A STUDY ON POPULARITY OF ONLINE SHOPPING AMONG COLLEGE GOING STUDENTS DURING PANDEMIC SITUATION IN

GUWAHATI CITY

A RESEARCH PAPER SUBMITTED IN PARTIAL FULFILLMENT OF M.COM 3RD SEMESTER AS PER THE CURRICULUM UNDER GAUHATI UNIVERSITY SESSION – 2020

SUBMITTED BY

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UNDER THE GUIDANCE OF

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CERTIFICATE

This is to certify that **ABU SALEH MD. ZAKARIA** , student of M.COM 3rd semester , K.C. DAS COMMERCE COLLEGE, CHATRIBARI, GUWAHATI- 781006 has submitted his dissertation under my guidance and supervision on the topic **" A STUDY ON POPULARITY OF ONLINE SHOPPING AMONG COLLEGE GOING STUDENTS IN GUWAHATI DURING PANDEMIC SITUATION "**

This dissertation has been prepared under my guidance towards the partial fulfillment of M.Com Degree under Gauhati University. This dissertation has not been submitted to any other institution or university for award any degree or diploma.

DATE: **(DR. MALAMONI DUTTA)**

PLACE: **Assistant Professor**

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K.C. DAS COMMERCE COLLEGE

<u>DECLARATION</u>

I, **ABU SALEH MD ZAKARIA**, student of M.Com 3rd semester of K. C. DAS COMMERCE COLLEGE, CHATRIBARI, GUWAHATI-781006 hereby declare that the dissertation entitled **" A STUDY ON POPULARITY OF ONLINE SHOPPING AMONG COLLEGE GOING STUDENTS DURING PANDEMIC SITUATION IN GUWAHATI CITY "** submitted by me under the guidance of **Dr. MALAMONI DUTTA, ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT, K.C. DAS COMMERCE COLLEGE** is exclusively prepared and conceptualized by me and the findings are based on the real data collected through primary and secondary research study. Any literature, data or works done by other has been given due acknowledgement in the reference section. I further declare that the work report in this project has not been submitted and will not be submitted either in part or full for the award of any other degree or diploma in this institute or any other institute or university.

The information submitted is true and original to the best of knowledge.

Date:

Place:

Signature of the candidate

ABU SALEH MD. ZAKARIA

M.COM 3RD SEMESTER

ROLL NO: PC-191-020-0063

<u>ACKNOWLEDGEMENT</u>

I take this opportunity to place in record my deep sense of gratitude to some persons without whose help this dissertation would not have materialized so widely.

I hereby take this opportunity to thank Gauhati University for giving me a chance to do this dissertation.

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I am also grateful to all the respondents without whose support this dissertation would not have been completed. Lastly my gratitude goes towards my family members and friends who helped me to make this dissertation a success with their constant support and encouragement.

Thanking you   **(ABU SALEH MD. ZAKARIA)**

 Date:

 Place:

EXECUTIVE SUMMARY

1. **Title of the project:** " A STUDY ON POPULARITY OF ONLINE SHOPPING AMONG COLLEGE GOING STUDENTS DURING PANDEMIC SITUATION IN GUWAHATI CITY "

2. **Investigation Area:** Guwahati City

3. **Institutional Guide:** Dr.Malamoni Dutta , Assistant Professor, Department of management

4. **Name of the student:** Abu Saleh MD. Zakaria

5. **Objective of the study:**

    ➢ To study the factors which influence the students to buy through online in Guwahati city.

    ➢ To study the reason which makes online shopping more popular as compared to retail   shopping in Guwahati City.

    ➢ To study the most popular online shopping site among youth in Guwahati city.

6. **Research tools used:**

    ➢ Primary Data Collection: Questionnaire, Survey, Interaction
    ➢ Secondary Data Collection: Websites, Articles, News etc.

7. **Sampling Method used:**

    ➢ Random Sampling Method.

PREFACE

Research is an important part of human life. Research helps the student to gain knowledge through objective and systematic method of finding solutions to a problem and sometimes refreshes the minds if the students. It inculcates scientific and inductive thinking and it promotes the development of logical habits of thinking and organization.

It is a great feeling for me to conduct this research as per our M.COM 3rd semester curriculum which is about " A STUDY ON POPULARITY OF ONLINE SHOPPING AMONG COLLEGE GOING STUDENTS DURING PANDEMIC SITUATION IN GUWAHATI CITY ". Subject to the limitation of time and resources every possible attempts has been made to study the Popularity of online shopping during pandemic situation among college going students in Guwahati city.. The whole dissertation is measured through the questionnaire, the data further analyzed and interpret and the result was obtained.

GUWAHATI

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1.1 INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and Smartphone.

Most of the student prefer buying products by going physically in markets rather than buying online it is because of various reasons and the prominent reason from them is concerns of quality of products that people buy online this is what insist them buying physically. Although there are several advantages of online shopping like less expensive, time saving etc. but they are quality conscious.

Internet is changing the way consumers shop and buys goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence. It has been more than a decade since business-to-consumer E-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumerbehavior in cyberspace. Along with the development of

E-retailing, researchers continue to explain E-consumers' behaviour from different perspectives. Many of their studies have posited new emergent factors or assumptions that are based on the traditional models of consumer behavior, and then examine their validity in the Internet context. Online shopping is definitely a great way to shop with everything available on the websites. From clothes, gift items, food, home needs, medicines, and many more, this mode of shopping allows one to shop conveniently without hassle on spending hours in a supermarket or shopping areas. The Internet with its wide array of information nooks, allows the customer to go through various reviews of the product or service before actually heading for purchases. These online shopping websites also have daily deals for the customer looking for discounts and store offerings

The world is facing one of the worst disasters in the history. As the world is in the devastating situation and countries have been put under lockdown, restrictions have been imposed on going out of homes, arranging crowded events, going in Markets, almost every business has been shut Down in the world in the wake of COVID-19 and people are stressed to stay in homes. Hence people cannot go in markets for buying products, so this is probably pushing people to do online shopping. Online shopping allows people to fulfill their needs staying at Home and without going markets .The worldwide spread of the COVID-19 pandemic has disrupted how people buy products and services and how they perceive e-commerce. The standardized lockdown rules across India and the growing hesitation among consumers to go outside and shop for essential goods have tilted the nation towards e-commerce. Consumers have switched from shops, supermarkets, and shopping malls to online portals for the purchase of products, ranging from basic commodities to branded goods. Since the norm of social distancing has been initiated for almost the entirety of 2020, the scope of online purchases and online businesses is expected to surge. Many people are embracing the concept of online retail and the surge in FTUs (First Time Users) on e-commerce sites is visible.

Pandemic has significant impact on e-commerce of the world and in some cases negative impact but overall e-commerce is growing rapidly because of virus. Corona virus compelled to customers to use internet And make it habit in their daily routine. Furthermore, many challenges facing By retailers in e-commerce, such as extend the delivery time, difficulty face during

movement control, social Distance and lockdown. The process of shipment and supply is quite slow now, but still people buying because they do not have another alternative. Hence, people moving towards technology Due to virus. Furthermore, some products are very high in demand in market. Even retailers cannot fulfill the customer's demands such as hand sanitizers, toilet papers, disposable gloves, grocery, and dairy products. On the other hand, negative effect of COVID-19 on tourism industry, flights are in loss, international trading is very slow and stuck in their position.

1.2 OBJECTIVE OF THE STUDY

- To study the factors which influence the students to buy through online in Guwahati city.

- To study the reason which makes online shopping more popular as compared to retail shopping in Guwahati City.

- To study the most popular online shopping site among youth in Guwahati city.

1.3 SCOPE OF THE STUDY

The theoretical scope of this study includes the popularity of online shopping during Covid-19 pandemic situation, the need of virtual market their role in influencing the consumption pattern and habits. And also to identify the factors   which influence the students to buy through online as compared to retail shopping. This research is based on both primary data and secondary data. Due to pandemic situation only limited number of persons contacted. This study only focuses popularity of online shopping among college going student. Students, who are well versed in the use of internet and active in social media , know about online market and have tried at least one of them. This study covers an analysis on the measures adopted for the popularity of online shopping during pandemic for the purpose; a sample of 100 respondents has been taken by the researcher. The scope of research is limited for Guwahati city.

1.4 LIMITATIONS OF THE STUDY

There are several limitations found while undergoing the Research, those are stated below -

1. Some respondents were not willing to fill up to the questionnaire and even were not cooperative.

2. The study is restricted to only teenagers so in order to make more generalized, reliable and significant conclusion a study employing larger sample size is needed.

3. The data given by the respondent are not scientifically true in some cases.

4. Very limited research has done in this subject in recent years in India as this study is based on pandemic situation which arise recently.

5. At the time of collecting primary data due to COVID-19 pandemic it was difficult to collect the data from the respondents.

6. The findings and conclusion are based on knowledge of the respondents which sometimes may be biased.

1.7 RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research methodology is the systematic theoretical analysis of the methods applied in the field of study. To know the popularity, a descriptive research work is done and was used to gain the insight of the popularity of the online shopping among college going student during pandemic in Guwahati city. Close- ended questions and answer in brief questions were asked to the samples and data were collected from them.

1.   **Research Design**

A descriptive research design was used in the study , gathering data that describe the events and organizes, tabulates, depicts, describes the data collections. Descriptive research includes survey and fact findings of different kinds of problem under study. Here in the study, a detail research had been done from the selected sample.

2.   **Area of the study**

The study is based on the area of Guwahati city, which is known to be the largest city in North-East India.

3.   **Sources of Data**

The task of data collection begins after a research problem has been defined. In this study data was collected through both primary and secondary data sources.

- **Primary Data:** The primary data were collected from the respondents with the help of a questionnaire and field survey too.

- **Secondary Data:** The secondary data were collected from articles, journals, magazine, newspaper, company manuals, company website, etc.

4. Method of sampling

The method of sampling adopted was "Simple Random Sampling" carried out on the popularity of online shopping among college going student.
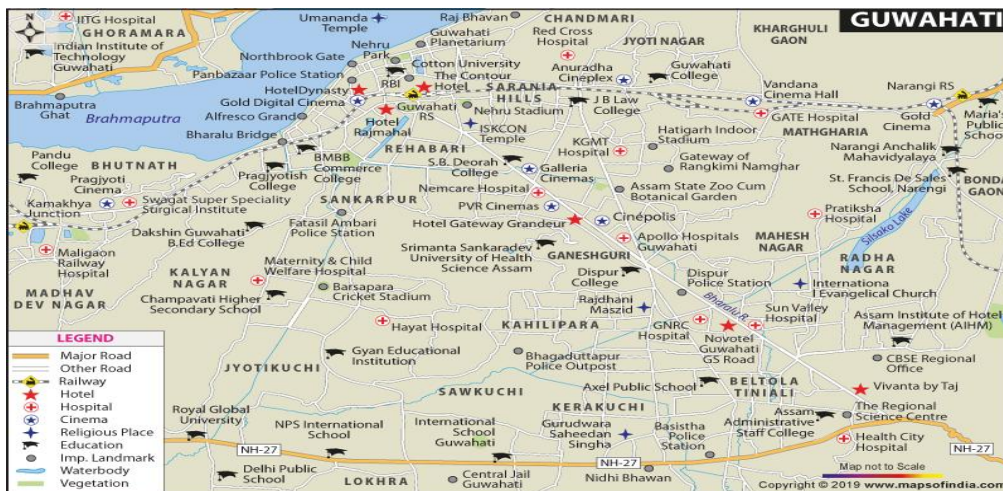
5. Sample size

The sample size is taken for the study is   100 respondents.

6. Research tool

Data has been collected with the help of questionnaire and are analyzed by using different statistical tables like bar diagram, column diagram, pie diagram, line diagram.

7. Time period
The data and information were collected within the month of February 2021

Map of Guwahati, Assam

1.8 SIGNIFICANCE OF THE STUDY

The study is basically a descriptive in nature. Online shopping is considered to be a very helpful way of buying products through the internet especially during pandemic .The worldwide spread of the COVID-19 pandemic has disrupted how people buy products and services and how they perceive e-commerce. The e-commerce market has a great potential for youth segment. Its allows customers to enjoy a wide variety of products and items not only from a specific store, but from a diverse storage that includes all kinds of items. The young population is the biggest attraction of this industry and they may contribute substantially to the growth of online shopping in India. Student community has become so strong conducting big purchase. This is solely because of their exposure to web and social media. Moreover, when it comes to personal purchases, students are very particular that they get the best product available in the market and seek all the possible ways to secure the best products. Purchasing items and products through the web is a very easy task to do. Its provides a very comfortable service for its customers for being able to save the item in the personal shopping bag, and buy it later on .

During the Covid-19 pandemic, Consumers have switched from shops, supermarkets, and shopping malls to online portals for the purchase of products, ranging from basic commodities to branded goods. Pandemic has been exceptionally different from what we have ever witnessed. As the world was forced into complete shutdown, it's safe to say that e-commerce was the saving grace, helping millions of people stay home and procure what they wanted at their doorstep. Since the norm of social distancing has been initiated for almost the entirety of 2020, the scope of online purchases and online businesses is expected to surge

1.5 LITERATURE REVIEW

A review of literature is an evaluating report of information found in the literature related to your selected area of study. The review should describe, summaries, evaluate and clarified this literature. It should give a theoretical base for the research and help you (the author) determine the nature of your research. Works which are irrelevant should be discarded and those which are peripheral should be looked at critically. A literature review is more than the search for information, and goes beyond being a descriptive annotated bibliography. All works included in the review must be read, evaluated and analyzed (which you would do for an annotated bibliography), but relationship between the literature must also be identified and articulated, in relation to your field of research.

A brief review of literature is presented below:

1. Dr. Alpana Vaidya Associate Professor & Head Dept. Of Psychology   Symbiosis College, Pune and Ajay Vaidya Marywood University Pennsylvania,USA **"ONLINE SHOPPING TRENDS AMONG COLLEGE STUDENTS" (2017):**

This is an article developed by Dr. Alpana Vaidya, Associate Professor& Head Dept. of Psychology and Ajay Vaidya, Marywood University. In their study examined that   Online shopping places a heavy demand on the use of the internet. More and more people are gaining confidence about purchasing products online. Hundreds of million dollars are being invested by venture capital funds in this sector. Indian buyers are showing confidence in the online e-commerce. Today many Indians purchase goods like books, electronic gadgets, air and rail tickets, apparel, gifts, mobiles, computer peripherals, audio cassettes and CDs. These studies have been conducted with respect to rural urban differences with respect to online shopping, money spent in online shopping during festival season and so on. This article published in International Journal of English Language literature in humanities, Volume -5, Issue -8 , August 2017, PP 92-106, ISSN : 2321-7065.

2. Aishwarya Goyal, Assistant Professor, Chandigarh Business School of Administration, Landran **"RISING TREND OF ONLINE SHOPPING IN INDIA" (2015):**

This is an article developed by Aishwarya Goyal, Assistant Professor. This study provides theoretical contribution in understanding the present status of online shopping and provides insights into consumers' online shopping behaviors and preferences. This study will contribute in sharing the information about the scope of improvement in online shopping website and challenges faced by online retailers in Indian market. This article published in 2015, Volume: 6 , Issue :2 , PP 125-131, ISSN: 2320 897X.

3. AmitSaha, Royal School of Commerce, Royal Group of Institutions (RGI), Guwahati, Assam
"A STUDY ON THE IMPACT OF ONLINE SHOPPING UPON RETAIL TRADE BUSINESS "

This study has been made to highlight the impact of the increasing trend of online shopping over the various fixed shop retailers. Retailers comprise of a large section of the population and a larger population is dependent upon these retailers. But the advent of e-stores with their attractive incentives And wide varieties has slapped on their face the fear of uncertainty and helplessness. This study looks into the various aspects about how retail businesses are being affected and also the various recovery mechanisms they are coming up with to counter those e-stores in their race of survival. This paper also unravels the effect upon the profitability of the various concerns due to increasing trend for online shopping. This article was published in IOSR Journal of Business and Management,

4.Muhammad Kashif , Aziz-Ur-Rehman, Institute of Business Administration, Shaheed Benazir Bhutto University, Shaheed Benazir Abad, Pakistan and Aziz-Ur-Rehman,

Muhammad Kashan Javed , Institute of Molecular Biology and Biotechnology, Baha Uddin ZakariyaUniversity,Multan, Pakistan **"COVID-19 IMPACT ON ONLINE SHOPPING"**
(2020):

The main purpose of this study is to investigate if the coronavirus is pushing people to do online shopping and will they continue doing online shopping when this plague is over. Investigation has brought on the conclusion that people are not doing more online shopping during coronavirus and people also disagreed that they will be continuing doing online shopping with the same rate in future when this pandemic is over.   This article was published in International Journal of Medical Science in Clinical Research and Review , Volume :3 , Issue : 4, July-August 2020, PP 325-330, ISSN : 2581-8945

5.Deepali, Lecturer, Malout Institute of Management and Information Technology
(MIMIT, Malout), Punjab, India **"A STUDY ON GROWTH OF ONLINE SHOPPING IN**
INDIA" (2013):

This article was developed by Deepali, Lecturer. These studies examined the growing proclivity and economic growth online shopping has increased drastically. Consumers expect merchants not only make their products Available on the Web, but also to make payments a simple and secure process. Online shopping is beneficial For both consumers as well as merchants. With the fast growing technology online shopping is emerging in India at a very faster rate. According to a new report, India saw a 128% growth in interest from consumers in 2012 as compared to that of 2011. This paper is a study on the reason describing the attraction of the people Towards online shopping and various factors affecting it. This article was published in International journal of Computed Science and Mobile Computing , Vol. 2, Issue. 6, June 2013, PP 65 – 68 , ISSN : 2320-088X

6.Chitra Sharma, Research Scholar, Pacific University Udaipur **"CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING" (2015):**

This article was developed by Mrs. Chitra Sharma, Research Scholar. This study attempts to analyze the characteristics of buying behaviour of online shoppers. Consumer buying behaviour in respect of online shopping was studied using different socio-economic variables. It also provides a support that helps researchers understand the drivers of consumers' attitude and goal to shop on the Internet, and consumers perceptions regarding ease of use and usefulness. Conclusions derived from the analysis can be used as useful guide for market orientation. The outcomes of the study suggest that assessment of consumer buying behavior can contribute to a better understanding of consumer buying behavior in respect of online shopping. This article was published in Indian Journal of Applied Research, Vol: 5, Issue: 4, April 2015, PP 854-856, ISSN – 2249-555X
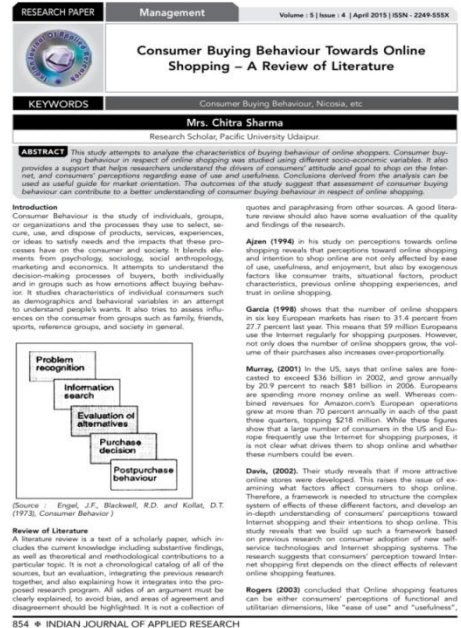
7. Dr.D.Suthamathi and Mr.S.Jeeva **" ONLINE SHOPPING AND OFFLINE SHOPPING CUSTOMER PREFERENCE IN SALRM DISTRICT" (2020):**

This article was developed by Dr.D.Suthamathi and Mr.S.Jeeva . The study tries to recognize and progress a conceptual that addresses customer's value opinion for using the internet shopping versus offline shopping. Observations of online and offline buyers or customers can be evaluated to see how value is constructed in both channels. The factors affecting online shopping are risk of purchase; delivery product varied the buying product, delivery time very delay, quality. the study showed that perceptions of price, service quality and threat strongly impact perceived value and purchase intents in the offline and online network. Main Objective of the study is to analyze the significant difference between the offline and online customers group in terms of demographic, technology use, availability and attitude of the customers. This article was published in INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH VOLUME 9, ISSUE 02, FEBRUARY 2020, PP 5394-5398, ISSN 2277-8

1.6 COMPANY PROFILE:

Flipkart:

Flipkart is an e-commerce company headquartered in Bangalore, Karnataka, India, and registered in Singapore. The company initially focused on online book sales before expanding into other product categories such as consumer electronics, fashion, home essentials, groceries, and lifestyle products.

The service competes primarily with Amazon's Indian subsidiary and domestic rival Snapdeal. As of March 2017, Flipkart held a 39.5% market share of India's e-commerce industry. Flipkart has a dominant position in the apparel segment, bolstered by its acquisition of Myntra, and was described as being "neck and neck" with Amazon in the sale of electronics and mobile phones. Flipkart also owns PhonePe, a mobile payments service based on the Unified Payments Interface.

In August 2018, U.S.-based retail chain Walmart acquired an 81% controlling stake in Flipkart for US$16 billion, valuing Flipkart at around $20 billion.

Amazon's:

Amazon.com is an American multinational technology company based in Seattle, Washington, which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along with Google, Apple, Microsoft, and Face book. The company has been referred to as "one of the most influential economic and cultural forces in the world", as well as the world's most valuable brand.

Amazon was founded by Jeff Bezos in Bellevue, Washington, on July 5, 1994. It started as an online marketplace for books but expanded to sell electronics, software, video games, apparel, furniture, food, toys, and jewelry. In 2015, Amazon surpassed Walmart as the most valuable retailer in the United States by market capitalization. In 2017, Amazon acquired Whole Foods Market for US$13.4 billion, which substantially increased its footprint as a physical retailer. In 2018, its two-day delivery service, Amazon Prime, surpassed 100 million subscribers worldwide.

Amazon is known for its disruption of well-established industries through technological innovation and mass scale. It is the world's largest online marketplace, AI assistant provider, live-streaming platform and cloud computing platform as measured by revenue and market capitalization. Amazon is the largest Internet Company by revenue in the world. It is the second largest private employer in the United Statesand one of the world's most valuable companies. As of 2020, Amazon has the highest global brand valuation.

Myntra:

Myntra is an Indian fashion e-commerce company headquartered in Bengaluru, Karnataka, India.The company was founded in 2007 to sell personalized gift items.

Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena; Myntra sold on-demand personalized gift items. It mainly operated on the B2B (business-to-business) model during its initial years. Between 2007 and 2010, the site allowed customers to personalize products such as T-shirts, mugs, mouse pads, and others.

On 10 May 2015, Myntra announced that it would shut down its website, and serve customers exclusively through its mobile app beginning 15 May. The service had already discontinued its mobile website in favour of the app. Myntra justified its decision by stating that 95% of traffic on its website came via mobile devices, and that 70% of its purchases were performed on smartphones. The move received mixed reception, and resulted in a 10% decline in sales. In February 2016, acknowledging the failure of the "app-only" model, Myntra announced that it would revive its website.

Ajio:

AJIO is the digital fashion extension of Reliance that unveiled in April 2016 at Lakme Fashion Week in Mumbai. AJIO, a fashion and lifestyle brand, is Reliance Retail's first pan-Indian ecommerce venture and is the ultimate fashion destination for styles that are handpicked, on trend and at prices that are the best you'll find anywhere.Celebrating fearlessness and uniqueness, AJIO.com is constantly looking to bring a fresh, current and accessible perspective to personal style.At the heart of it all, AJIO's philosophy and initiatives point to one simple truth – inclusivity and acceptance as the only way to make our society a little more humane. And along the way, just a little more stylish, whether it's through creating capsule collections that make putting together great looks easy, making exclusive international brands available in one place, reviving India's rich textile heritage through the Indie collection or making great style an easy purchase through the in-house brand AJIO Own.AJIO deals in categories of womenswear, menswear, kidswear and technology. With fashion technology in particular, AJIO forayed into a category that combined the convenience of technology with the aesthetics of contemporary fashion by featuring a carefully handpicked selection of premium gadgets and tech accessories.With the advanced internet infrastructure built by JIO and a robust physical retail business built by Reliance Retail, we're creating a differentiated e-commerce model for India through AJIO. This model will entail seamless integration of online and offline models while innovating across superior customer experience, delivery services and payment ecosystem.

CHAPTER –II

DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS

Data analysis is a process of inspecting, cleaning, transforming and modeling of data with the objective of highlighting the useful information, suggesting conclusion as and supporting decision making. Data analysis has multiple facts and approaches, and compassing diverse techniques under a variety of names , in different businesses, science and social science domains.

DATA INTERPRETATION

Interpretation refers to the task of drawing inferences from the data collected after an analytical or experimental study. The factors that been observed my the researcher in the course of the study can be better understood through interpretation and also it provides a theoretical conception which can serve as a guide for further researches .

The analysis can further be explained with the help of tables and graphs drawn below:

1. **Chart showing distribution between the number of male and female respondents**:

Table2.1

Gender	No. of Respondents	Percentage
Male	60	60%
Female	40	40%
Total	100	100%

Source : field survey
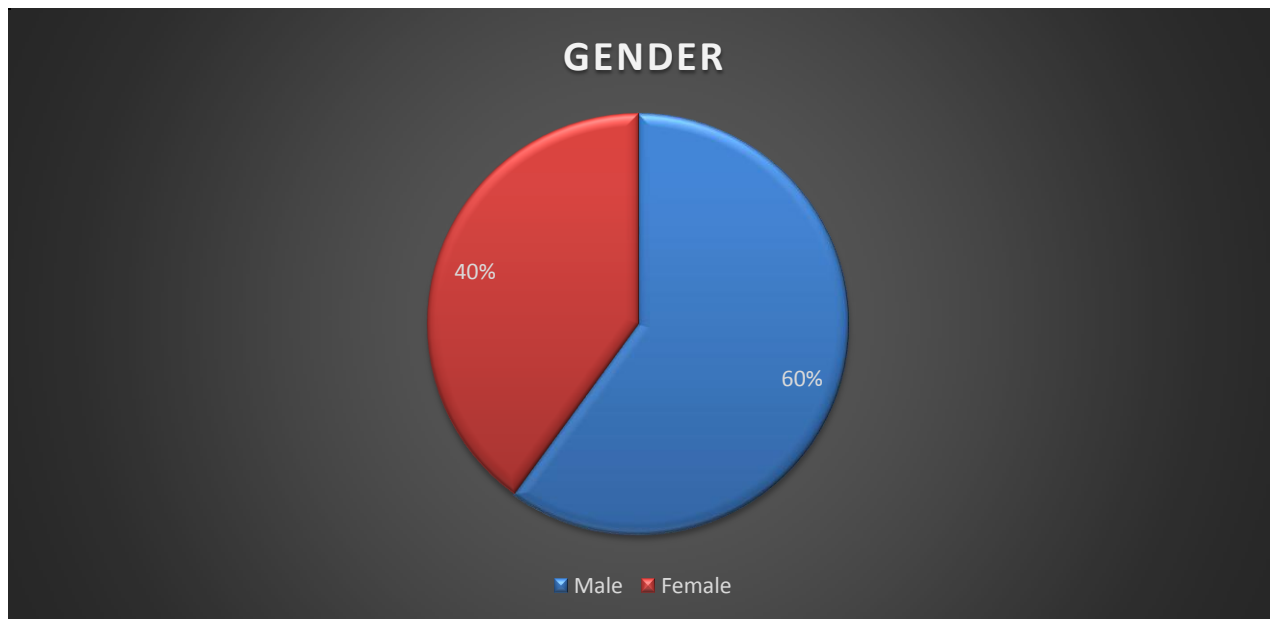
Figure: 2.1

INTERPRETATION: From the above table and figure1 we can analysis that majority of the male are respondents of the survey as compared to femails we have 60% of male 40% of female have participated in this survey . the survey was conducted in the different areas of guwahati.

2. Chart showing the respondents according to their age analysis:

Table 2.2

Age	No of Respondents	Percentage
Below 15	**10**	**10%**
Between 16-20	**20**	**20%**
Between 21-25	**70**	**70%**
Total	**100**	**100%**

Source : field survey

Figure: 2.2
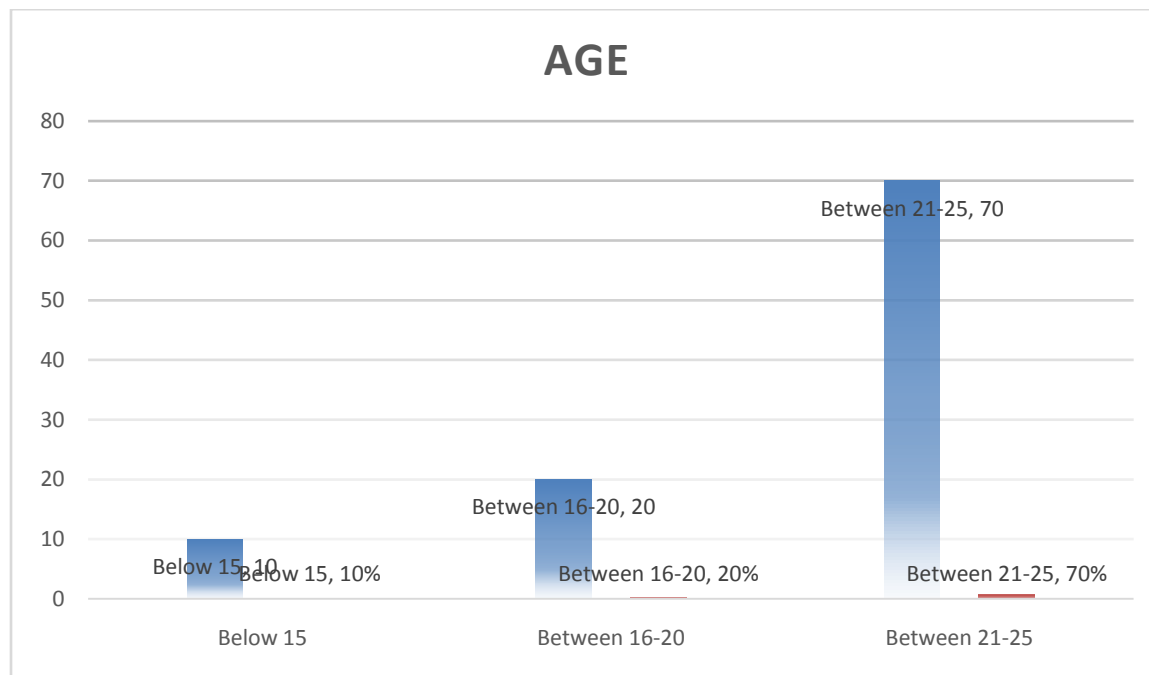
INTERPRETATION: From the figure 2 named as wise analysis, it is clear that in this survey we have 70 respondents in the age group below 21-25 with a percentage of 70% which is the highest percentage among other age distribution of 16-20 we have 20% and 10% fall in the age group below 15.

3. Chart showing the respondents according to their qualification:

Table 2.3

Qualifacation	No of Respondents	Percentage
Higher Secondary	25	25%
Graduate	30	30%
Post Graduate	20	20%
Others	25	25%
Total	100	100%

Source : field survey

Figure 2.3
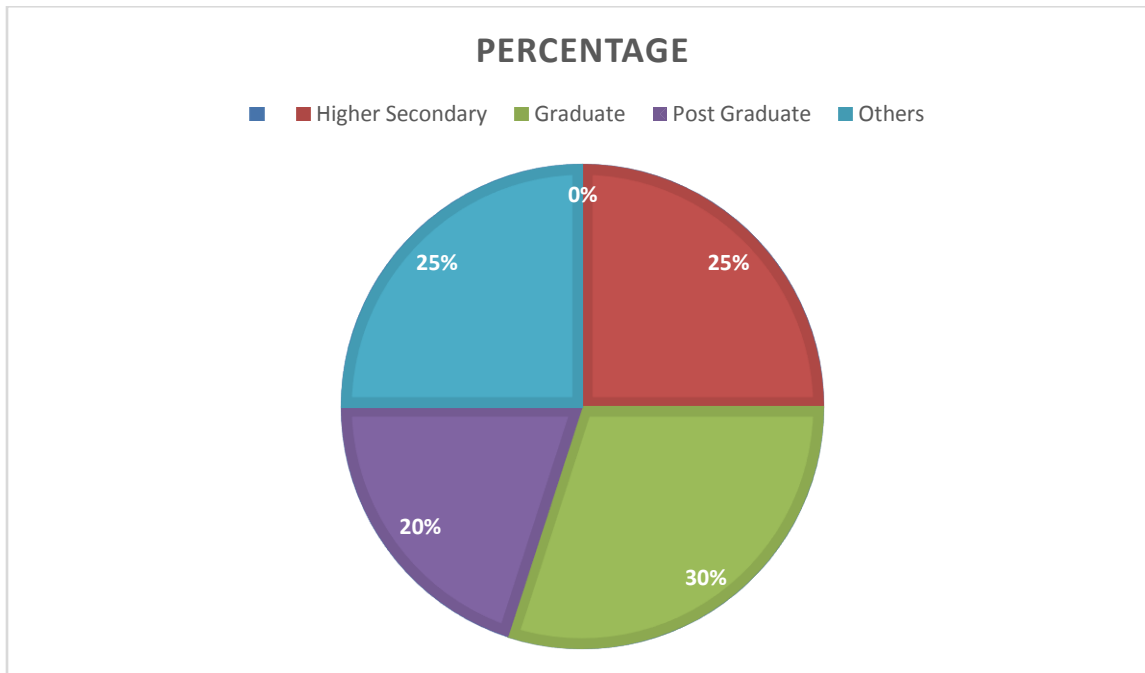
INTERPRETATION:The figure 3 shows the classification of qualification which indicates that , 25% are from higher secondary ,30%are from graduate,20% are from post graduate and the remaining 25% are from other qualification.

4. Chart showing the respondents according to their online purchase:

Table:2.4

Online Purchase	No of Respondents	Percentage
YES	80	80%
NO	20	20%
TOTAL	100	100%

Source : Field Survey

Figure: 2.4
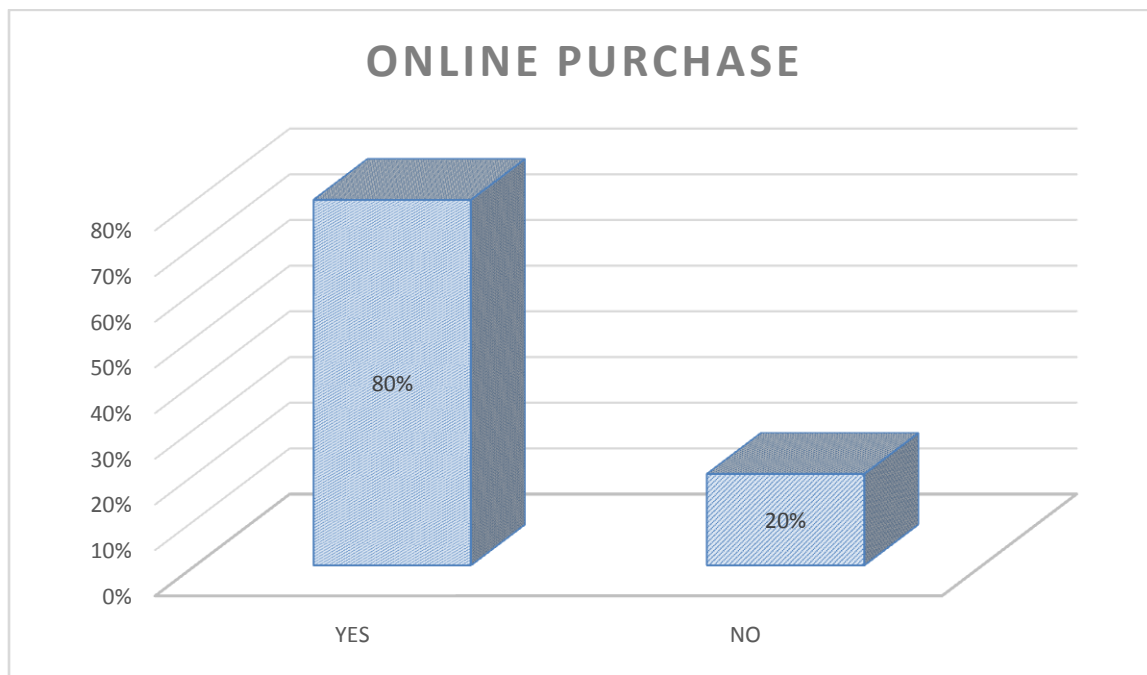
INTERPRETATION: The figure 4 shows that 80% of the respondents prefer online shopping while the remaining 20% prefer retail marketing.

5. Chart showing the respondents according to the time Customer prefer online Purchase.

Table : 2.5

Online Purchase	No of Respondents	Percentage
During festive season	20	20%
During heavy discount period offer	50	50%
Depend upon mood or desire	20	20%
As and when required	10	10%
Total	100	100%

Source : Field Survey

Figure : 2.5

ONLINE PURCHASE

During festive Seson 9%

During heavy discount period offer 24%

Depend Upon Mood or Desire 10%

As and when required 57%
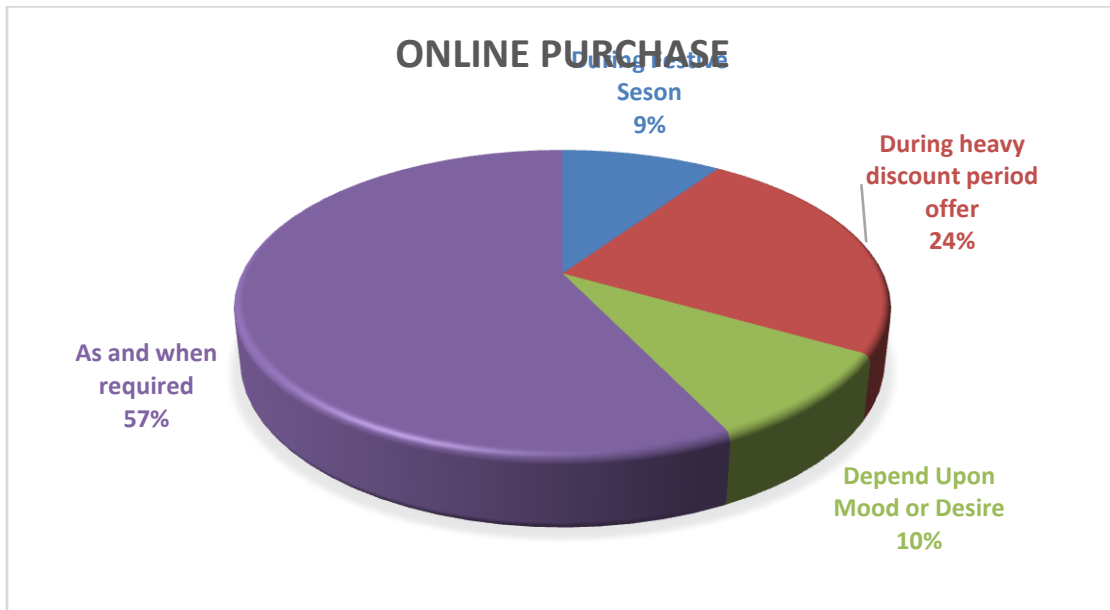
INTERPRETATION: The figure 5 shows that 20% of the consumer prefer during festive season, 50% prefer during heavy discount, 20% people depends on their moods and the remaining 10% prefer on their needs.

6.Chart showing whether the respondents is purchasing before the advent of pandemic?

Table : 2.6

RESPONSE	No of Respondents	Percentage
YES	90	90%
NO	10	10%
TOTAL	100	100%

Source : Field Survey

Figure : 2.6
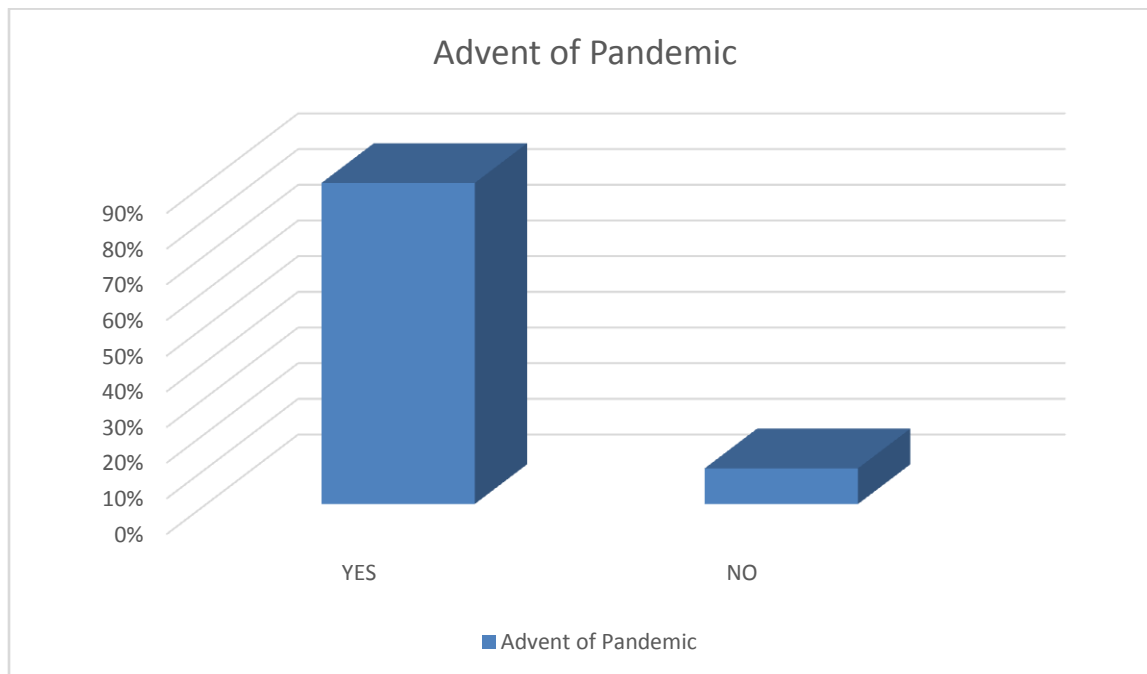
Advent of Pandemic

INTERPRETATION : The above figure 6 shows that 90% of the customer were purchasing before the advent of pandemic and the remaining 10% never purchased online.

7 . Chart showing the respondents according to the purchase only during pandemic.

Table : 2.7

RESPONSE	No Of Respondents	Total
YES	20	20%
NO	80	80%
TOTAL	100	100%

Source : Field Survey

Figure : 2.7

PURCHASE DURING PANDEMIC
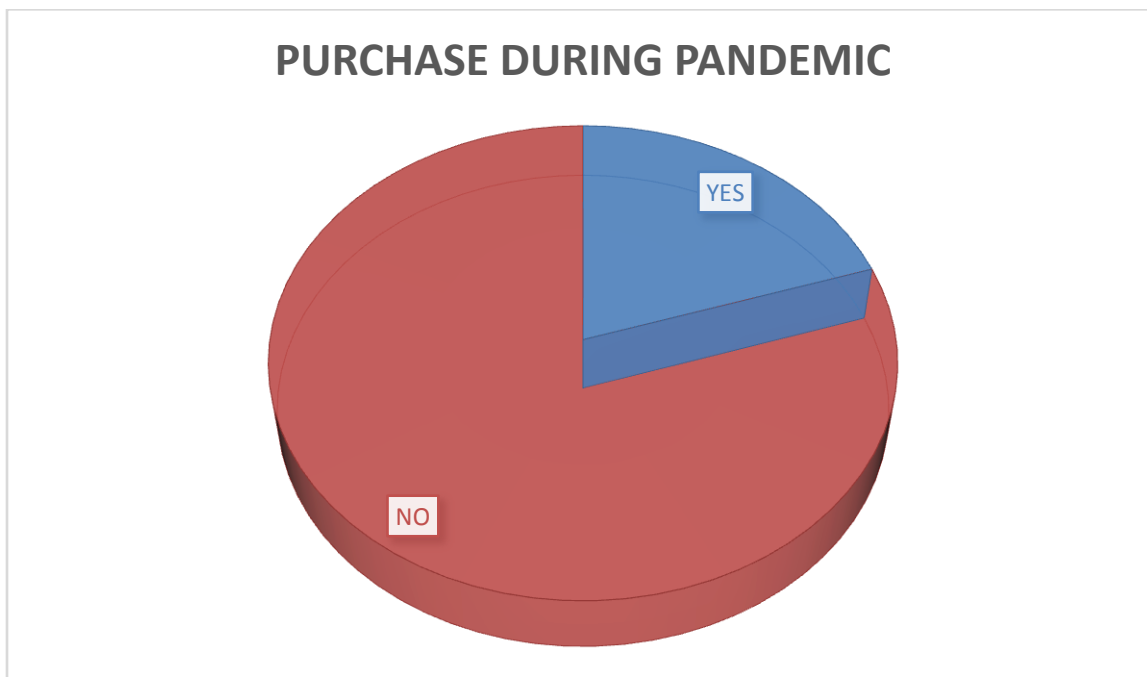
INTERPRETATION: The above figure 7 shows that 20% people started purchasing during pandemic and the remaining 80% were regular purchaser.

8 . Chart showing the respondents according to the purchase increased with the advent of pandemic?

Table : 2.8

RESPONSE	NO of Respondents	Total
YES	70	70%
NO	30	30%
TOTAL	100	100%

Source : Field Survey

Figure : 2.8

INCREASED ADVENT OF PANDEMIC

■ Increased Advent of Pandemic
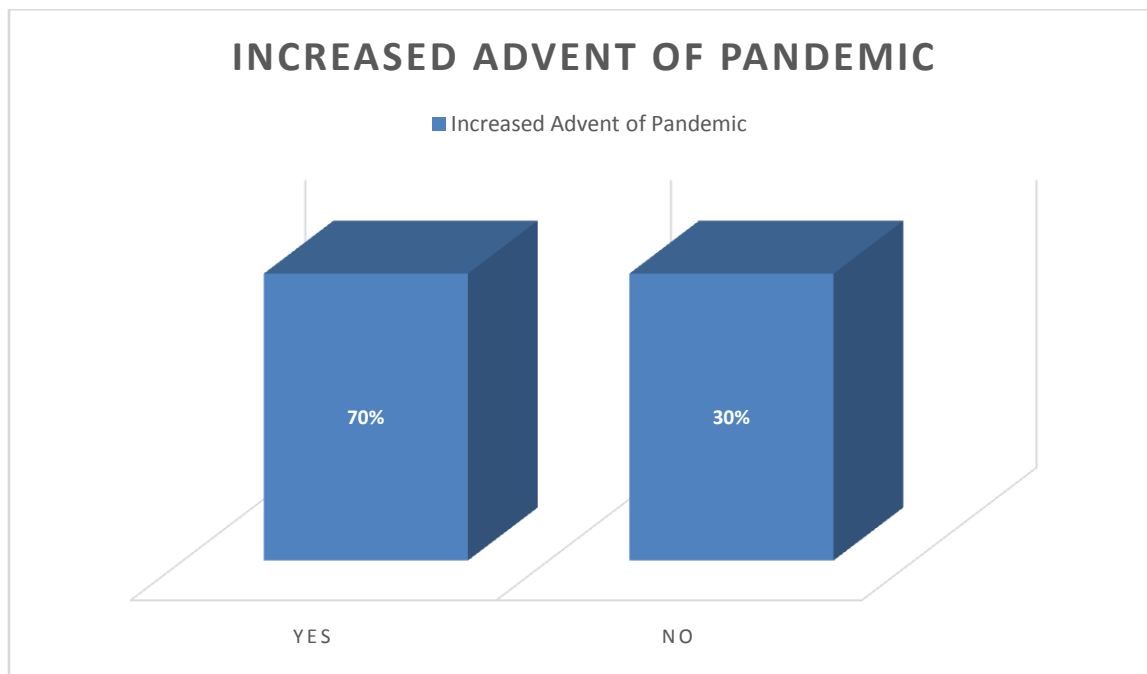
INTERPRETATION : The above figure 8 shows that online shopping has increased 70% during pandemic and the remaining 20% are dependent on offline store.

9 . Chart showing the respondents according to their preferred online store .

Table : 2.9

RESPONSE	No of Respondents	Total
AMAZON	30	30%
FLIPKART	35	35%
MYNTRA	20	20%
AJIO	15	15%
TOTAL	100	100%

Source : Field Survey

Figure : 2.9
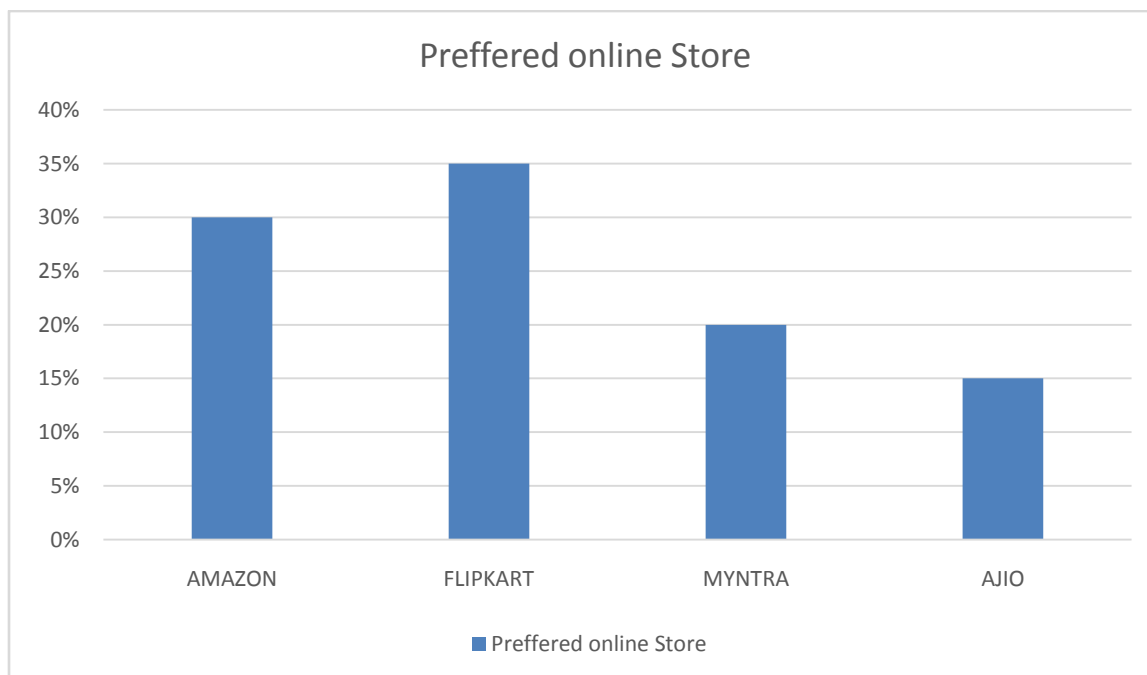
INTERPRETATION : The above figure 9 shows the preffered online shopping sites 30% Amazon, 35% flipkart, 20% Myntra, and 15% Ajio.

10 . Chart showing the respondents according to their last online purchase.

Table : 2.10

RESPONSE	No of Respondents	Total
LAST WEEK	5	5%
LAST 15 DAYS	25	25%
ONE MONTH AGO	40	40%
THREE MONTH AGO	30	30%
TOTAL	100	100%

Source : Field Survey

Figure : 2.10
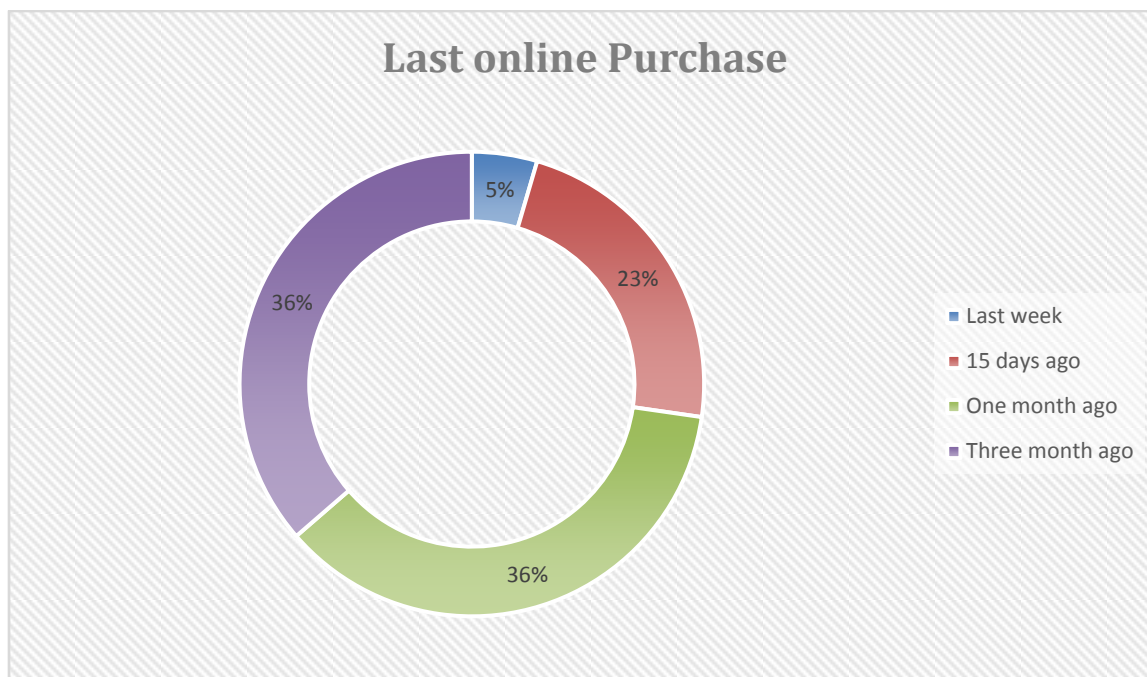
Interpretation: From the above table 5% of the respondent make online purchase in last week, 25% respondents make purchase in last 15 days, 40% make purchase in one month ago, 30% makes it in three month ago

11 .Chart showing the respondents according to the amount purchased while shopping.

Table : 2.11

RESPONSE	NO of Respondents	Total
UPTO RS500	**20**	**20%**
RS500- 1000	**40**	**40%**
RS1000-5000	**25**	**25%**
ABOVE 5000	**15**	**15%**
TOTAL	**100**	**100%**

Source : Field Survey

Figure : 2.11

INTERPRETATION: In above figure 11 shows that 40% respondents purchase in between RS 500-1000 ,25% purchase in RS 1000-5000, 20% purchase in RS500 and the rest 15% respondents prefer to buy above 5000.

12 . Chart showing the respondent REASON FOR E-shopping

Table : 2.12

RESPONSE	No of Respondents	Percentages
SAVES MONEY	60	60%
TIME CONSUMING	10	10%
CONVINENT	20	20%
Range and availability of product	10	10%
TOTAL	100	100%

Source : Field Survey

Figure : 2.12
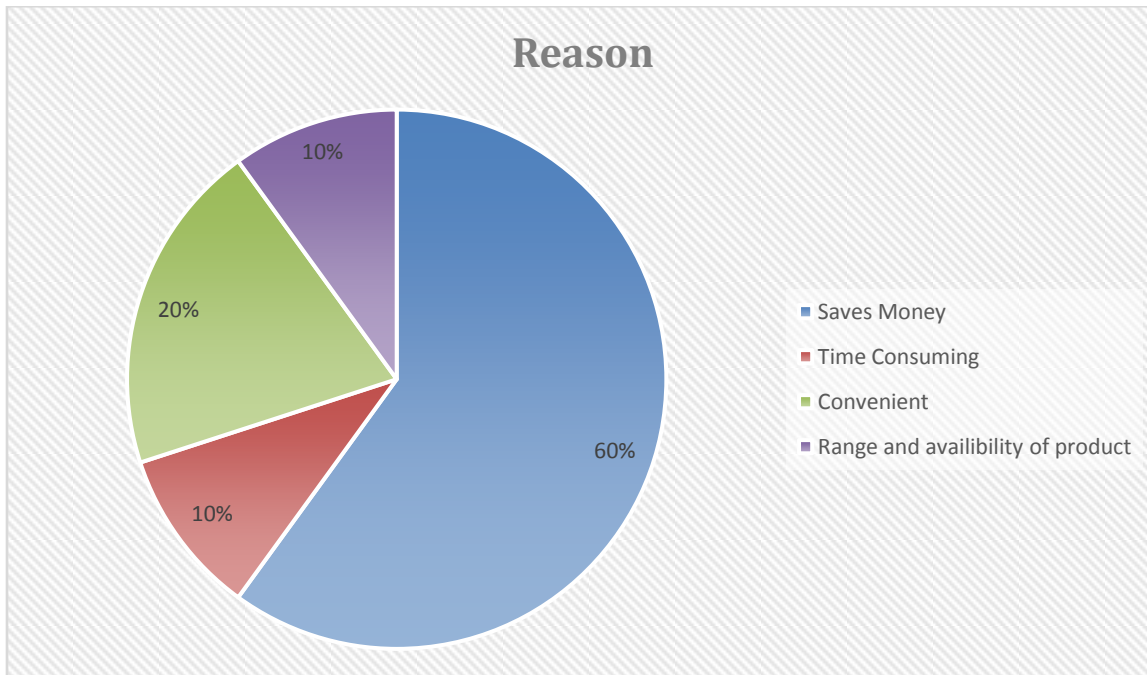
INTERPRETATION : In above figure 12 shows that 60% 0f the respondents buy the product to save money ,20% of the respondents are convenient, 10% shops for time consuming and the remaining 10% buy on the availability of product.

13 . Chart showing the respondents according to their wants.

Table : 2.13

RESPONCE	NO of Respondents	Percentages
Food iteam	10	10%
Clothes	40	40%
Books	5	5%
Cosmetic	15	15%
Electronics	20	20%
Others	10	10%
Total	100	100%

Source : Field Survey

Figure :2.13
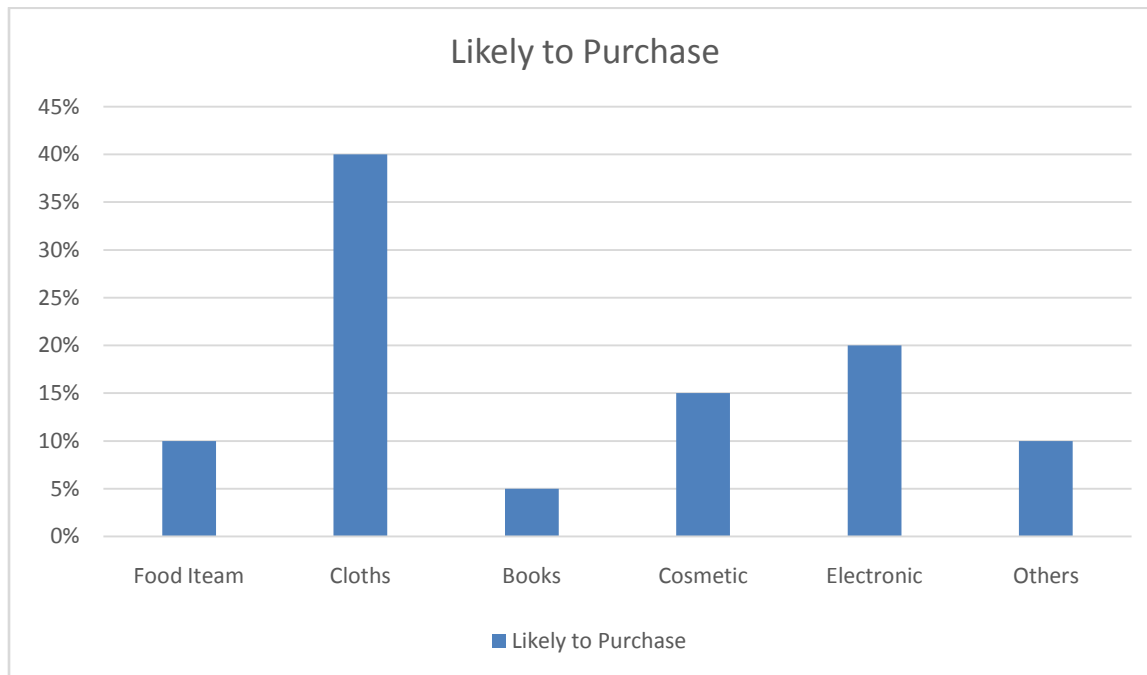
INTERPRETATION : The above figure 13 shoes that 40% of the cloths iteam is liked my the customer, 20% electronics , 15% cosmetics,20% food items and other item are liked by the customers and the remaining 5% are books purchaser

14 . Chart showing payment option.

Table: 2.14

RESPONSE	No of Respondents	Percentages
Debit card	20	20%
Credit card	14	14%
Cash on delivery	56	56%
Third party	10	10%
TOTAL	100	100%

Source : Field Survey

Figure :2.14
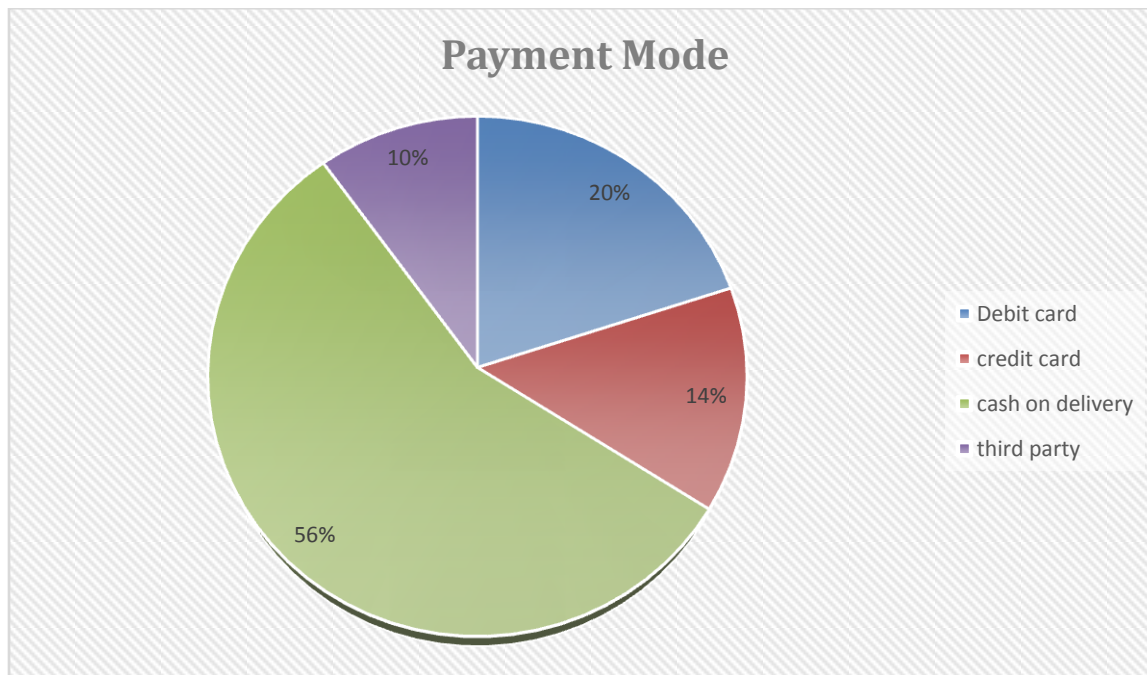
 INTERPRETATION : The above figure 14 shows that maximum customer prefer to buy cash on delivery,20% prefer debit card, 14% prefer credit card, and the remaining 10% use third party applications.

15 . Chart showing tracking of order .

Table : 2.15

RESPONSE	NO of Respondents	Percentages
YES	100	100%
NO	0	0%
TOTAL	100	100%

Source : Field Survey

Figure : 2.15
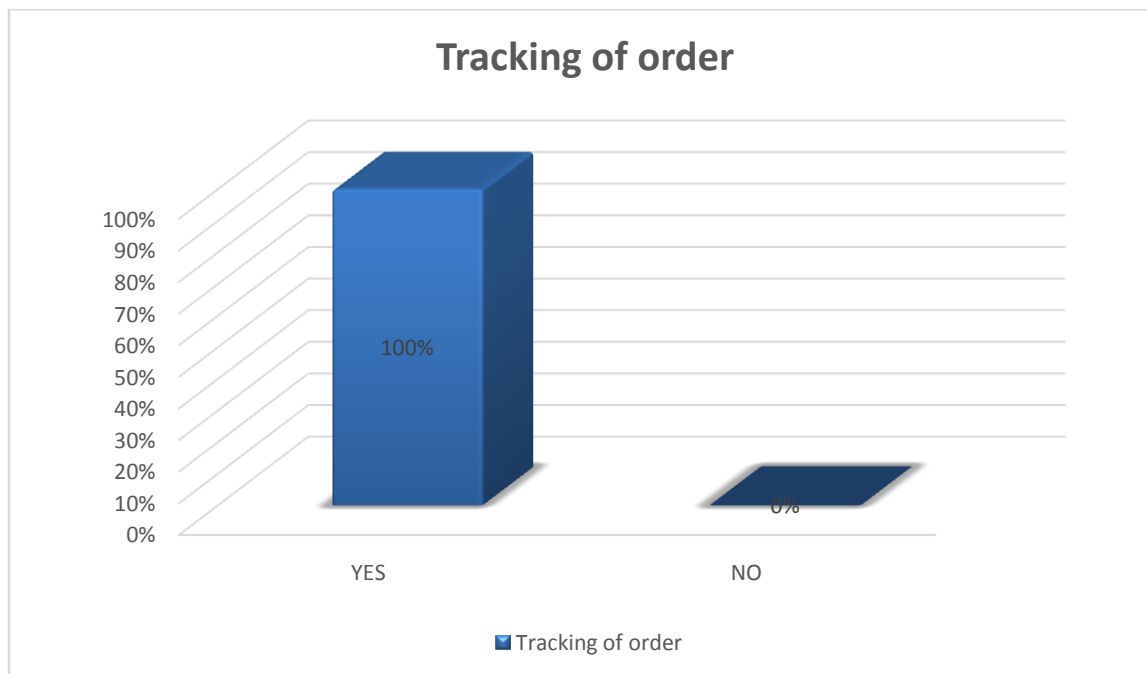
Interpretation: The above figure 15 shows that 100% of the respondents wants tracking the order of the product .

16. Chart showing the not delivery of products during pandemic.

Table 2.16

RESPONSE	NO of Respondents	Percentages
YES	60	60%
NO	40	40%
TOTAL	100	100%

Source : Field Survey

Figure 2.16
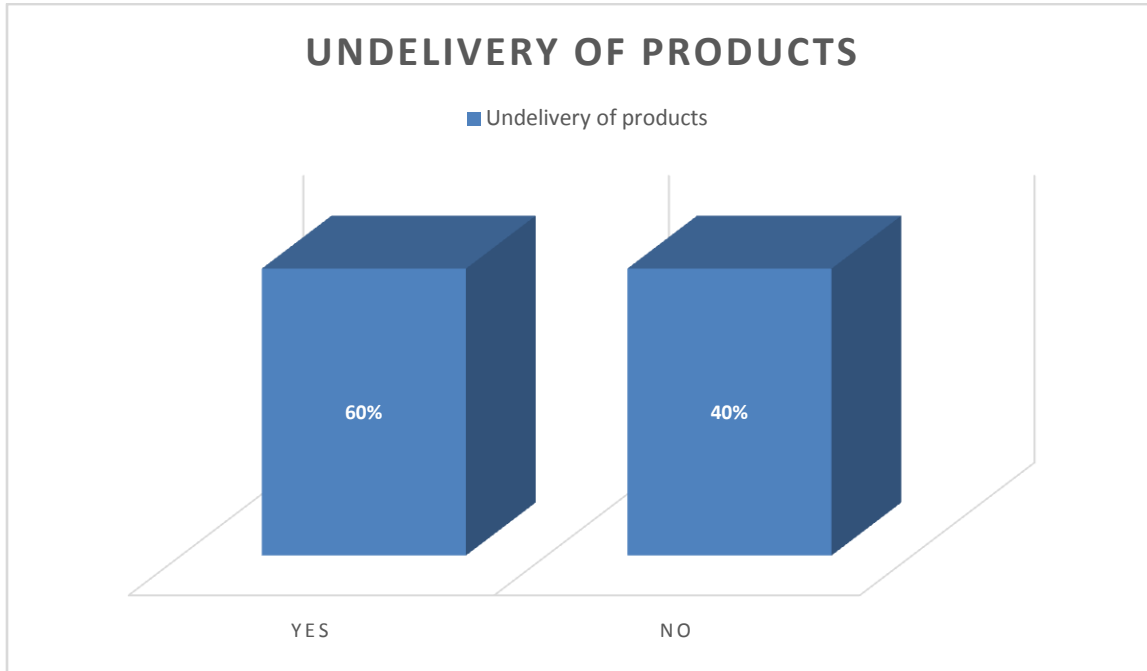
Interpretation: The above figure 16 shows that 60% of the respondents faced the problems of undelivery of products and the remaining 40% didn't faced any issues.

CHAPTER-II

FINDINGS, SUGGESTIONS, AND CONCLUSION

3.1 FINDINGS

3.2 SUGGESSTIONS

3.3 CONCLUSION

3.1 FINDINGS

Some of the major findings after the analysis and interpretation of the data are:

❖ From the study the researcher had found that out of the total number of 100 respondents which includes both male and female who use online shopping sites between the age group of 15 years to 25years. Groups were made in, below 15 years (16-20) years and (21-35) years. It has been found out that 10%, 20% and 70% respondents were from the first, second and the third group respectively.

❖ From the study the researcher had found out that 30% of the respondents are graduate students.

❖ From the study the researcher had found out that 80% of respondents i.e80 respondents purchase online.50% of the respondents prefer shopping during heavy discount.

❖ From the study the researcher had found out that 70% of the respondents increased their online purchase during pandemic.

❖ From the study the researcher had found out that maximum respondents preferred Flip kart as their preferred shopping sites.

❖ The researcher had found out that maximum number of respondents 40% shopped one month ago.

❖ Out of 100 respondents maximum i.e60 respondents shops online to save their money.

❖ From the study the researcher had found out that out of 100 respondents 56% prefer cash on delivery.

❖ From the study the researcher had found out that out of 100 respondent's i.e100 respondents wants tacking of its order.

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3.2 SUGGESTIONS

On the basis of the findings of my research I would Like to give the following suggestions:

- ❖ Consumers should be educated on online shopping procedures with proper steps to be following while online shopping.
- ❖ Transactions should be safe and proper security should be assured to the people making online purchases. Government should play a pivotal role in encouraging online shopping.
- ❖ E-marketers must give a thought to secure, time saving, information about   product and services factors when they design their online product strategy.
- ❖ The study highlights that convenience, accessibility, scope, attraction, reliability, experience and clarity are the important factors considered by the online shopper.
- ❖ Usage of internet includes the consumer's purchase of product as well as the consumer intention to secure for product related information while experiencing the new technology.
- ❖ Banker should promote Debit card, Credit card facility to college going students for online shopping.

3.3 CONCLUSION

A successful web store is not just a good looking website with the dynamic technical features but is also emphasis on building the relationship with customers with making money. Firstly understanding the customer's needs and wants is very essential f0r building a relations with the customers keeping companies promises gives a customer a reason to come back and meeting the expectations gives them a reason to stay, It shows the company value towards its customers over the website communication, Customer needs and the expectations are not the same age, gender, experience, culture are all the important factors, Users with more online influence focus on the variables that directly influence the task To increase the online purchases business must use the significant time and money, define, design, development, test, implement and maintain the web store, It is very easy to lose the customer but very difficult to gain the Customer To remain in the online business a web store should responding the customers emails, notifying the customers problems and always being honest towards the customer.

Price fact0r and after sate factor play an important role in e—commerce business so online marketers should give due importance to it as well as work on satisfying the existing customer each time and offer new schemes day by day to attract new ones.

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ANNEXURE

QUESTIONNAIRE

Dear Respondent,

       Hope you are safe from the virus. With partial lockdowns complimenting with the dangers of moving out during the present times, it is becoming difficult to everyone to make purchases.

       I am a student of M.com 3rd Semester of K.C. Das Commerce College under Gauhati University. As an integral part of our course curriculum , I am conducting a survey on the topic ," A STUDY ON POPULARITY OF ONLINE SHOPPING AMONG COLLEGE GOING STUDENTS DURING PANDEMIC SITUATION WITH SPECIAL REFERENCE TO GUWAHATI CITY ". It would be highly inspiring if you could kindly spare a few moments to fill up the questionnaire.

Thank you
Abu Saleh MD. Zakaria

1. Name of the Respondent   ……………………….

2. Gender

- Male.   (   )
- Female   (   )

3. Age

- Below 15   (   )
- Between 16-20   (   )
- Between 21-25   (   )

4. Education Qualification

- Higher Secondary   (   )
- Graduate   (   )
- Post Graduate   (   )
- Others   (   )

5. Do you make purchase online?

- YES   (   )
- NO   (   )

6. Generally, when do you prefer making online purchase?

- During Festive Season   (   )
- During heavy discount period offer   (   )
- Depend upon mood or desire   (   )
- As and when required   (   )

7. Did you purchase online before the advent of COVID-19?

- YES   (   )
- NO   (   )

8. Have you started purchasing online only during the pandemic?

- YES   (   )
- NO   (   )

9. Has your online purchase increased with the advent of COVID-19?

- YES   (   )
- NO   (   )

10. Which online retail app would you like to prefer to purchase?

- Amazon   (   )
- Flipkart   (   )
- Myntra   (   )
- Ajio   (   )
- Others   (   )

11. When was the last time you made a purchase over the internet?

- Last week   (   )
- Last 15 days   (   )
- One month ago   (   )
- Three month ago   (   )

12. What is the average amount that you spend per purchase while shopping online?

- Upto Rs 500   ( )
- Rs 500-1000   ( )
- Rs 1000-5000   ( )
- Above Rs5000   ( )

13. What is the reason for E-shopping?

- Saves money   ( )
- Time consuming   ( )
- Convenient   ( )
- Range and availability of products   ( )

14. What kind of product would you like to purchase on the internet?

- Food items   ( )
- Cloths   ( )
- Books   ( )
- Cosmetic   ( )
- Electronic Items   ( )
- Other   ( )

15. How do you make payment mostly when shopping online?

- Debit Card   ( )
- Credit Card   ( )
- Cash on delivery   ( )
- Third party (pay tm, Google pay, phone pe, etc.)   ( )

16. Do you think the feature of 'Tracking the Order' is an important factor influencing the online shopping decision?

- YES   ( )
- NO   ( )

17. Did you face not delivery of products ordered online during the pandemic?

- YES   ( )
- NO   ( )

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