

**A PROJECT REPORT ON A BRIEF STUDY ON CUSTOMERS'
PERCEPTION TOWARDS ONLINE MARKETING IN KOHIMA.**

**Project report submitted to Nagaland University in partial fulfillment for the
award of the degree of bachelor of commerce.**

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DECLARATION

I declare that the project report entitled 'A Brief Study on Customers' Perception Towards Online Marketing in Kohima' is submitted by MOISHEI C.PHOM 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 .

MOISHEI C.PHOM

CERTIFICATE

I forward this project report to be placed before the examiners for evaluation.

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 encourage me towards successful completion of the project report. It has been a great experience working on the project of "A brief study of customer perception on online marketing in KOHIMA". I would like to thank my guide ma'am NGIPLON RACHEALCHOHWANGLIM assistant professor, Department of commerce, KOHIMA college KOHIMA, for the immense guidance, valuable help and opportunity provided to me to complete the project under her guidance .I would also thank my friends for their contribution and immense support.

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LISTS OF CHARTS

- 1) Pie chart showing the purchase over the internet.
- 2) Pie chart showing the customer satisfaction of the services provided by these companies.
- 3) Pie chart showing the items that customers like to purchase over the internet.
- 4) Pie chart showing whether online marketing is a way to save time.
- 5) Pie chart showing whether online marketing always gives the required items as shown.
- 6) Pie chart showing the availability of online marketing at the door shop.
- 7) Pie chart showing whether delivery services are good in Kohima.
- 8) Pie chart showing the apps that customers prefer more while purchasing the goods through internet
- 9) Pie chart showing the features of online marketing according to the preference of customers.
- 10) Pie chart showing the mode of advertising that influences the customer to buy any products.
- 11) Pie chart showing the mode of advertisement that customers prefer.
- 12) Pie chart showing the mode of payment customers prefers.
- 13) Pie chart showing whether window shopping is better than shopping in person.
- 14) Pie chart showing whether online shopping is misleading.

CHAPTER 1: INTRODUCTION

1.1. Introduction

Internet marketing is a modern Marketing method in which we use the internet to promote and sells items and services. Internet is used in online market to inform the customers about the company's products and services. Because of the widespread use of the internet and mobile devices by customers these method are popular nowadays. Internet marketing is an umbrella term that covers a wide range of marketing strategies and avenues. Digital market has become the most powerful tool for businesses .The project studies the perception of customers towards online marketing, also determining the factors which influence the customer to purchase goods and services. The project will depict the attributes of online shopping influencing the purchase decision by the respondent. It will also determine the issue regarding online shopping which includes various limitations. It will also determine the customer preference of quality, price, and variety. It will also determine the website and shopping apps that the customers prefer, customers use the internet not only to buy the product online but also to compare prices, features and quality of the product.

In KOHIMA, shopping through online is very common among people, online shopping are trending, people use various apps or websites to purchase goods and they are so much influenced by online shopping. People mostly prefer trending clothes and the market in KOHIMA does not provide much of the desired clothes, which in why, they start to shop online so to find the desired products. Online shopping also provides discounts and people rush to buy the products in a cheaper way. And to save time they opt for shopping the household items through online.

1.2. REVIEW OF LITERATURE

Paulo, Tiago and Almira (2014): Customers started shopping via e-commerce rather than in physical stores. To stay in the competitive market one should satisfy the needs of the customers, provide the goods at high quality and should have good delivery services.

Bearden, Ingram, Laforge, 'Marketing; principles and perspective'(2004): The book emphasized the quality/ value and productivity. In this book they talked about the type of philosophy i. e. Production philosophy, selling philosophy and marketing philosophy. The book state marketing as a societal process where the flow of goods and services from producers to customers facilitates in a society as it is more effective and efficient, more choices are available to better satisfy the consumption needs of citizens.

Danny star, 'Digital marketing 2020' (2019): These book teach how to build and sustain business as a brand with a dominating social media presence as per the requirement of the modern world. Through this book, Danny Star share his insight about digital marketing, This book introduces how certain systems work, and even tips on when to deploy certain method.

Susan ward, 'what is online marketing,' (2020): The book talked about online marketing how to take advantages of digital networks and electronic devices to promote a products or services. And how online marketing work by using a variety of digital, online and electronic means to push a message to current and potential customers. Online marketing is the strategy use of digital network and electronic devices to promote a business. The book state that every business will benefit from online marketing because it is a great way to reach people where they already are (online).

Simon kingsnorth, "Digital marketing strategy" (2019): The book state the 4 Ps of marketing i. e. Products, price, place, promotion. In this book we study the Geographic, demographic, behavioral of the customers and benefits of customers through digital

marketing. In this book we also study how to formulate digital marketing strategy, how to provide a smooth online services and customers experience.

Chang (2013) stated that trust is the most important factor to attract e- commerce buyers. The Internet is changing the way consumers shop and buy goods and services. E-Shopping is becoming more popular, because it is more convenient to shop at any time and at any place and offer discounts on goods, coupon during festival seasons. This project study the perception of customers towards online shopping, factors influencing the customers toward online shopping on different products available in the websites. Most advertisements do catch users attention and people tend to buy products they need but also buy things they do not need. Digital marketing plays a significant role in society as it has created new opportunities for businesses to conduct business 24 hours a day. Online businesses do business at a lower cost. Digital advertising has a greater impact than traditional advertising.

1.3. OBJECTIVE

1. To identify the issues faced by the user while marketing through internet.
2. To study the attitude of customers towards internet marketing.
3. To find out the preference of the customers regarding the attribute of shopping over the Internet

1.4. SCOPE OF THE STUDY

1. To determine which factor influences the customer to go for online shopping.
2. To find out which features of the websites attract the user to purchase the product from the online shopping website.
3. To find out whether grocery online shopping is beneficial.
4. To analyze which factors influence which I user to buy online groceries.

1.5. RESEARCH QUESTIONS

- What are the general perceptions of customers towards online shopping in KOHIMA?
- What are the factor influence customers' perceptions towards online shopping?
- What are the limitations of online shopping in KOHIMA?

1.6. RESEARCH METHOD;

Questionnaire method was used for the collection of data

1.6.1 SOURCE OF DATA

The sources of data used on this project report are both primary and secondary data. In order to collect the primary data, Questionnaire has designed for measuring the behavior and degree of satisfaction of consumer. Information is collected from UGC women hostel, B.Com 4th and 6th sem. KCK (KOHIMA College KOHIMA) and part of Kohima area.

Secondary data consist of information that already exists and that was collected from various websites.

1.6.2 SAMPLE SIZE OF STUDY

The study was conducted at UGC women hostel at Krouliezou Billy Graham road Kohima Nagaland.

1.6.3. COMMUNICATION APPROACH.

Communication was done through printed Questionnaires and through web surveys.

CHAPTER 2: ANALYSIS OF THE STUDY

2.1. Merits of online marketing

- a. Online marketing saves time and effort. Offers and discounts are given during festival time with reasonable prices.
- b. Online marketing can be done at anywhere and at any place.
- c. Detailed information about the product is given, a wide variety of products are available in online marketing.
- d. Convenience of shopping at home and can compare various models and brands
- e. Cash on delivery are available and various payments mode are also available.
- f. Comparison of prices can be made using different shopping websites and provides several options for what one is looking for.
- g. Online marketing provides coupons, affordable prices and discounts.
- h. We don't need to go out while shopping online.
- i. More variety, no crowds and privacy for discrete purchase

2.2 Demerits of online marketing

- a. Not everyone is fond of online marketing and it's not accessible to everyone. There are instances where people are fooled through online shopping platforms.
- b. Some time the products are not exactly as shown. Goods does not reach on time, poor quality, wrong items and size, delayed delivery
- c. Some shopping platforms do not provide a return policy and some shopping platforms or websites are not available in certain areas or countries.
- d. It does not give opportunity to see the product physically and there are risks of fake websites
- e. Delay of delivery, frauds, fake items, expired cosmetics and defects in the products. Hard to differentiate fake products with the authentic one, hidden cost and shipping charges
- f. Sometimes quality of the product is not up to our level of expectations, not satisfactory as compared to the detailed given or shown
- g. Products purchasing through online keeps us being lazy and make us more on online shopping mode
- h. There is no bargain process, sometime the same products we get it in market with low prices
- i. If a person without complete knowledge, purchased the products without reading the details he/ she will end up buying the wrong size or products.

2.3. Window shopping versus Physical Shopping

Some agree that window shopping is better than shopping in persons as it save a lot of time and energy. Since the mall are far places it's more convenient as we can shop at anytime and at anywhere, consume less time and don't have to go out for shopping. Window shopping keeps a person informed about the latest trends, styles and tastes in the market. In window shopping, we can compare the quality and prices, also save finance, easy to access. There are a variety of products available in one place and the products which are not available in our stores are also available in window shopping. Whereas some disagree that shopping in person are better than window shopping because we don't get to touch the items we want to purchase nor we can bargain the price and can't get all the basic requirements. In shopping in person, we can compare the qualities of the product and can check the size of goods and can bargain the price. In window shopping sometimes we cannot predict the size of the items we purchase and the quality of the product purchased are different from what is shown on the website, sometimes we can't get the items on time and defects are delivered. In some window shopping we cannot return the goods whereas shopping in person we can return the goods easily. Whereas, some prefer shopping in person is better than window shopping because we can see and get a better size, color and quality we want. Shopping in person is better way to check the quality of the products before purchasing and we can bargain the prices. Sometimes if we are unlucky the items we purchased online don't come as like in the photos or sometimes items are damaged bearing defects and it is a waste of time and energy. In window shopping we don't get to touch the items we want to purchase nor we can bargain the prices, sometime we cannot predict the size of the goods we purchased, can't get goods in time and in some window shopping, there is no return policy. Whereas shopping in person we can return the goods easily and shopping in person give us trust in buying the products.

2.4. Review of customers'

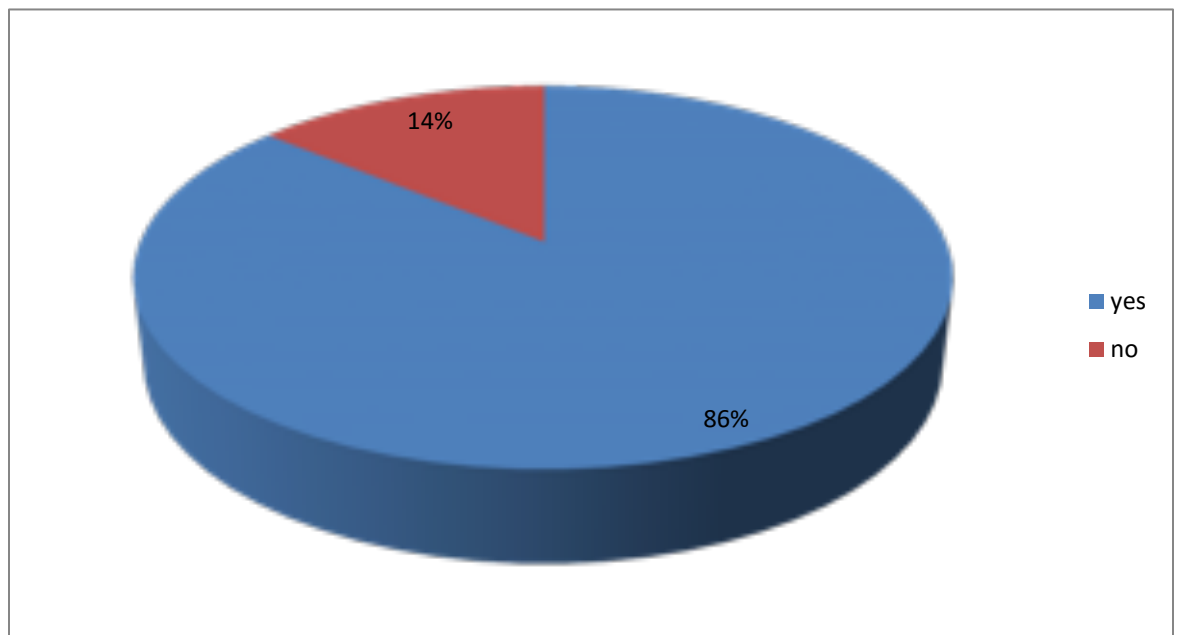
Some people share the opinion that online shopping is misleading because people spend too much time and money in purchasing the goods online and make people lazy. Some review and ratings of the websites are faked, they mislead the people with quality products, and they mislead the customers with the wrong images of the product and make us want to buy more than needed. Online shopping is misleading due to frauds in online shopping and high quality editing, sometimes it gives us false information about the products and customers are likely to abandon the brands to which they are loyal if they find that businesses are not truthful or misleading in their advertisement. Some are of the opinion that online shopping does not mislead us because it is easier to get work done quickly, save customers time and helps small businesses to grow and gives job opportunities to the youths and it's of great advantage. It does not provide any false information about a product if we read every detail that is given or written on that item. It is convenient to shop at home, provides us with our necessities and satisfies us to a certain extent. Products are received as expected although delayed in delivery. In online shopping they can't cheat on customers because customers have the right to complain and close the app if fraud is caught.

2.5 Problem faced by the customer while purchasing goods online.

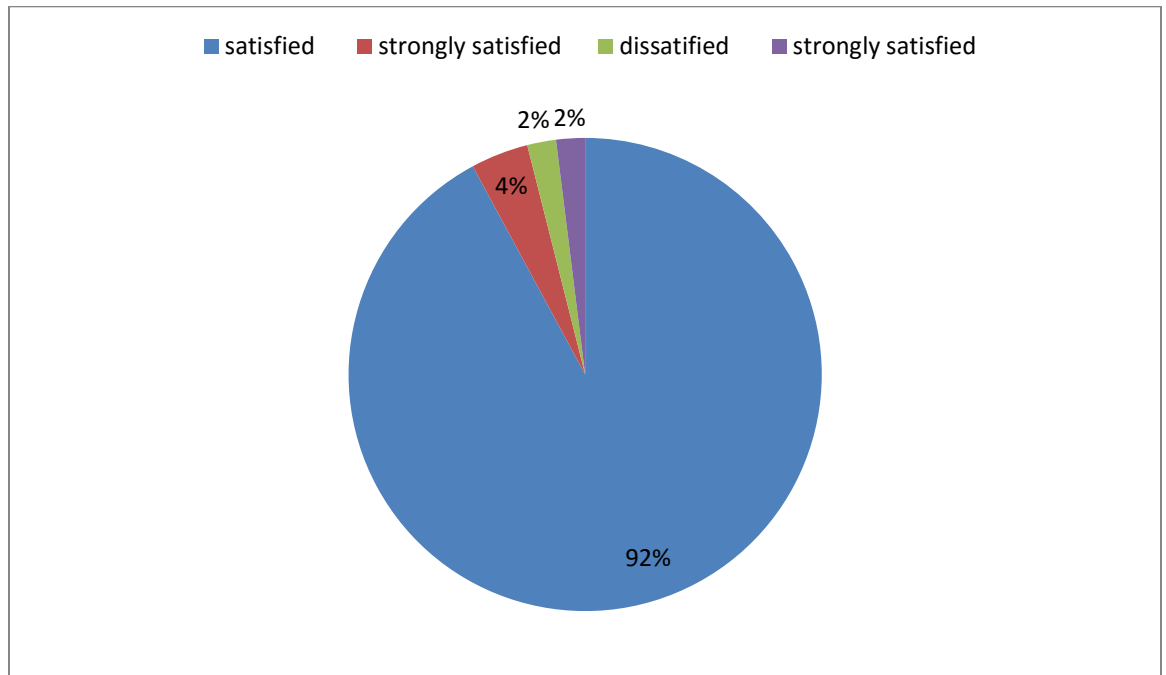
1. Bad quality of products and not having return policy
2. Size issues, delay in delivery, duplicate products
3. Not personalizing the site properly, hiding the real prices, goods does not reach on expected time, window dressing
4. Payment problem, sometime there are no cash on delivery
5. Sometimes goods are not delivered to the destined location in which the customers find it difficult to pick the product
6. Products received by the customer are different from the photos shown in the websites.

2.6 Response on the basis of survey.

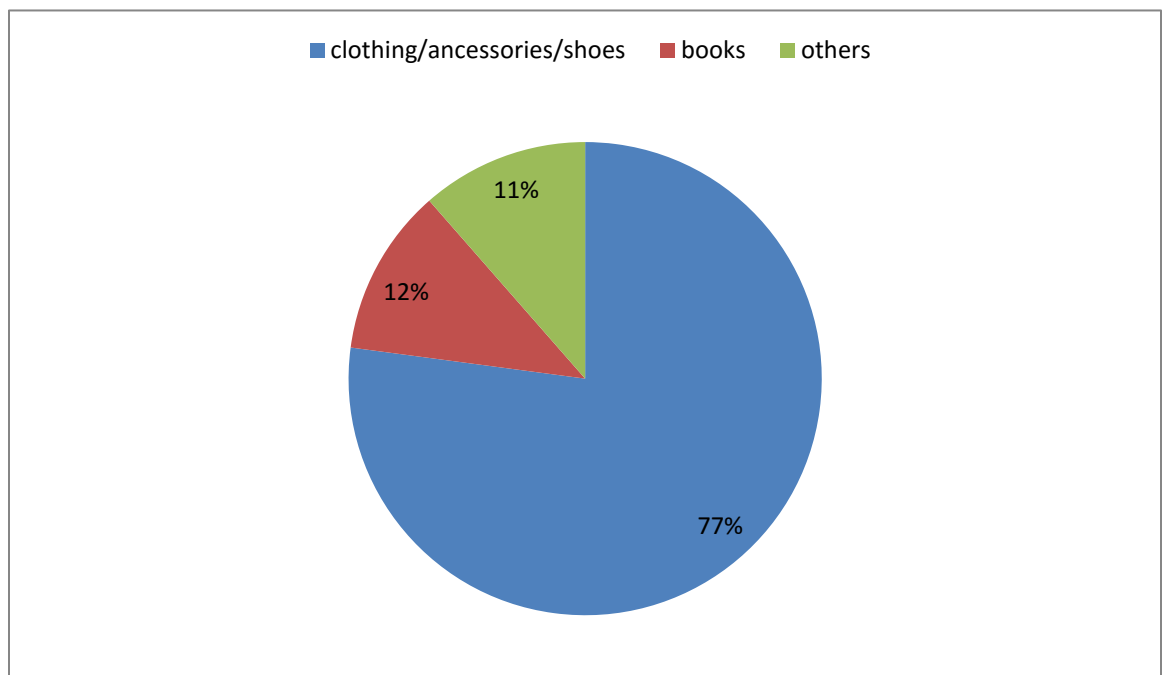
1. Have you ever purchase over internet?



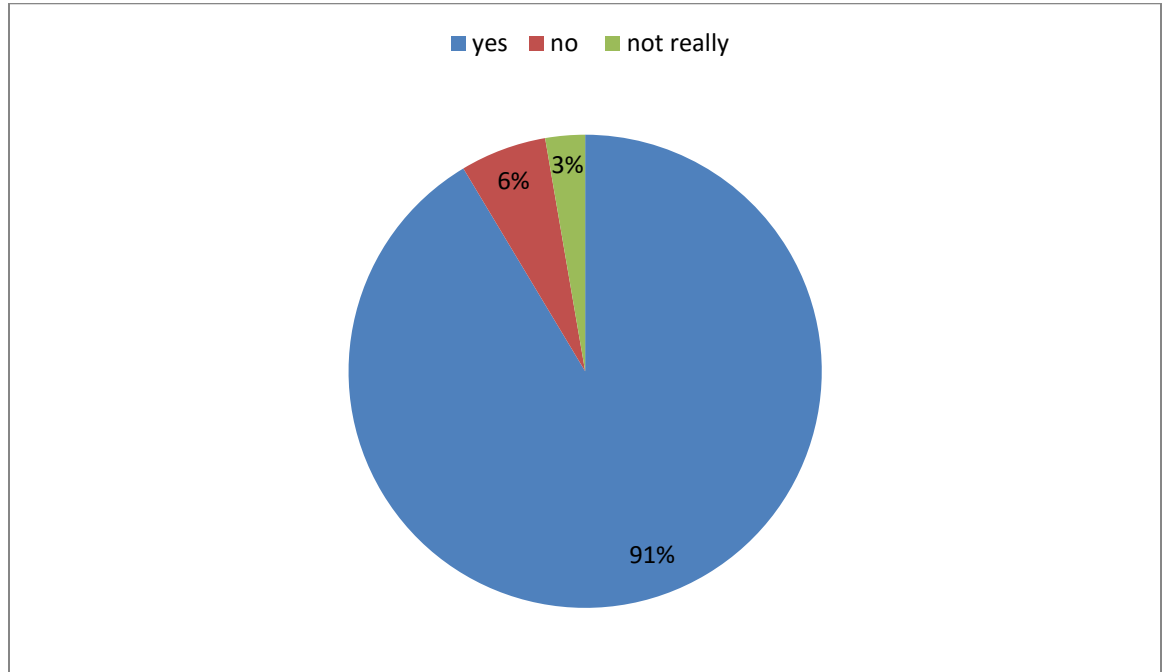
2. Are you satisfied with the service provided by the companies?



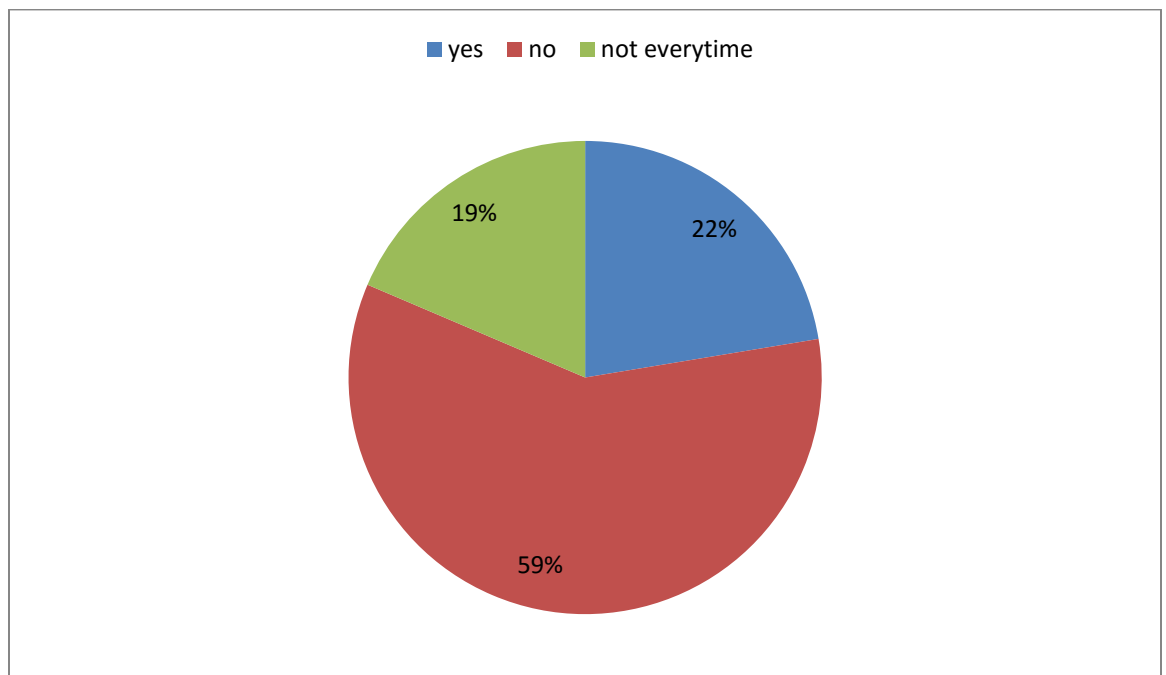
3. Item you would like to purchase over internet?



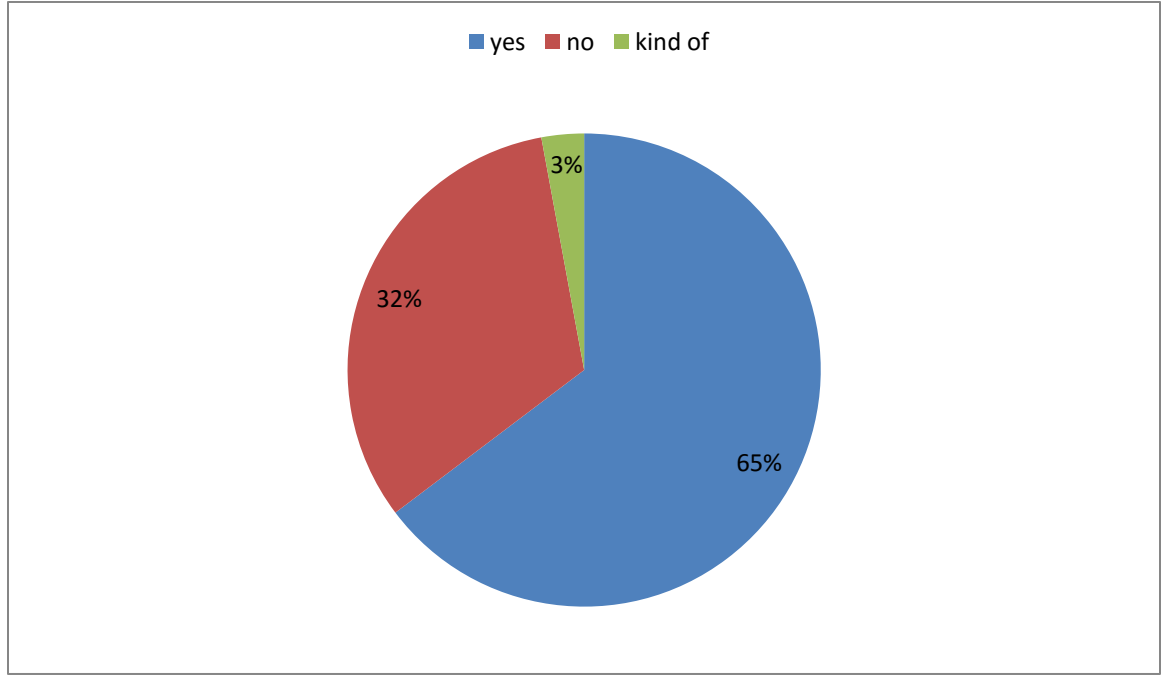
4. Do you think online marketing is a way to save time?



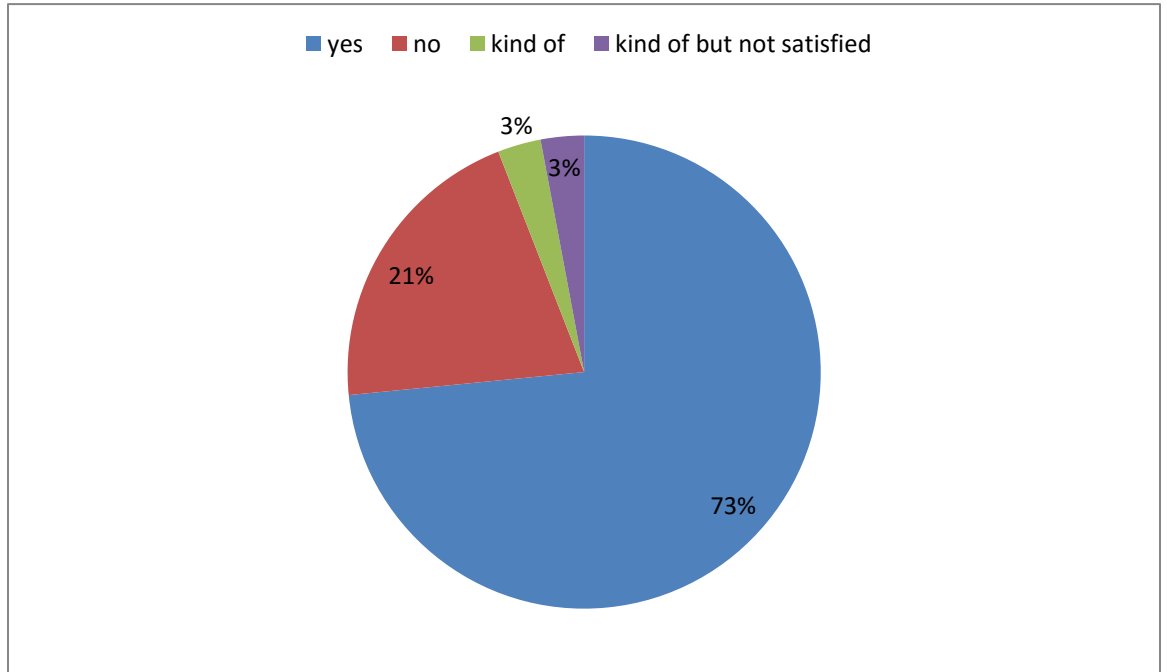
5. Does online marketing always give you the required items as shown?



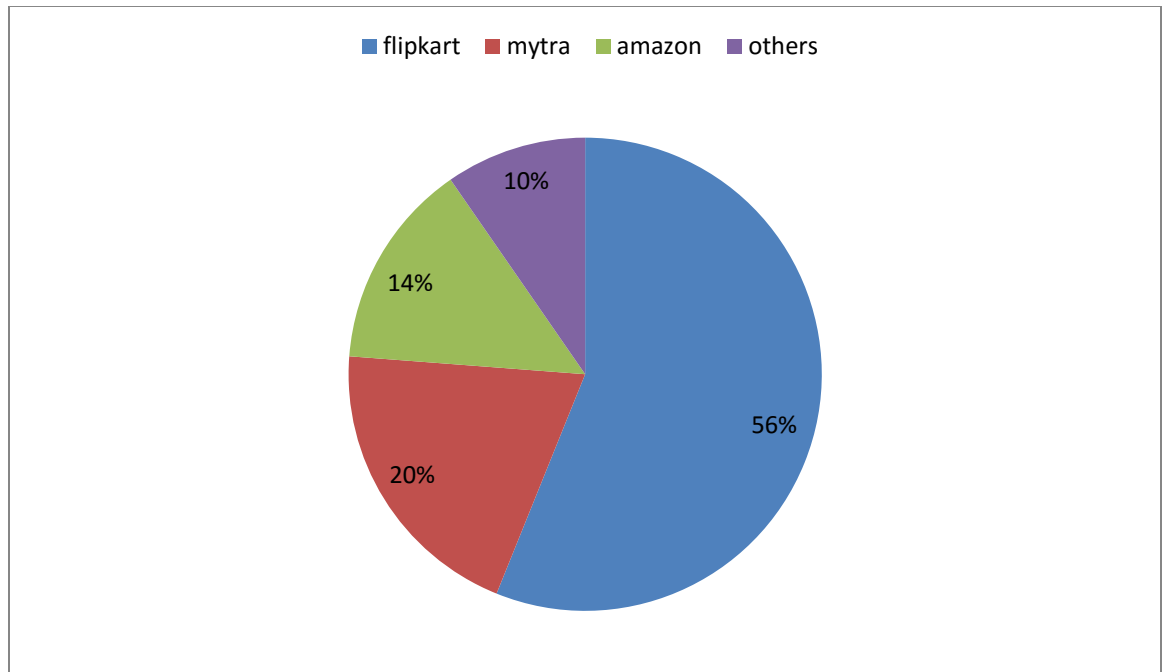
6. Is online marketing readily available at your door steps?



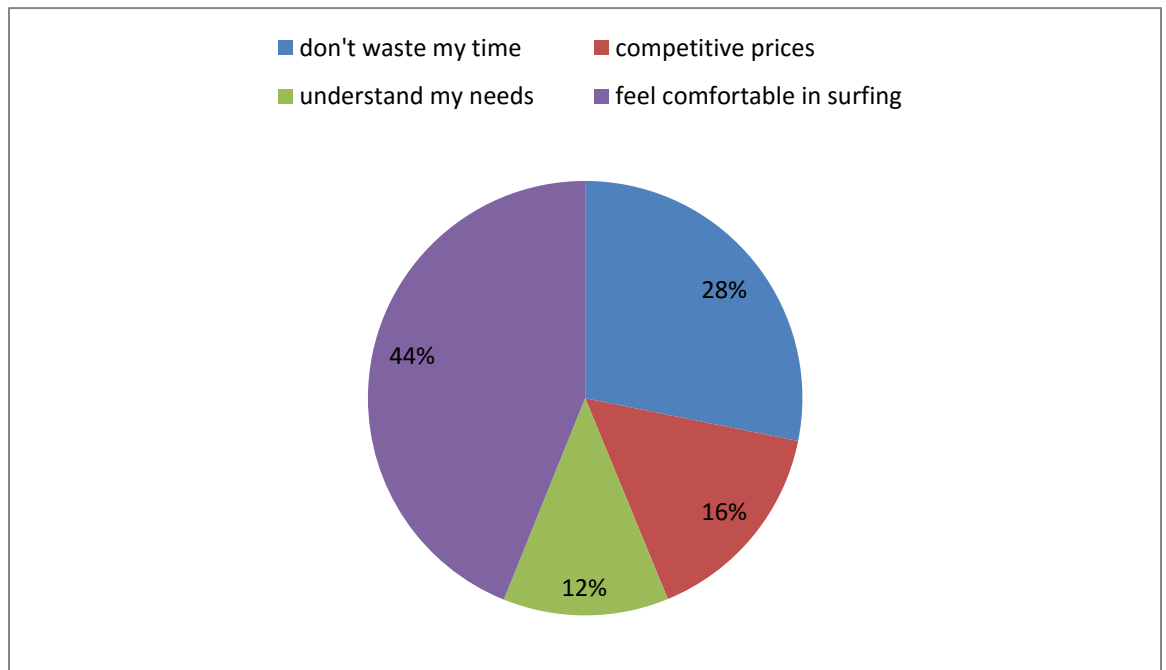
7. Is delivery services good in Kohima?



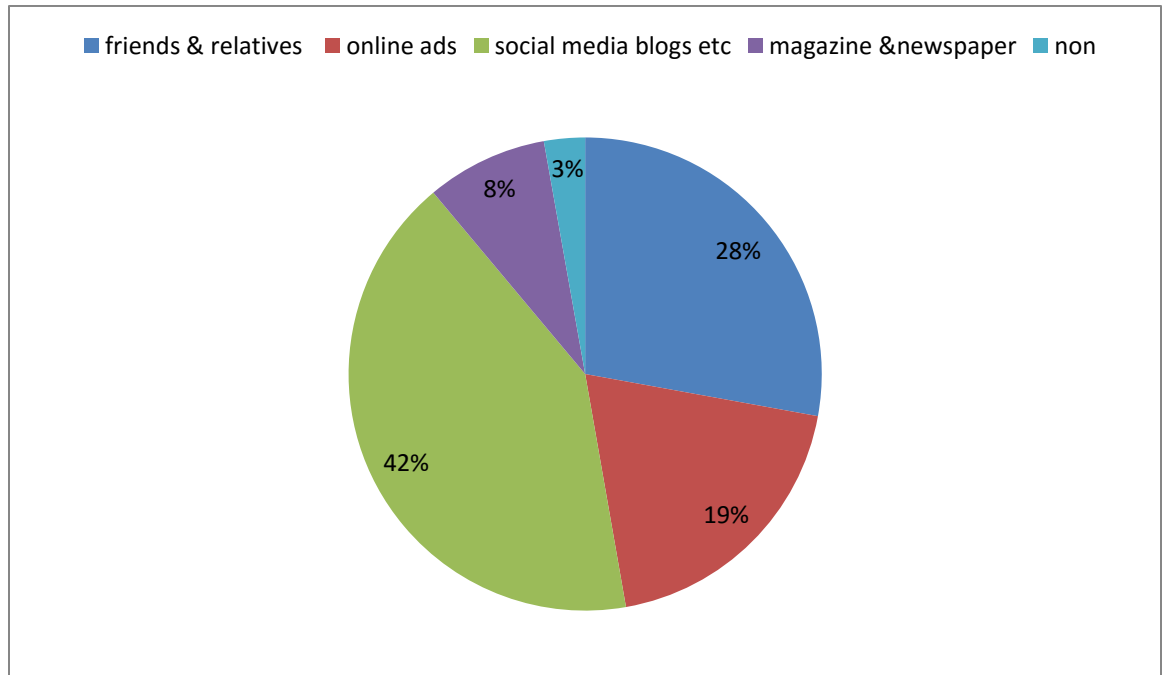
8. Which app to you prefers more while purchasing the goods through internet?



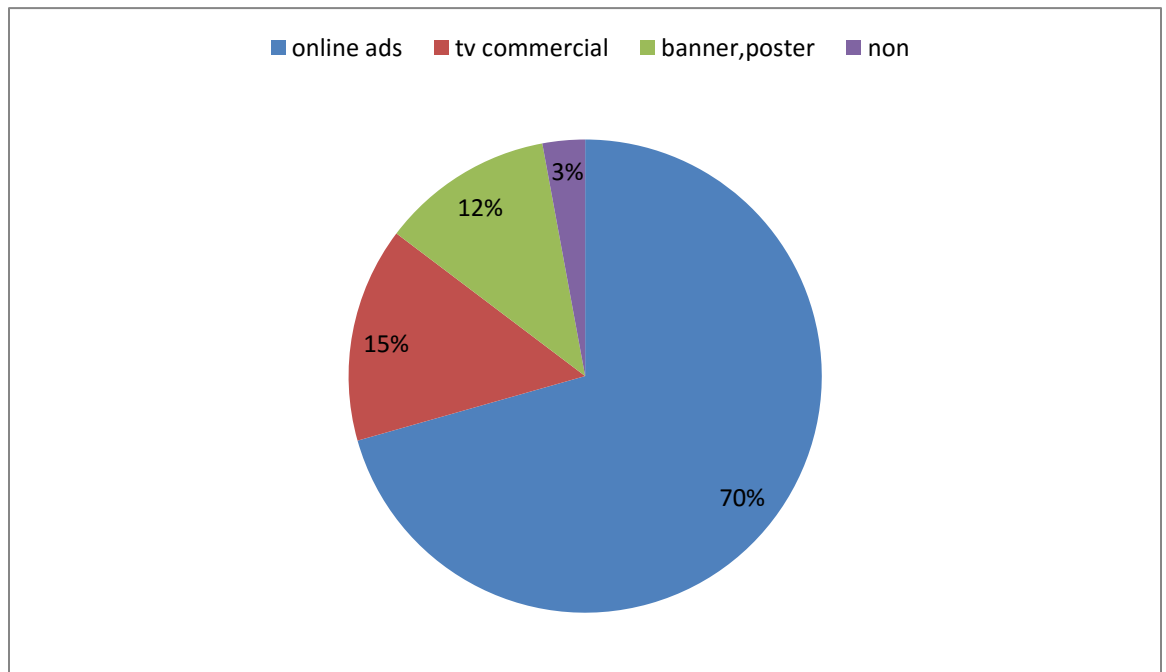
9. Which features of online marketing suit your taste?



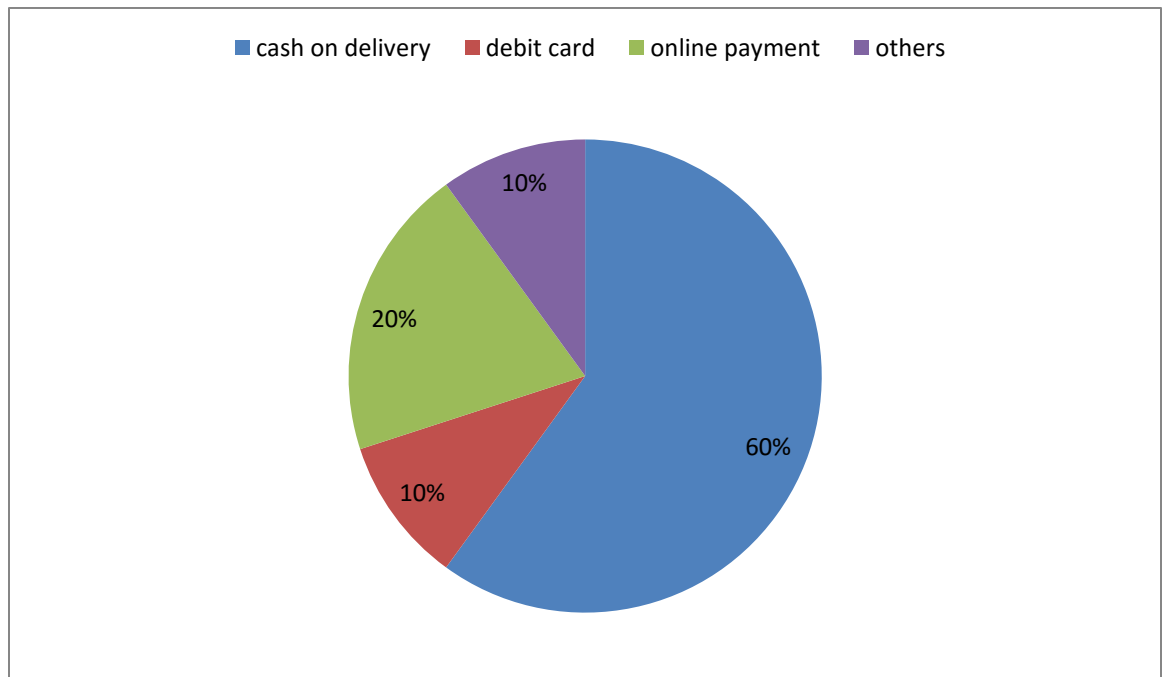
10. Which mode of advertising influenced you to buy any products?



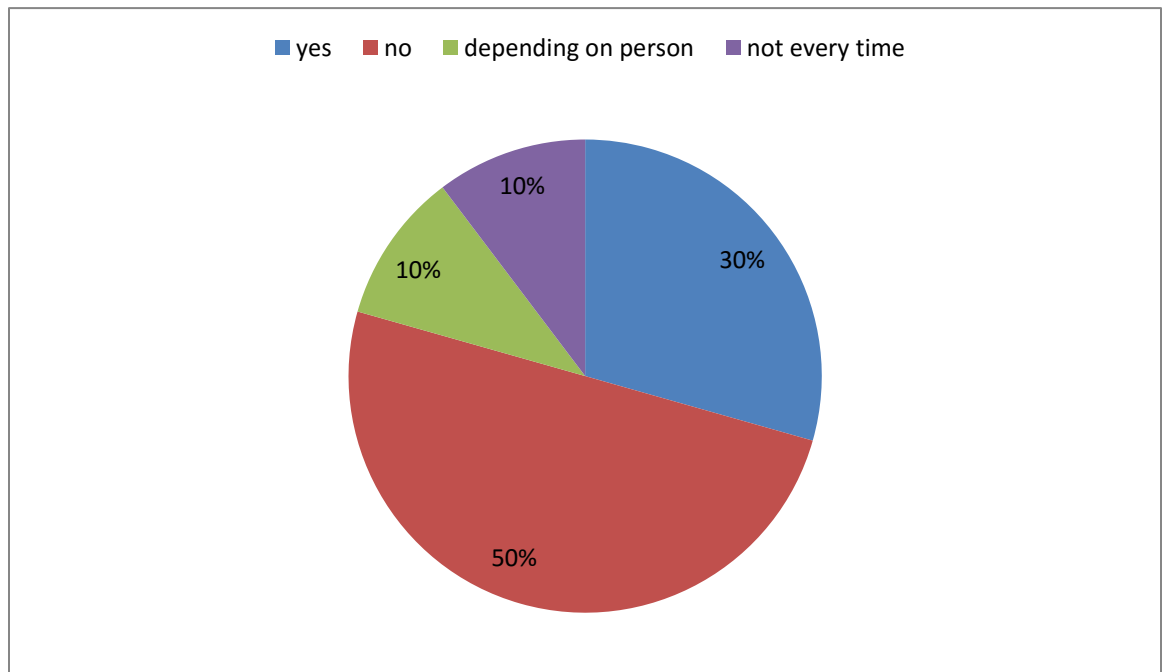
11. Which mode of advertising you prefers?



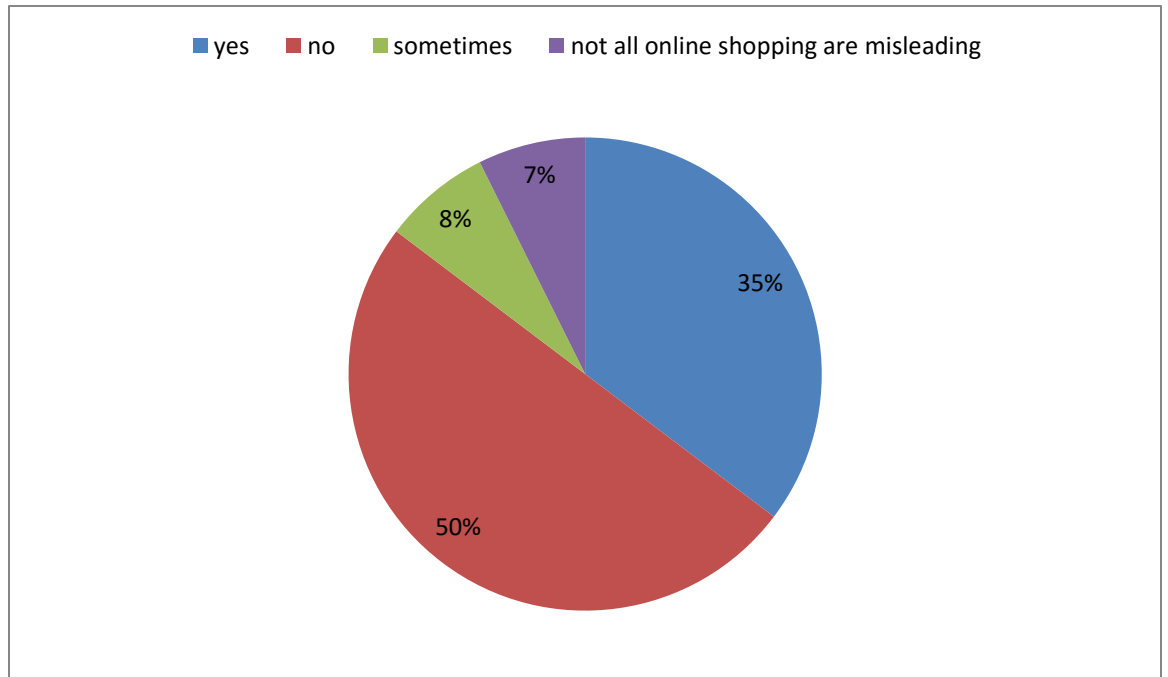
12. Which mode of payment you want to make?



13. Is window shopping better than shopping in person?



14 Is online shopping misleading?



CHAPTER 3: CONCLUSION

3.1. Finding

1. 59.75% of the respondent is females
2. 40.25% of the respondent is males
3. The study show that flipkart is the most prefer app by the customers while purchasing goods online
4. The study shows that all respondents have done online marketing and they are satisfied with the services provided by these companies.
5. The study show that customers prefer cash on delivery than online payment
6. Most of the respondent say only marketing helps them save time, quick accessibility, and there are a variety of choices.
7. Following are the major limitation of online marketing
 - a. Customers want to see products in personal before buying
 - b. Customers are having fear of receiving wrong or damaged products and could not return
 - c. Customers find it difficult in differentiating fake products with the authentic ones and bad quality of the products
 - d. Delay in delivery

3.2. Suggestion

- (a) The deliveries of goods should not be delayed. Accuracy in the delivery should be assured.
- (b) There are many fraudulent websites that are not authentic. Safety measures are to be taken to control these
- (c) Online shopping sites should not break the trust of the public by providing poor quality goods
- (d) Provision for replacing the damaged goods should be provided

3.3. Conclusion:

As a result of survey it was able to conclude that majority of people positive attitude to do online-shopping, in the near future online shopping will be more demand than offline shopping. More people prefer cash on delivery than net banking Customers do online shopping with the fear of quality of goods or receiving damaged products and could not return. Customers use the internet not only to buy the products online but also to compare prices, product features, quality of the products, trends in the markets. It can be concluded that online shopping will take over as the prime marketing and selling channel.

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❖ **APPENDIX**

Questionnaire

This survey is about the various factors you consider while shopping online.

The first questions ask for some background information about you.

1. Are you a _____ Please tick in the box.

Male Female

2. Your age ____ tick the Box (√)

Under 21 21 to 29 years 30 to 39 year 40 to above

3. Your highest Education _____ Please tick in the Box (√)

Senior High School Vocational Course University Bachelor University Master

4. Have you ever purchased over internet.

Yes No

If yes please mention any three web sites of them

5. Are you satisfied with the services provided by these companies?

Strongly satisfied Satisfied Indifferent

Dissatisfied Strongly dissatisfied

6. Which app do you prefer more while purchasing the goods through online?

7. What are the problems you have face while purchasing goods through online?

8. Please tick the following items which you would like to purchase over internet.

Please tick in the Box (√)

Books Clothing/accessories/shoes other

9. Is online marketing readily available at your doorstep?

Yes No

10. Do you think online marketing is a way to save time?

Yes No

11. Does online marketing always give you the required items as shown?

Yes No

12. Please tick the following Modes of Payment. According to which mode you want to make payment.

Debit card Cash on delivery

Online Payment other

13. Is delivery services good in KOHIMA?

Yes No

14. Tick the following features according to your preference.

Please tick them carefully keeping in mind the important features you take into consideration while purchasing/shopping online.

does not waste my time

competitive prices

feel comfortable in surfing

15. What mode of advertising influences you to buy any product?

Magazines and newspaper Friends and relatives TV Commercial

online advertisements Social Media Blogs, forums, Social Networking sites

16. Which mode of advertising would you prefer?

TV Commercials Newspaper, Magazines

Banners, Posters Online Ads

17. Is window shopping better than shopping in person?

Yes No

If Yes, Why?

If No, Why?

18. Is online shopping misleading?

Yes No

If Yes, Why? -

If No, Why? -

19. Disadvantages of online shopping.

20. Perks of online shopping.
