

**PROJECT REPORT ON  
A BRIEF STUDY ON ONLINE SHOPPING IN KOHIMA**

*Project report submitted to Nagaland University in partial fulfillment  
for the award of the degree of Bachelor of Commerce*

**ALEMTOLA**



Department of Commerce

**KOHIMA COLLEGE**

Kohima 797001

2021

**DEPARTMENT OF COMMERCE  
KOHIMA COLLEGE  
KOHIMA - 797001  
NAGALAND**

Date:

**DECLARATION**

I declare that the project report entitled "A Brief Study on Online Shopping in Kohima" is submitted by me for the award of the degree of **Bachelor of Commerce** of Nagaland University is my own work. The project report has not been submitted for any other degree of this University or any other university.

**ALEMTOLA**

**CERTIFICATE**

We recommend that this project report be placed before the examiners for evaluation.

**AKONO PHIRA**  
H.O.D., Department of Commerce

**NGIPLON RACHEL CHOHWANGLIM**  
Supervisor

## ACKNOWLEDGEMENT

I hereby take this opportunity to express my profound sense of gratitude and reverence to all those who have helped and encouraged me towards successful completion of the project report. It has been a great experience working on the project entitled "**A BRIEF STUDY ON ONLINE SHOPPING IN KOHIMA**".

I would like to thank my project guide Ma'am **NGIPLON RACHEL CHOHWANGLIM** Assistant Professor, Department of Commerce, **Kohima College, Kohima**, for the immense guidance, valuable help and the opportunity provided to me to complete the project under his guidance.

I would also like to thank my friends for their contribution and immense support.

# CONTENTS:

## CHAPTER 1: INTRODUCTION

- 1.1 Introduction
- 1.2 Review of literature
- 1.3 Objectives
- 1.4 Research Method
- 1.5 Research problems

## CHAPTER 2: DATA ANALYSIS AND INTERPRETATION

- 2.1 Online shopping behaviour in Nagaland
- 2.2 Factors influencing consumers online trust in Nagaland.
- 2.3 Response on the basis of Survey.
- 2.4 Finding.

## CHAPTER 3: CONCLUSION

- 3.1 Suggestion
- 3.2 Conclusion

Bibliography

# Chapter -1

## **1.1 INTRODUCTION**

In today's world of information and technology, internet has been proved most powerful information media for sharing our thoughts and knowing very easily about the world. There is a massive influence of technology on our daily life. Internet is becoming more and more important for nearly every day for everybody.

Online shopping is the process of buying goods and services from merchants over the internet. The emergence of World Wide Web, merchants have sought to sell their products to people who spend time online. Consumers can buy a huge variety of items from online stores, and just about anything can be purchased from companies that provide their products online.

Online shopping is commonly understood as a media through which goods or assistance materials are purchased online using internet devices. Online shopping has grown in popularity over the years throughout the world. People find it convenient and easy to bargain shop from the comfort of their home or office or any accessing point. This is an act of purchasing products or services over the internet.

The reason behind the study of online business is to know the involvement of buyers in Nagaland towards online shopping by conducting – consumers survey in Kohima the capital of Nagaland.

## **1.2 Review of Literature**

Dahiya (2012) in her study has used qualitative and quantitative research methods to study the impact demographic factors of consumers on online shopping parameters like satisfaction with online shopping, future purchase intention, frequency of online shopping, numbers of items purchased, and overall time spend on online shopping. Goswami et al ( 2013) in their paper they have made an attempt to analyze customer satisfactory level in internet marketing in Jorhat town of Assam. Data were analyzed through simple statistical methods i.e. percentage method and study have concluded that customers are satisfied with the sellers using online mechanism to sell their products. Goswami Varma & Agarwal ( 2014 ) have analyzed the buying attitudes of homemakers, influence of social media on their buying behaviour and other factors that affect their purchase decision online . The paper also attempts to explore the bricks and mortal buying behaviour vs. online behaviour of the target audience.

## **1.3 Objectives of the Study.**

1. To find out the behaviour of customer in Kohima.
2. To find out the product preference of the customers using online shopping.
3. To find out the most preferred online seller by the customers.



## **1.4 Research Methods**

The study has tried to explore the inclination of people in Kohima town of Nagaland towards the online shopping and collected information from respondents with the help of open ended questionnaires .The questionnaires have been carefully made and sent to the respondents using platforms like instagram and whatsapp.

## **1.5 Research Problems.**

Today, online shopping is the fastest growing segment of online commerce. The major difference between traditional and online selling is the extend of interaction between the customer and the seller. There is much more electronic interactivity with the consumer in the form of emails and FAQs. Through FAQs, the consumer questions on shipping, payments, products, policies and other consumer concerns can be addressed effectively.

In Nagaland the major problem arises due to the lack of no proper online platform to advertise their products that can help the producers or the dealer to reach out to the target customers. So basically they are left with the sites like instagram, facebook and whatsapp. Another one is internet penetration is low as compared to several western countries. Last but not the least payment gateways have a high failure rate as several customers do not reattempt payment after a transaction fails.

# Chapter – 2

## **2.1 The Online Shopping Behaviour of Consumers in Nagaland Context.**

Online shopping in Nagaland - The world is changing shopping tradition rapidly but in Nagaland online shopping is still not that much popular. Traditional or conventional methods of shopping are more popular in Nagaland. The online shopping trend in Nagaland have continued to evolve over the last few years only, providing residents with the means to shop from the comfort of their own homes for goods, apparel, electronics and so much more. In Nagaland most of the online shopping is done via; Instagram, facebook, whatsapp etc where some of them (pages) offers free shipping which others have a small extra shipping fee.

## **2.2 Factors Influencing Consumers' Online Trust in Nagaland is Discussed Below:**

1. Trust: The primary reason for online risk perception being high among the consumers stems from lack of trust on online shopping. Trust is one of the most frequently cited reasons for consumers not willing to purchase online and plays a critical role in facilitating online transactions. In the anonymous digital world trust is critical for building relationship with customers and at the same time extremely difficult to build in the minds of the consumers.

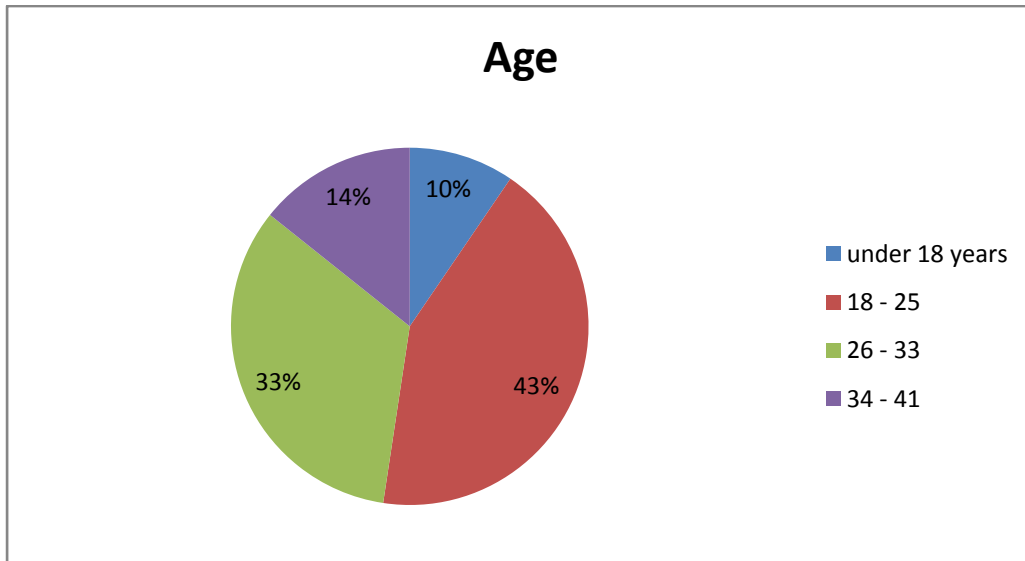
2. Integrity: This is the most important factor which affects consumer's online trust. Integrity is consistency of actions, values, methods, principles, expectation and outcomes. Integrity is regarded as the honesty and truthfulness of the E-tractor actions.

3. Useful information: Useful information can be used as the honesty and truthfulness of advantageously, beneficially or for several purposes. In the online business world where physical interaction is more or less absent, confident of consumer's can be gained by providing extensive information about the market's offering.

4. Payment and commission: Large volume of transaction in Nagaland is cash based transaction. Almost everyone has started COD in Nagaland and some with online payment method. However, my study here is that this is incredibly hard to scale. As humans are involved in the collection of cash etc.

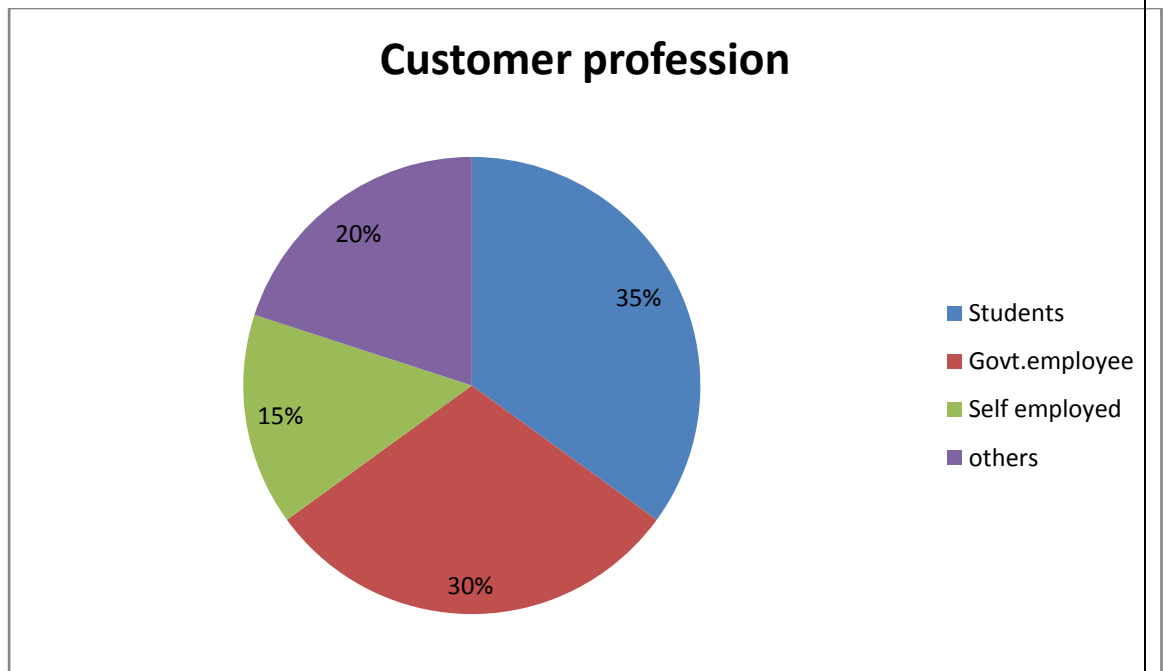
## 2.3 Response on the Basis of Survey.

### a. Age wise distribution of customer.



The above diagram shows us the percentage in the age of respondents. As it show from age under 18 years the number of respondents is 10% and from age of 18 to 25 is 43 % and from the age of 26 – 33 is 33% and lastly from the age of 34 – 41 is 14 %.

### b. Profession of online customers.



This graph help us to know the occupation of the respondents, this is to know that which segment of people are buying more products on the internet whether they are

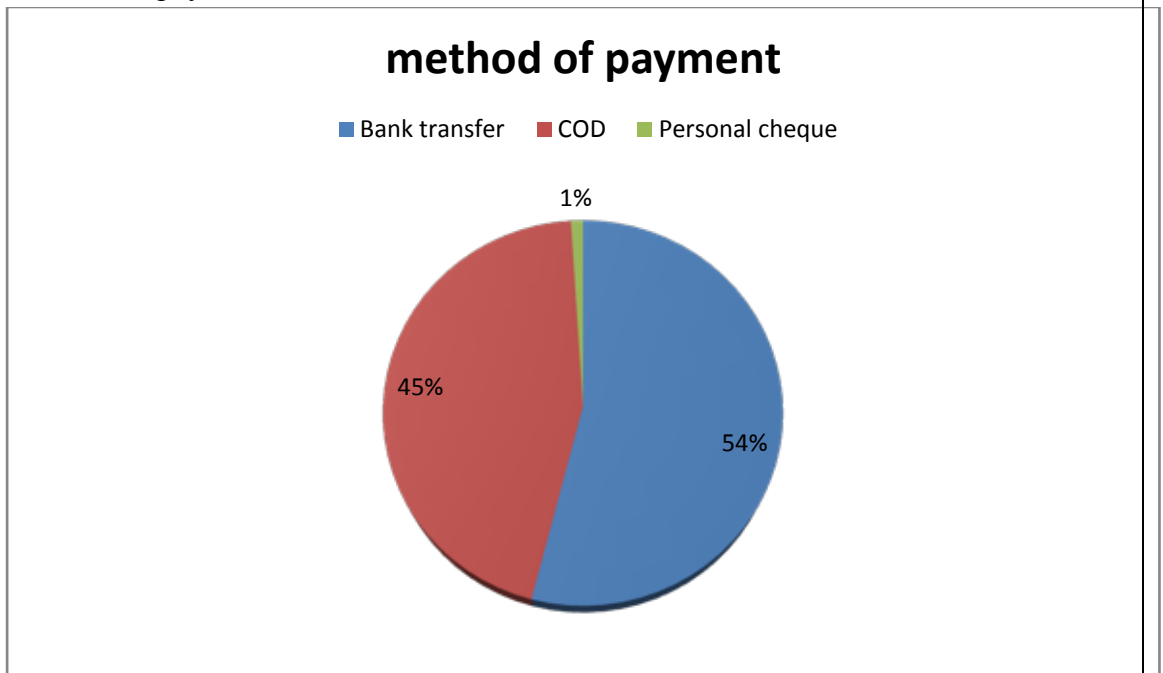
the segments of students or government employees or others. The above graph show that 35% of students used internet to buy products followed by government employees.

c. Main reason for online shopping.



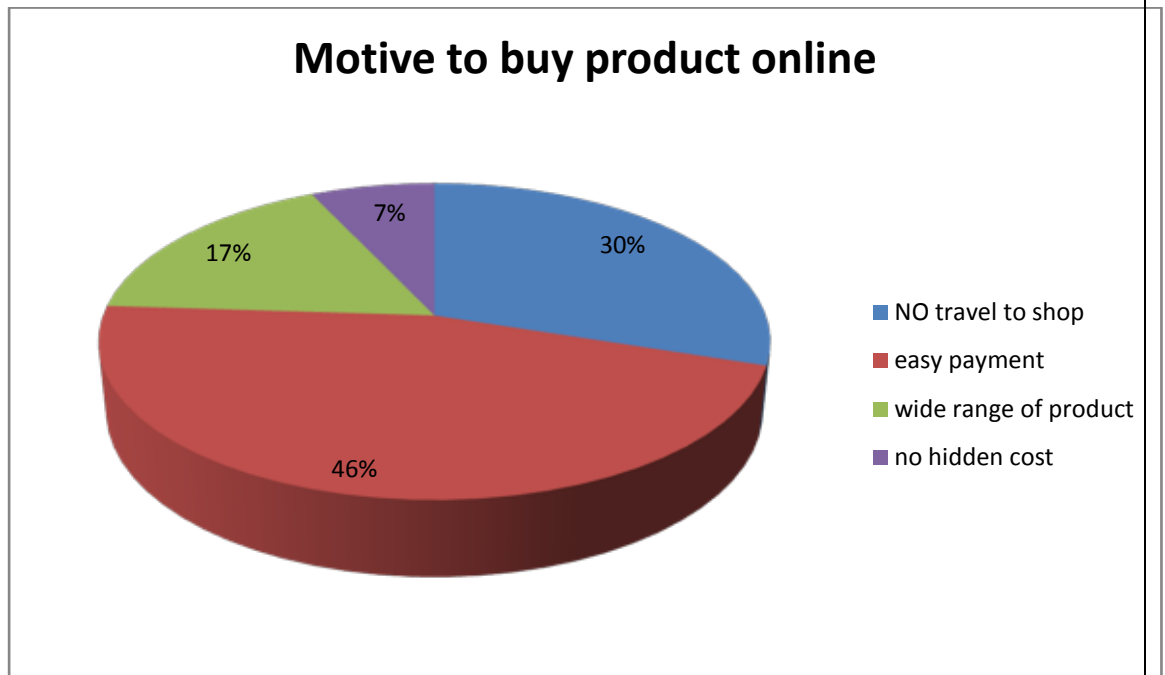
The above pie chart shows that online shopping is mainly opted by the respondents due to the price as 40% trust is very low in online shopping.

d. Methods of payments.



This diagram show that most people used bank transfer and COD as means of payment and only 1% used the method of personal cheque.

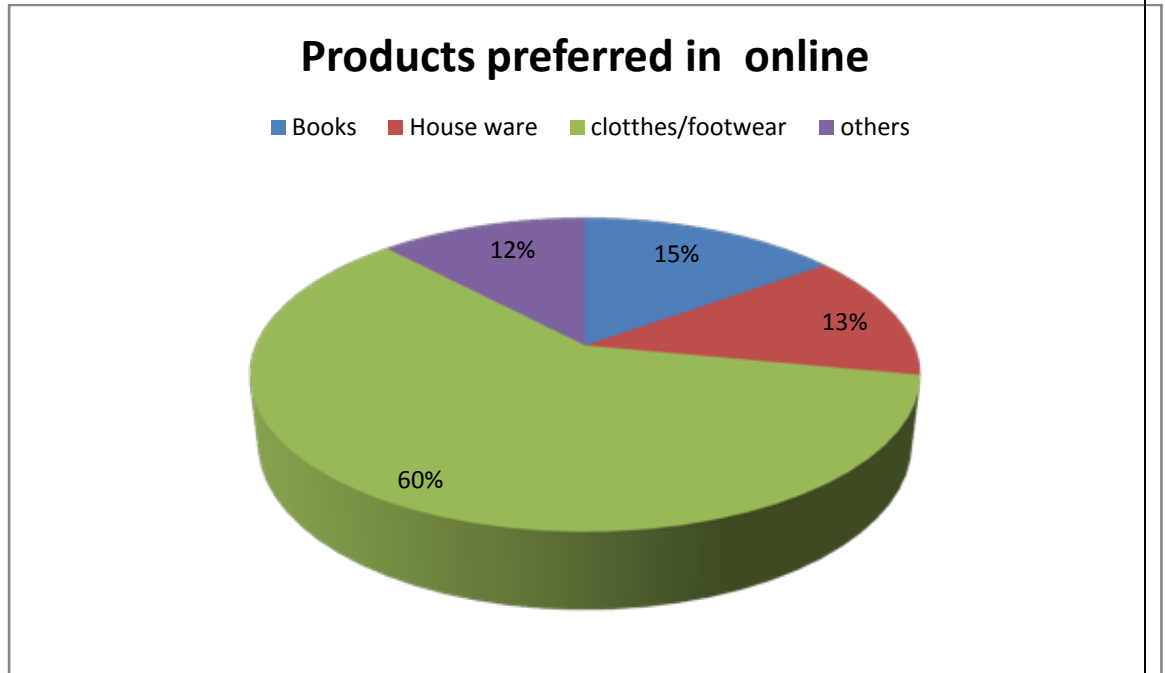
e. Motivational factors to buy product online.



This graph shows us what motivates the people to buy internet, as from above result we found out that easy payment is the main thing which motivates the people to buy product online.



f. Products preferred in online purchase.



The above survey shows that people in Kohima prefer to buy clothes online and it comprises 60% of the total sample followed by 15% of books and 13% of house ware.

## **2.4 Findings.**

From the analysis part it is found that young people falling under the age group of 18-25 years are the major participants of online shopping. This is the age of internet and everyone wants to try things which are trendy. Young consumers rarely look online for information about the products, but mainly to visit them in order to make a purchase, compare prices, and read the opinions of other consumers. And also it is seen that students are one of the highest participants regarding the product penetration.

Today's young generation mostly prefer online shopping as to save time even though there is a high risk to get scam.

The strong influence of the internet on the lives of young people and the trends that are the consequences of market behaviour, should encourage companies to build relationships with young consumers through the virtual world.

# Chapter – 3

## Conclusion

### **3.1 Suggestions of the study**

1. Due to concern of security, many people use cash on delivery which is obstacle towards cash less economy.
2. Consumers today demand a better, more efficient and less cumbersome way to compare and buy products online. Innovative service should be provided to the consumers so that they can compare products, which are available online using their mobile phones.
3. In India still the low speed of internet has not happened the way it should have been which is another obstacle for online shopping. Ecommerce revolution can be brought about by providing more broadband connections at affordable prices.
4. Convenience and time saving are the main reason to shop online. Therefore, business to consumers' sites should be designed in such a way that consumers spend less time in finding information.

### **3.2 Conclusion**

Online shopping is preferred by customers due to the reason that they can shop anytime, anywhere, anything conveniently while comparing prices, features of the products among available varieties and brands at online shopping sites. Further the prompt services by online retailers and wide spread internet has acted as enablers of online shopping. In Nagaland online shopping can be more attractive by clarifying the apprehension of consumers with respect of financial and security risk. The objective is not to convert all shoppers to online procuring, but to display them it's a choice. In totalling to above, efforts has to be taken to classify defects in service transfer. This can be done over online people and blogs that assist as marketing and advertising apparatuses and a basis of response for enterprises. Thus, the online selling increases more subjects than the benefits it presently proposes. The quality of products obtainable online and dealings for service delivery are yet to be uniform. Till this thing will be done, the buyer is at a great risk of frauds.

## **Bibliography**

1. Goswami, Adrita Barauh, pallavi & Borah, Sarat (2013), customer Satisfaction Towards Online shopping with Special Reference to Teenage Group of Jorhat Town, Paripex Indian Journal of Research, 3(4), 239-241.
2. <https://www.researchgate.net>
3. Solomon, M.R (1998), consumer behaviour , New York, NY: prentice Hall, 1998
4. [http:// epratrust.com](http://epratrust.com)
5. <http://www.indianjournals.com>