1. Methodology

I shall choose exploratory research design to better understand the topic and problem and to gain insights into the topic. After that I shall proceed with descriptive research design where I shall study the attitude of consumer’s towards online purchase.

4.1 Exploratory Research Design:

Exploratory research study is also termed as formative research studies. The main purpose of such study is that of formulating a problem for more precise investigation or of developing a working hypothesis from an operational point of view. The major emphasis of such studies is of the developing of discovery of idea and insight.

4.2 Sample Design:

A Sample Design is a definite plan for obtaining a sample from a given population. It refers to the technique to the procedure adopted in selecting items for the sampling designs are as below:

- Stratified Random Sampling

4.3 Sample Size:

The substantial portions of the target customer that are sampled to achieve reliable result are 1000; in which respondents will be students (400 Nos), professionals (400 Nos), Housewives (200).

4.4 Universe:

Online Shoppers of PuneCity as all the above mentioned categories of respondents are found in pune city.
4.5 Sampling Method:

Non-probability sampling method: Convenience Sampling

4.6 Collection of Data

DATA COLLECTION: The study will be conducted by the means of personal interview with respondents and the information given by them will be directly recorded on questionnaire. For the purpose of analyzing the data it is necessary to collect the vital information. There are two types of data, this are-

- Primary Data
- Secondary data

4.7 Collection Technique:

- Primary Data
  - Structural Schedule
  - Questionnaire
- Secondary Data
  - Books
  - Journal
  - Website
  - Magazines

4.8 Statistical Techniques That Will Be Used For Analysis:

- Likert Scaling Method
- Percentage analysis
- Tabulation
- Chi Square test
2. Chapter Plan
The dissertation will be structured according to the followings:

5.1 Chapter 1- Introduction
This chapter will gives us a brief introduction about the research topic.

5.2 Chapter 2 – Literature Review
This chapter will focus on the previous study and research work done in this field and help us to understand it in better way.

5.3 Chapter 3 – Empirical Research Methodology
This Chapter will illustrate the way the research has been conducted by the researcher using the methodologies and theories and will present how the researcher has collected primary data and reach to the objectives of the research study. The used methodologies will also be studied in this chapter.

5.4 Chapter 4 - Theory
This Chapter will contain the theories behind consumer behavior. It will discuss the online buying behavior of the consumer in order to continue with the identification of the factors that influence the buying behavior of the consumers. The theories of

- Z test
- Spearman’s rank correlation
- Factor analysis
consumer behavior will also be used to identify the different consumer segments which will help us to understand whom the identified factors affect.

5.5 Chapter 5 – Analysis

This chapter will present the data analysis using various statistical tools and techniques and conclusion of the conducted research. We will identify certain segments and analyze how the factor Price, Trust and convenience affects these segments.

5.6 Chapter 6 – Results

This chapter will present and discuss the results from the questionnaire and how the collected data was distributed among the respondent.

5.7 Chapter 7 – Conclusion

This chapter will present the conclusion that is drawn after data analysis of the researcher. It will also give implications for e-retailors and discuss further research possibilities.

5.8 Chapter 8 – References and Bibliography

This chapter will present the References and Bibliography of research journals, magazines, articles used by researcher.