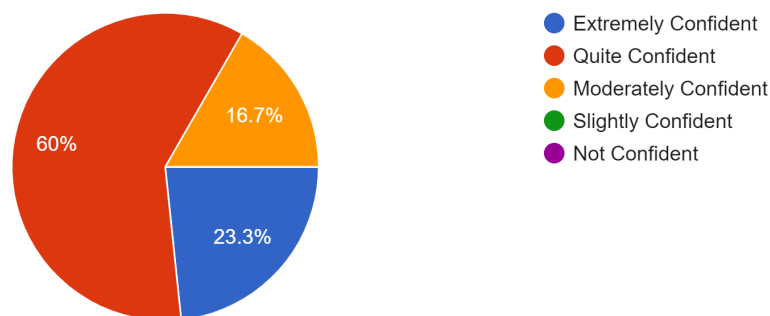


Only 10% of the population is extremely confident while buying products with no return or replace policy.

5. How much confident are you about receiving the product in the right condition?

How much confident you are about receiving product in right condition?

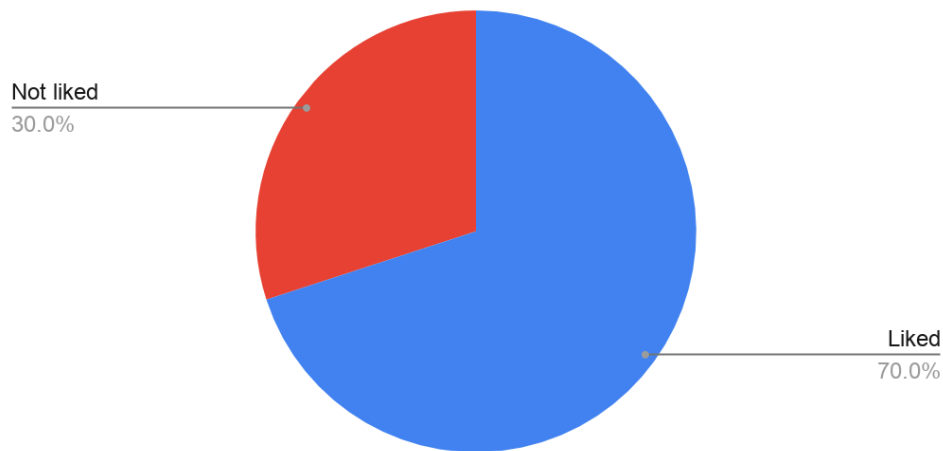
30 responses



From the above responses, we can conclude that people are confident about receiving the product in the right condition. 60% of people are quite confident that the product will be good. Thus, it can be said that 83% are confident about receiving the right product.

6. How much do you like Social Media recommending products based on your search history?

Do you like Social Media recommending products based on your search history?

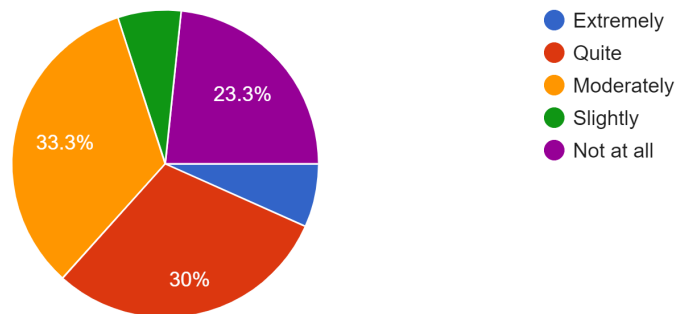


By analyzing the responses from the survey, the majority population about 70% of the population likes Social Media recommending products based on search history.

The detailed responses from the survey were:

How much you like Social Media recommending products based on your search history?

30 responses



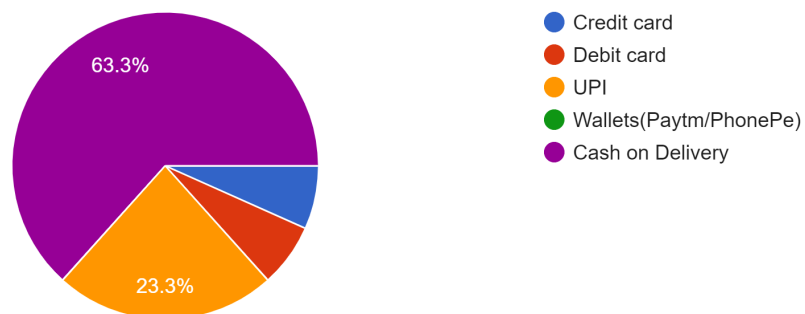
Thus 30% of people have a quiet liking for social media recommending products based on search history.

and 33.33% of people show the moderate likeness. Also, 23.3% of people showed indifference in recommending products on social media.

7. Which payment method do you use most while buying products online?

Which payment method do you use most while buying products online?

30 responses

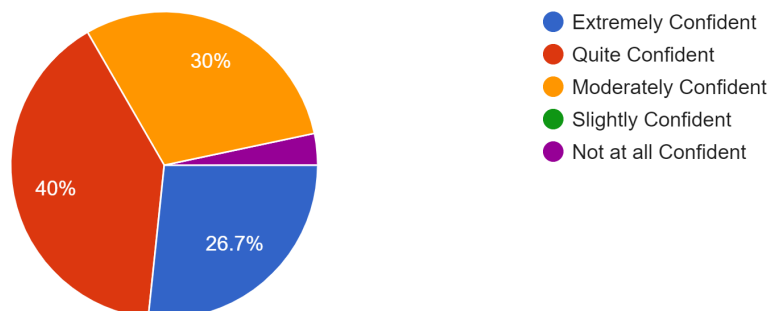


From the above result, we conclude that the majority of people, about 63% prefer Cash on Delivery over other options. Another trusted mode of payment is UPI and has 23% of preference.

8. How confident you are that your payment information is kept confidential when buying products online?

How confident you are that your payment information is kept confidential when buying product online?

30 responses

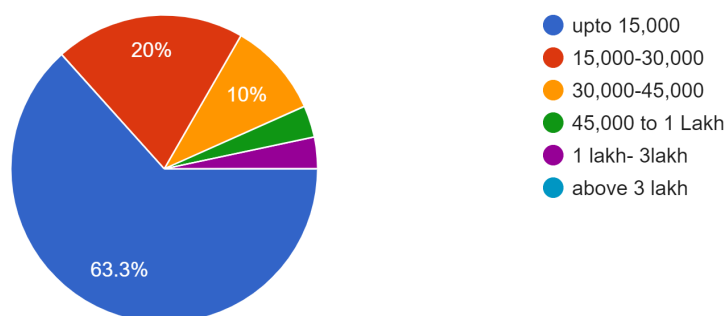


People are very confident while shopping online on their preferred websites. They are Quite Confident that their payment information is kept secure. 60% of the population are strongly confident while a negligible percentage of people are not confident about payment information

9. How much would you spend on buying online products?

How much amount you would spend for buying online products?

30 responses

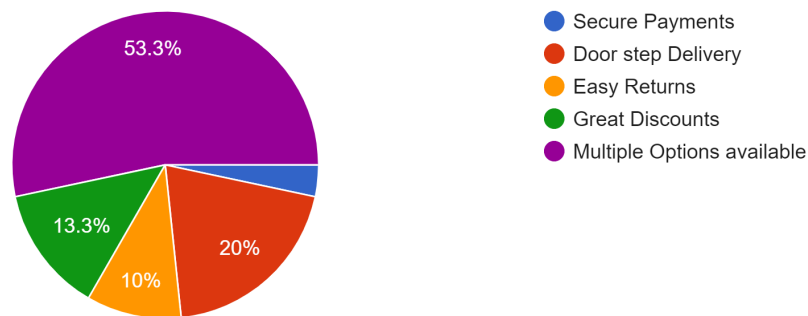


More people are willing to spend up to 15000 INR while shopping online. Whereas some people were likely to spend up to 30000 INR on shopping. Very rare people are ready to spend more money.

10. Why do you prefer shopping for Products online?

Why do you prefer shopping Products online?

30 responses



Thus, the survey revealed that most people prefer online shopping over traditional shopping, due to the variety of options available. 53% prefer online shopping due to the variety of products available online. While 20% like online shopping due to the Doorstep Delivery option and 13% prefer online shopping due to great discounts. 10% of the sample population likes the Easy Return option available with online shopping products.

Conclusion:

From the study, on a survey of online shopping behavior on the age group of 14-34 years, we concluded that the craze among the audience for online shopping for fashion products is higher. Amazon is the most trusted online shopping website among users. The majority of the population doesn't show interest when it comes to buying products with no return or replacement policy.

People nowadays are strongly confident about receiving the right products. They also shared preference towards social media giving them a tailor-made suggestion. As they provide better choices and alternatives.

It seems that even though a majority of the population trust that their online payment information is secured. The vast majority of people still preferred the Cash on Delivery option while buying online. Also, most people are only willing to spend up to 30 thousand while buying products frequently.

Recommendations

- 1) Good discounts could be given to buy expensive products.
- 2) Beauty products should be sold with a trial sachet for an easy return policy.
- 3) Other websites should implement a strong strategy to gain market in India.
- 4) Websites can sell products with minimum delivery charges.
- 5) Quality Products should be sold.
- 6) Websites can implement a quick cash return policy to increase online payments
- 7) To make delivery safer, Websites should share seller information along with the delivery boy.

Thank you