

WHY AJIO IS PREFERRED MORE THAN OTHER SHOPPING APPS

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DATE:31.3.2023

C E R T I F I C A T E

This is to certify that this Dissertation entitled “WHY AJIO IS PREFERRED MORE THAN OTHER SHOPPING APPS” has been prepared by ASWIN MANOJ, BHAVANA VIMAL, GOPIKA KR under my supervision and guidance in partial fulfilment of the requirements for the award of the Degree of Bachelor of Commerce of the Mahatma Gandhi University. It has not previously formed the basis for the award of any Degree, Fellowship, Associateship etc.

They are allowed to submit this Project Report.

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DECLARATION

We hereby declare that the project “WHY AJIO IS PREFERRED MORE THAN OTHER SHOPPING APPS “is our original work and has not been submitted earlier to MG University or to any other Universities. We have undertaken this project work in partial fulfilment of the requirements of B. Com 2020-2023 in Bharata Mata College, Thrikkakara, Ernakulam affiliated to MG University, Kottayam.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

E-commerce is also known as electronic commerce, which is an activity of electronically buying and selling of the products and services through the use of internet as a medium. There are various technologies that are involved in doing e-commerce business such as internet marketing, mobile commerce, electronic data interchange and inventory management systems etc. E-commerce is one the largest electronic industry. This type of electronic service is continuously seeing a rapid growth. Electronic commerce has totally changed the lifestyle and living standard of the consumers. Most of the customers, especially youngsters are moving from brick-and-mortar shops to online business sites. They see it as more comfortable and easy way to do the transaction as it reduces their use of time which is more time consuming in case of traditional commerce. The need of e-commerce emerged from the need to use computers more efficiently in banks & corporations. As the competition is increasing on a rapid base, most of the organizations are looking forward to increase customer satisfaction and information exchange which will build a set of trust in the mind of consumers regarding the organization. Ecommerce was basically started by banks by introducing electronic funds transfer.

- With the rapid growth of e-commerce in India, the country is the biggest e-commerce markets in the world. The paper seeks to analyse the level of customer satisfaction with India's ecommerce system. For both clients and organizations, satisfaction is essential. Satisfaction is a conception that is subjective and often difficult to access. It depends on several variables and varies from individual to individual and product to product. The value of customer satisfaction in designing solutions for customers and market orientation cannot be ignored. Nowadays, it has become very important for each and every organization to enhance the level of customer satisfaction. The overall study reveals that the ECommerce customers are mostly satisfied with price, delivery safety, returns and refunds, quality of product, authenticity of brand, after sale service (customer support) and e-commerce service quality and perceived value. In addition to this, the perceived value was affected by the expectations of customer and the quality of e-commerce services, whereas the quality of e-commerce service was affected by expectations of customers.

In Fashion and Lifestyle consumption basket, Reliance Retail operates a portfolio of formats that serves customers across value, mid, premium and luxury segments. Reliance Retail operates Trends, Trends Woman, Trends Man, Trends Footwear, Avantra by Trends, Reliance Jewels, Hamleys formats and a portfolio of more than 50 marquee international brands such as Armani, Burberry, Diesel, GAS, Marks & Spencer, Superdry, Brooks Brothers, Steve Madden and more.

Reliance Retail has a strong presence in digital commerce channels through AJIO.com, a curated fashion & lifestyle store bringing best of national and international brands to customers doorsteps and Jiomart, India's largest hyperlocal retail solution that leverages the wide network of Reliance Retail's grocery stores and well-established supply chain infrastructure.

Reliance Retail reported a turnover of Rs. 1,99,704 crores for the financial year 2020-21. As on 31st Mar 2022, Reliance Retail operates 15,196 stores across 7,000+ cities with a retail area of over 41.6 million sft.

Reliance Retail Ventures Limited, a subsidiary of Reliance Industries Limited is the holding company of Reliance Retail Limited which operates the retail business

AJIO is a fashion and lifestyle brand by India's leading telecom business and chain of retail stores, Reliance Industries. AJIO brings to the customers the best of fashion at the best prices. The brand offers hand-picked and unique styles to its customers and today it has emerged as the ultimate fashion destination for millions of its customers.

Launched in 2016, the brand offers tough competition to giants like Amazon and Flipkart, mainly because of the business model it has adopted. Reliance made use of the business model used by Alibaba, typically, the O2O model for introduction and to make its online retail store AJIO a huge success.

MAJOR AREAS OF ACTIVITY

- 1) DRESS AND ACCESSORIES:** It is the main functionality of the ajio website and mobile application. It allows the users to purchase dresses and accessories conveniently from anywhere.
- 2) STORES:** It informs the users about the various brands and it allows the users to purchase the products of different brands.
- 3) ACCOUNT:** This functionality helps the users to create an account and get registered in ajio. The users can his information at any time. This user can even save his credit or debit card details here so that the user does not have to enter his details again for future transactions.
- 4) WISHLIST:** The users can add their favourite products in the wish list so that they can easily access it later when they need.
- 5)HELP DESK:** The helpdesk contains three sub modules including the answers of frequently asked questions, the phone details of the customer care office and email of the customer care.

RELEVANCE OF STUDY

With the help of an intensive research through books, journals and internet, it was found that even though ajio is a widely used online shopping application, studies related to its working, perceptions of customers towards its services etc. were nearly rare. So, to fill the void in the literature, it was necessary to conduct a study on this topic. Therefore, we chose our research topic to be ‘WHY AJIO IS PREFERRED MORE THAN OTHER SHOPPING APPS’.

STATEMENT OF PROBLEM

In this study, we propose to examine why ajio is preferred more than other shopping apps and problems faced by its users. The study focuses on the ability of Ajio to meet the customer needs in order to maintain customer loyalty and retention for making better profit in today’s dynamic and competitive market.

OBJECTIVE OF STUDY

The study “WHY AJIO IS PREFERRED MORE THAN OTHER SHOPPING APPS” is carried out for the following specific objectives:

- To study the influence of ajio app in online shopping platform.
- To study the problems that consumers face while making online purchase through ajio app.
- To understand the overall perception people, have towards Ajio app.

OPERATIONAL DEFINITIONS

User: A person who downloads the Ajio Application on his mobile phone and shops through this platform for buying dresses and accessories.

Ajio App: It is the application developed scientifically for the purpose of buying dresses and accessories , downloaded and installed by the users on their mobile phones through google play store.

SCOPE OF STUDY

This study is based on the data collected from the users of AJIO app during the period of 1 month that is from March 2023 to April 2023. The sample size of the study is 53.

RESEARCH METHODOLOGY

Descriptive research is used in this study in order to identify the customer preference influencing factors and determine the customer’s level of satisfaction.

- The method used was a questionnaire.

. The various elements of this research methodology are given below:

SAMPLE: The sample unit of the study comprises of the people who had downloaded the application from play store and used it to purchase dresses and accessories through online.

SAMPLING DESIGN: The sampling design used in this study is convenience sampling where sample units were selected conveniently by the researcher.

SAMPLE SIZE: The study is conducted based on the responses of 53 sample units who are the users of Ajio app.

SOURCE OF DATA: There are both primary and secondary used in this study. The Primary data was collected with the help of questionnaire developed through google form which were sent to the respondents. The secondary data was collected through published journals and websites to substantiate the findings of the primary data.

LIMITATIONS OF STUDY

- Time allotted for the study was limited.
- The information may contain personal bias.
- Lack of previous research studies on the topic.
- The study was limited to a specific area of the Ernakulam city.
- As the sample size is small, it might affect the generalization of the findings.

CHAPTERISATION

CHAPTER 1 Introduction

CHAPTER 2 Theoretical framework and Review of literature

CHAPTER 3 Data Analysis and interpretation

CHAPTER 4 Findings, Suggestions and conclusions

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Chapter 2

THEORETICAL FRAMEWORK AND REVIEW OF LITERATURE

A. THEORETICAL FRAMEWORK

AJIO, a fashion and lifestyle brand, is Reliance Retail's digital commerce initiative 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 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.

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 with innovating across superior customer experience, delivery services and payment ecosystem.

B. INDUSTRY DETAILS

AJIO powered by Reliance Industries, has a unique identity and vibrancy. AJIO in just 3 years, has become India's leading fashion and lifestyle player, with over 3 million followers, 100+ brands and a footprint spanning across India. Indie - its self-curated line has revived the rich textile heritage. Its women, men and kids' section has transformed the retail paradigms - creating one of the largest product repository on e-commerce today.

From London, Dhaka to China the AJIO fashion has made a mark. A stellar tech foundation & supply chain has fuelled this exponential growth with one of the lightest apps in the market and a seamless integration of delivery services and payment ecosystem catering to over 9000 pin codes. AJIO B2B, with a presence in 13 countries is transforming the wholesale model of retail.

For the first time, wholesalers, small and medium retailers are connected via the AJIO B2B app, revolutionizing the stock, range and pricing available across.

AJIO is spearheading the retail revolution with the launch of new commerce. Omni commerce, powered by technology shall integrate online fashion and make it available through offline stores across rural, semi urban and urban India. Integrating the Reliance retail network with the Jio span shall alter everything we know about retailing today. AJIO offers the chance to be part of an organization, where you are given the chance to create. Carve a new industry while being a part of a fashion powerhouse that is both stable and secure in the startup ecosystem. We encourage an environment of collaborative projects, sense of community and peer learning. Our easy-going, free-spirited, innovative work culture will let your ideas soar. Be a part of the wave of change and experience the stability to create something new from scratch. Join us, as we build new commerce and diversify to B2B ventures.

C. FOUNDER AND CEO

Ajio is subsidiary company of reliance retails which was founded by Mukesh Ambani. Currently, the CEO of ajio is Nair Vineeth.

D. HISTORY OF AJIO

AJIO is an Indian e-commerce fashion company that was launched in 2016 by Reliance Retail, a subsidiary of Reliance Industries. Reliance Industries is a conglomerate that operates in various industries, including petrochemicals, refining, oil and gas exploration, and telecommunications.

AJIO was created as a fashion e-commerce platform that offers a wide range of clothing, footwear, and accessories for men, women, and children. The company's mission is to provide a seamless shopping experience to its customers through its innovative product offerings and customer-centric approach.

In the early days, AJIO focused on building a robust supply chain network and establishing partnerships with various fashion brands and designers. It also invested heavily in technology to provide a seamless and personalized shopping experience to its customers. AJIO has also leveraged the power of social media and influencer marketing to reach out to its target audience and build brand awareness. The company has collaborated with various social media influencers and celebrities to promote its products and create buzz around its brand.

Ajio launched globally in 2016, with its headquarters based in Bangalore, Karnataka, India. Isha Ambani, the director on the board of Reliance Retail, handles the conceptualization of the fashion portal. From the very beginning, it was successful in giving competition to e-commerce giants Amazon and Flipkart. It used the O2O business model for its introduction and to make Ajio a huge success. Ajio initially started selling groceries and food products on the platform. Later Ajio started fashion, electronic, and lifestyle products on the platform. Recent numbers show that it is levelling with fashion and lifestyle e-commerce sites Myntra, Tata Cliq, KOOVS, and Snapdeal. Even AJIO's website visits are higher than Myntra's.

The online services were launched by Reliance and JIO as AJIO for the first time in Gujarat. To implement this model, the organization first started selling groceries and food staples on the app. To further leverage the business, the organization used its contacts and invited local traders to register on the platform. This further enabled AJIO to start selling fashion, lifestyle, and electronics on the platform.

Over the years, AJIO has expanded its product portfolio to include a wide range of fashion and lifestyle products, including ethnic wear, sportswear, loungewear, and footwear. The company has also launched its own private label, AJIO Own, which offers trendy and affordable fashion products to its customers

Today, AJIO is one of the fastest-growing e-commerce fashion companies in India, with a strong presence in both the online and offline retail space. The company has a loyal customer base and continues to innovate and expand its product offerings to stay ahead of the competition. Before the pre covid era, it was getting a lot of traffic on its website but not enough downloads. Ajio saw a spike in the number of app downloads during the Lockdown. Reliance is focusing more on the Fashion and Lifestyle part. Currently, fashion and lifestyle account for just 9% of the total retail sales of Reliance. The platform has also enabled facilities like 'Drop at Store with Cash Refund' and 'Pick at Store'.

One of the smart marketing strategies was to introduce the sneakers category. This brought in a lot of traffic, from ardent sneakerheads who are always in search of products. Ajio also gave heavy discounts on the sneakers in the

‘Sneaker hood Sale’ which attracted a lot of customers. The customers had their trust in Reliance and knew that they would get authentic products.

Another big step was to introduce Luxury brands in the Ajio Luxe category. The brand also provides heavy discounts on Luxury products which played a very important role.

NAME AND LOGO

Ajio is an Indian e-commerce company that sells fashion and lifestyle products online. The name "Ajio" is derived from the Sanskrit word "vajio," which means "marketplace." The company's logo features the word "Ajio" in bold, black letters with a red dot above the letter "i," which represents a bindi, a traditional Indian decorative mark worn on the forehead. The dot also symbolizes a drop of ink, representing the company's focus on creativity and self-expression.



AJIO Business Model

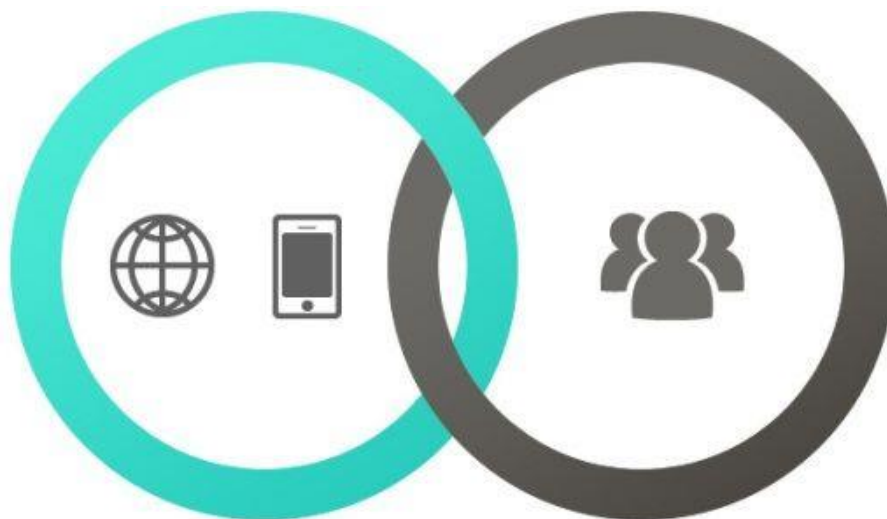
AJIO leverages the O2O business model by creating a marketplace where local businesses can connect and market their products. As per the predefined eligibility criteria, you could verify the eligibility for your business and then list

your products on the marketplace. Interested and relevant buyers will then be able to check your product listings, make inquiries, book orders and collect orders offline.

The traders registered with AJIO could take orders online and deliver the same both offline and online. Are you wondering how can the delivery be offline through an online platform? Interestingly, AJIO also allows in-store pickup so that consumers can cross-check the products, customise them for their comfort, and sellers can establish great relationships with their customers. Additionally, this cuts down the waiting period of delivery and improve sales. Online payment being the primary feature, customers can now initiate convenient payments.

O2O Business Model of AJIO

O2O business model, also known as the online-to-offline business model, is the one that is dedicated to offline businesses. This business model aims to focus on marketing physical stores on online marketplaces. Any e-commerce business that wants to make use of the O2O business model needs to develop a website to market the offerings. Reliance has used this business model to launch and successfully run AJIO.



Online to Offline

Marketplace Model: AJIO operates as a marketplace where it allows third-party sellers and brands to list and sell their products on its platform. The company provides a robust technology platform and logistics support to these sellers to enable them to sell their products to a large customer base. In return, AJIO charges a commission fee from these sellers for every sale made on its platform.

Inventory-based Model: In addition to the marketplace model, AJIO also operates its inventory-based model, where it procures products directly from manufacturers and sells them on its platform. This enables the company to have control over the product quality and pricing and offer exclusive products to its customers. AJIO has also launched its own private label, AJIO Own, which offers trendy and affordable fashion products to its customers.

AJIO also offers various value-added services, such as easy returns, cash on delivery, and fast delivery, to enhance the customer shopping experience. The company leverages data analytics and artificial intelligence to offer personalized recommendations and product suggestions to its customers.

Overall, AJIO's hybrid business model, coupled with its focus on technology and customer-centric approach, has helped it establish itself as a leading player in the Indian e-commerce fashion industry.

The Reliance e-commerce business model aims to empower physical stores and understand the power of online shopping to flourish. Online marketing comes in handy and is effective compared to conventional marketing. Deploying this model is also beneficial for your business as you multiply sales options. If you already have an offline business – there's no need to worry about the online companies but rather work in sync with the innovative technology.

The O2O business model successfully grabs the anticipated traction of online customers to your offline or physical stores, which will surely enhance your business reach.

These days, several businesses have been adopting in-store pickup services at their physical stores. The primary benefit is that you are likely to save the delivery costs of your business.

The O2O model gives the customers enough time and choice to check for the products and variants online. This will reduce in-store traffic and let you manage your sales well, especially in the post-lockdown period. Managing customers at your store would be easier for you with a limited rush.

The in-store pickup service gives a fair chance to the customer to try and test the product before buying it. Further, it also reduces the rate of product returns and optimises the profit gained from your sales.

The O2O model is favourable for companies offering electrical and electronic products. When they are checking online through the marketplace, there are options to compare the best, and by purchasing offline, customers can claim servicing and post-installation services.

AJIO REVENUE MODEL

Ajio generates revenue through various sources, including:

Sales of Fashion and Lifestyle Products: Ajio is primarily an e-commerce platform that sells fashion and lifestyle products such as clothing, footwear, accessories, and beauty products. The company earns revenue by charging a commission on each transaction made on its platform.

Subscription Services: Ajio offers a premium subscription service called Ajio Gold, which provides free delivery, early access to sales, and exclusive deals to its members. The company charges an annual subscription fee for this service, which is a significant source of revenue for the company.

Advertising and Promotions: Ajio also generates revenue by promoting products and services of other companies on its platform. The company charges a fee for displaying ads on its website and social media channels.

Brand Partnerships: Ajio partners with various fashion and lifestyle brands to sell their products on its platform. The company earns revenue by charging a commission on each sale made through its platform.

Overall, Ajio's revenue model is based on providing a seamless shopping experience to its customers and earning a commission on each transaction made on its platform.

REVENUE AND TURNOVER

In the Fashion market in India, ajio.com is ranked #1 with > US\$1,500m in 2022. Therefore, ajio.com accounts for 10.0% - 15.0% of eCommerce net sales in this category

FUNDING AND INVESTMENT

AJIO is an Indian e-commerce fashion platform, owned by Reliance Industries Limited. As a subsidiary of Reliance, AJIO has not disclosed any external funding rounds, indicating that it has not raised any independent capital investment to date.

Reliance Industries Limited, the parent company of AJIO, is a publicly traded company and has a diverse range of investors. The company's largest shareholder is Mukesh Ambani, the Chairman and Managing Director of Reliance Industries Limited, who owns around 50% of the company's shares. Other major shareholders include institutional investors such as mutual funds and insurance companies.

It's worth noting that Reliance Industries Limited has a long history of successful fundraising efforts in the equity and debt markets. The company has raised billions of dollars through public offerings, private placements, and strategic investments over the years to support its growth and expansion plans.

USER INTERFACE

AJIO is an Indian e-commerce fashion platform, and it has a user-friendly interface that allows users to browse, search, and purchase products easily.

The website and mobile application of AJIO feature a modern and visually appealing design with a clean and intuitive layout. The homepage of AJIO showcases various product categories, offers, and discounts, making it easy for users to find what they are looking for. The search bar at the top of the page allows users to search for specific products or brands.

Once a user selects a product, they are directed to a product page that displays detailed information about the item, including product images, descriptions, specifications, and reviews. Users can also view related products and add the item to their cart directly from the product page.

The checkout process on AJIO is also straightforward, and users can make payments using various payment options, including credit/debit cards, net banking, UPI, and COD (Cash on Delivery). Once the payment is completed, users receive an order confirmation and shipping details.

Overall, AJIO's user interface is user-friendly, visually appealing, and easy to navigate, making the online shopping experience enjoyable for its customers.

MARKETING AND BRANDING

AJIO is an Indian e-commerce fashion platform that primarily targets millennial and Gen Z shoppers. The platform has built a strong brand image through various marketing and branding efforts.

Some of the marketing and branding strategies employed by AJIO include:

Social Media Presence: AJIO maintains an active presence on social media platforms such as Facebook, Instagram, and Twitter, where it regularly shares engaging content, updates about new product launches, and promotions.

Influencer Marketing: AJIO partners with social media influencers and bloggers to promote its products and increase brand awareness. The company has collaborated with various popular fashion and lifestyle influencers to create engaging content and reach a wider audience.

Advertising Campaigns: AJIO has launched several advertising campaigns across various media channels, including television, digital, and print media. The company's advertising campaigns focus on promoting its wide range of products, seasonal collections, and exclusive brand collaborations.

Brand Collaborations: AJIO collaborates with popular fashion brands and designers to offer exclusive collections to its customers. The company has collaborated with various well-known brands, including Puma, Levi's, Vero Moda, and ONLY, among others.

Personalized Shopping Experience: AJIO offers a personalized shopping experience to its customers by using AI-based algorithms to suggest products based on their search history, preferences, and behaviour on the platform.

Overall, AJIO's marketing and branding strategies focus on promoting its wide range of products, creating engaging content, and offering a personalized shopping experience to its customers.

SOCIAL MEDIA PRESENCE

AJIO, the Indian e-commerce fashion platform, has an active social media presence across various platforms. The company uses social media to promote

its products, engage with its customers, and build its brand image. Some of the social media platforms on which AJIO has a presence are:

Facebook: AJIO's Facebook page has over 2.7 million followers. The company uses its Facebook page to share updates about its latest collections, exclusive deals and discounts, and customer reviews. The page also features engaging content, including fashion tips and styling advice.

Instagram: AJIO's Instagram page has over 1.1 million followers. The company uses its Instagram page to showcase its latest collections and exclusive collaborations with fashion brands and designers. The page also features user-generated content, influencer collaborations, and engaging visuals to attract and engage its followers.

Twitter: AJIO's Twitter account has over 36k followers. The company uses Twitter to share updates about its latest collections, exclusive deals, and fashion trends. The account also engages with its followers by responding to their queries and feedback.

Pinterest: AJIO's Pinterest page features boards with various fashion categories, styles, and trends. The company uses Pinterest to inspire its customers with styling ideas and fashion tips.

YouTube: AJIO's YouTube channel features videos showcasing its latest collections, behind-the-scenes footage of fashion shoots, and interviews with fashion designers and influencers.

Overall, AJIO's social media presence is engaging and visually appealing, with a focus on showcasing its products, inspiring its customers with styling ideas, and building its brand image.

CHALLENGES

As an e-commerce fashion platform, AJIO faces several challenges in the highly competitive and dynamic Indian market. Some of the challenges faced by AJIO include:

Intense Competition: The e-commerce fashion market in India is highly competitive, with several established players and new entrants competing for market share. AJIO faces intense competition from established players such as Amazon, Flipkart, and Myntra, as well as new entrants such as Nykaa Fashion and Tata Cliq.

Logistics and Supply Chain: One of the significant challenges faced by AJIO is managing its logistics and supply chain effectively. The company has to ensure timely delivery of products to its customers, maintain a wide range of inventory, and manage its warehouse operations efficiently.

Maintaining Quality: As an e-commerce fashion platform, AJIO has to ensure the quality of its products, including the fabric, design, and fit. The company has to ensure that its products meet customer expectations and comply with industry standards.

Keeping up with Fashion Trends: The fashion industry is highly dynamic, and fashion trends change rapidly. AJIO has to keep up with the latest fashion trends and offer products that appeal to its target audience.

Customer Retention: Retaining customers is another significant challenge faced by AJIO. The company has to offer excellent customer service, maintain high levels of customer satisfaction, and offer personalized shopping experiences to retain its customers.

Overall, AJIO faces several challenges in the highly competitive and dynamic Indian e-commerce fashion market. The company has to continually innovate and adapt to stay ahead of its competitors and meet the changing needs and expectations of its customers.

COMPETITORS

AJIO, the Indian e-commerce fashion platform, competes with several established players and new entrants in the highly competitive Indian e-commerce fashion market. Some of AJIO's main competitors include:

Myntra: Myntra is one of the largest e-commerce fashion platforms in India, with a wide range of products from various fashion brands and designers. The platform offers a personalized shopping experience to its customers, similar to AJIO.

Flipkart: Flipkart is one of the largest e-commerce platforms in India, offering a wide range of products, including fashion and lifestyle products. The platform has a large customer base and offers several exclusive deals and discounts, similar to AJIO.

Amazon: Amazon is one of the largest e-commerce platforms globally, with a wide range of products, including fashion and lifestyle products. The platform

has a strong logistics network and offers several exclusive deals and discounts, similar to AJIO.

Nykaa Fashion: Nykaa Fashion is a relatively new entrant in the e-commerce fashion market in India, focusing on women's fashion and beauty products. The platform offers a curated selection of fashion products from various fashion brands and designers, similar to AJIO.

Tata Cliq: Tata Cliq is a multi-category e-commerce platform offering a wide range of products, including fashion and lifestyle products. The platform offers several exclusive deals and discounts and has a strong logistics network, similar to AJIO.

Overall, AJIO competes with several established players and new entrants in the highly competitive Indian e-commerce fashion market. The company has to continually innovate and adapt to stay ahead of its competitors and meet the changing needs and expectations of its customers.

PARTNERS

AJIO, the Indian e-commerce fashion platform, partners with several fashion brands and designers to offer a wide range of products to its customers. Some of AJIO's key partners include:

Global Fashion Brands: AJIO partners with several global fashion brands, including Tommy Hilfiger, Calvin Klein, and Steve Madden, to offer a wide range of products, including apparel, footwear, and accessories.

Indian Fashion Designers: AJIO partners with several Indian fashion designers, including Ritu Kumar, Shivan & Naresh, and Gaurav Gupta, to offer exclusive collections and designs to its customers.

Local Artisans and Weavers: AJIO partners with several local artisans and weavers to promote handcrafted and sustainable fashion. The platform offers a range of handloom and handicraft products, including sarees, shawls, and bags.

Influencers and Style Icons: AJIO partners with several fashion influencers and style icons to promote its products and collections. The platform collaborates with these influencers to showcase their personal style and fashion preferences and offer curated collections inspired by them.

Logistics Partners: AJIO partners with several logistics and supply chain partners to ensure timely delivery of its products to its customers. The platform

has a strong logistics network and uses advanced technology to manage its warehouse operations and ensure seamless delivery.

Overall, AJIO partners with several fashion brands, designers, artisans, and influencers to offer a wide range of products and promote its brand image. The company has a strong focus on promoting sustainable and handcrafted fashion and maintaining high levels of customer satisfaction.

ACHIEVEMENTS

AJIO, the Indian e-commerce fashion platform, has achieved several milestones and accomplishments since its launch in 2016. Some of AJIO's notable achievements include:

Award for Best Fashion Start-up: In 2017, AJIO won the award for the Best Fashion Start-up at the India Fashion Forum Awards.

Partnership with Leading Fashion Brands and Designers: AJIO has partnered with several leading fashion brands and designers, including Steve Madden, Tommy Hilfiger, and Gaurav Gupta, to offer a wide range of products to its customers.

Introduction of Sustainable and Handcrafted Fashion: AJIO has a strong focus on promoting sustainable and handcrafted fashion. The platform offers a range of handloom and handicraft products and collaborates with local artisans and weavers to promote their work.

Expansion of Product Range: AJIO has expanded its product range over the years, offering a wide range of products, including apparel, footwear, accessories, and beauty products.

High Customer Satisfaction: AJIO has maintained high levels of customer satisfaction, offering excellent customer service and personalized shopping experiences to its customers.

Successful Marketing Campaigns: AJIO has launched several successful marketing campaigns, including its #DoubtIsOut campaign, which encouraged customers to break fashion stereotypes and express their individuality through fashion.

Overall, AJIO has achieved several milestones and accomplishments since its launch, establishing itself as one of the leading e-commerce fashion platforms in India. The company has a strong focus on promoting sustainable and

handcrafted fashion, maintaining high levels of customer satisfaction, and offering a wide range of products to its customers.

AWARDS

AJIO, the Indian e-commerce fashion platform, has received several awards and recognitions for its contribution to the fashion industry and excellence in customer service. Some of the notable awards received by AJIO include:

Best Fashion Start-up Award: AJIO won the Best Fashion Start-up award at the India Fashion Forum Awards in 2017.

Best Omni-Channel Retailer Award: AJIO won the Best Omni-Channel Retailer award at the Indian Retail and e Retail Congress and Awards in 2018.

Best Mobile Commerce Experience Award: AJIO won the Best Mobile Commerce Experience award at the CMO Asia Awards for Excellence in Mobile Marketing and social media in 2018.

Best Digital Innovation in Retail Award: AJIO won the Best Digital Innovation in Retail award at the Retail Excellence Awards in **2018**.

Best User Experience Award: AJIO won the Best User Experience award at the Masters of Modern Marketing Awards in 2020.

Best Fashion e-Retailer Award: AJIO won the Best Fashion e-Retailer award at the World Branding Awards in 2020.

Overall, AJIO has received several awards and recognitions for its innovative approach to fashion e-commerce, excellence in customer service, and commitment to sustainable and handcrafted fashion.

ACQUISITIONS

AJIO is a subsidiary of Reliance Retail, which has made several acquisitions in the past to expand its retail and e-commerce business. For instance, in 2020, Reliance Retail acquired Future Group's retail, wholesale, logistics, and warehousing businesses for a deal worth \$3.4 billion, which made Reliance Retail one of the largest retail players in India. In addition, Reliance Retail has acquired several startups and e-commerce companies, including Netmeds, Urban Ladder, and Zivame, to strengthen its online presence and expand its product range.

FUTURE PLANS

Based on their recent activities and initiatives, it is possible to make some educated guesses about their future plans. Here are some potential future plans of AJIO:

Expansion of Product Range: AJIO may continue to expand its product range by introducing new categories and brands, as well as expanding its existing offerings in apparel, footwear, and accessories.

Focus on Sustainable Fashion: AJIO may continue to promote sustainable fashion by introducing more eco-friendly and sustainable products, partnering with local artisans and weavers, and raising awareness about the importance of sustainable fashion.

Investments in Technology: AJIO may invest in new technologies and innovations to enhance its customer experience, such as AI-powered personalization, augmented reality, and virtual try-on tools.

Expansion of Physical Stores: AJIO may consider expanding its offline presence by opening more physical stores or pop-up shops, in addition to its online presence.

International Expansion: AJIO may consider expanding its operations beyond India and into international markets, leveraging the strength of its parent company, Reliance Retail, and its global reach.

Overall, AJIO is likely to continue to innovate and expand its offerings to meet the evolving needs and preferences of its customers, while also maintaining its focus on sustainability and customer satisfaction.

ADVERTISING STRATEGIES AND USP

AJIO, the Indian e-commerce fashion platform, has adopted several advertising and marketing strategies to differentiate itself from its competitors and establish its unique selling proposition (USP) in the market. Here are some of the key advertising strategies and USP of AJIO:

Emphasis on Curated Fashion: AJIO's USP is its focus on curated fashion, which is reflected in its tagline, "Doubt Is Out." AJIO offers a carefully curated selection of fashion products from top brands, designers, and local artisans,

making it easy for customers to find stylish and on-trend outfits that suit their personal style.

Use of Influencer Marketing: AJIO has leveraged the power of influencer marketing by partnering with popular social media influencers, celebrities, and fashion bloggers to promote its products and brand. This has helped to increase brand awareness and attract a younger audience.

Digital Marketing: AJIO has also heavily invested in digital marketing, including social media advertising, email marketing, and targeted online ads. This has helped to reach a wider audience and drive traffic to its website.

Customer-centric Approach: AJIO's USP is its customer-centric approach, which is reflected in its commitment to providing a seamless and personalized shopping experience. The company offers several customer-friendly features, such as easy returns and exchanges, 24/7 customer support, and free shipping and delivery.

Sustainable Fashion: AJIO has also adopted sustainable fashion as a USP, by offering a range of eco-friendly and handcrafted products, promoting ethical fashion, and raising awareness about the importance of sustainability in fashion.

Overall, AJIO's USP is its focus on curated fashion, customer-centric approach, and commitment to sustainable and handcrafted fashion. Its advertising strategies, such as influencer marketing and digital marketing, are designed to promote its USP and reach a wider audience.

SWOT ANALYSIS

SWOT analysis of Ajio:

Strengths:

Strong Brand Image: Ajio has established a strong brand image in the Indian fashion industry. It is known for its trendy and fashionable clothing and accessories.

Wide Range of Products: Ajio offers a wide range of products such as clothing, footwear, and accessories for men, women, and kids. This gives customers a lot of options to choose from.

Focus on Sustainability: Ajio has a strong focus on sustainability and offers eco-friendly and organic products. This has helped it to attract environmentally conscious customers.

Innovative Marketing Strategies: Ajio has been able to attract customers through innovative marketing strategies such as influencer marketing, social media marketing, and interactive content.

Weaknesses:

Limited Offline Presence: Ajio has limited offline presence with only a few physical stores. This can limit its reach to customers who prefer to shop offline.

Limited International Presence: Ajio primarily caters to the Indian market and has limited international presence. This can limit its growth potential.

Dependence on Online Sales: Ajio's business model is heavily dependent on online sales. Any disruption in the online channel can significantly affect its business operations.

Opportunities:

Growing E-commerce Market: The e-commerce market in India is growing rapidly, and Ajio can capitalize on this growth by expanding its online presence and customer base.

Expansion into Tier 2 and Tier 3 Cities: Ajio can expand its reach by focusing on tier 2 and tier 3 cities in India, where there is a growing demand for fashion and lifestyle products.

Expansion into International Markets: Ajio can explore opportunities to expand into international markets, especially in regions where there is a high demand for Indian fashion.

Threats:

Intense Competition: The Indian fashion industry is highly competitive, and Ajio faces competition from established players such as Myntra and Flipkart.

Economic Volatility: Any economic volatility in India can affect consumer spending and impact Ajio's business operations.

Changing Consumer Preferences: Consumer preferences and trends can change quickly in the fashion industry, and Ajio needs to be able to adapt to these changes to remain competitive.

MARKETING STRATEGIES USED BY AJIO

AJIO has implemented several effective marketing strategies to reach out to its target audience and build brand awareness. Here are some of the key marketing strategies used by AJIO:

Influencer Marketing: AJIO has leveraged the power of social media influencers and celebrities to promote its products and create buzz around its brand. The company has collaborated with various influencers from the fashion and lifestyle space to endorse its products and reach out to their followers.

Social Media Marketing: AJIO has a strong presence on social media platforms such as Facebook, Instagram, Twitter, and YouTube. The company uses these platforms to showcase its products, share fashion tips and trends, and engage with its customers through interactive campaigns and contests.

Personalization: AJIO uses data analytics and artificial intelligence to offer personalized recommendations and product suggestions to its customers. This personalized approach helps the company to improve customer engagement and loyalty.

Discounts and Offers: AJIO offers attractive discounts and offers to its customers, especially during festive seasons and special occasions. This helps to drive sales and customer loyalty.

Omni-Channel Retailing: AJIO has a strong omni-channel retailing strategy that includes both online and offline retail channels. The company has launched several offline stores across India, which enables customers to try out products before making a purchase. This helps to improve customer satisfaction and build trust in the brand.

Overall, AJIO's marketing strategies have helped the company to establish a strong brand image and attract a large customer base in India.

STP ANALYSIS

STP analysis of Ajio, an online fashion retailer in India:

Segmentation: Ajio segments its market based on various factors, including:

- Demographics: Age, gender, income, and occupation
- Psychographics: Lifestyle, values, and personality traits

- Geographic location: Urban, semi-urban, and rural areas
- Behavioural factors: Purchase behaviour, loyalty, and brand awareness

Targeting: Ajio primarily targets urban and semi-urban millennials and Gen Z consumers in India who are fashion-conscious and value uniqueness and sustainability. They offer a wide range of products for men, women, and kids, including clothing, footwear, and accessories. Ajio also focuses on targeting environmentally conscious consumers by offering eco-friendly and organic products.

Positioning: Ajio positions itself as a trendy and fashionable online fashion retailer that offers unique and exclusive collections for men, women, and kids. Ajio has a strong focus on sustainability, which helps it to differentiate itself from competitors. It also positions itself as a premium brand with a range of high-quality products that cater to the fashion-conscious segment of the market. Ajio also emphasizes the convenience and accessibility of online shopping and offers a seamless user experience on its website and mobile app.

Overall, Ajio has segmented its market based on various factors, including demographics, psychographics, geographic location, and behavior. It targets urban and semi-urban millennials and Gen Z consumers who are fashion-conscious and value uniqueness and sustainability. Ajio positions itself as a trendy and fashionable online fashion retailer that offers unique and exclusive collections for men, women, and kids, with a strong focus on sustainability and a premium brand image.

ADVANTAGES OF AJIO

There are several advantages of Ajio, an online fashion retailer in India:

Wide Range of Products: Ajio offers a wide range of products for men, women, and kids, including clothing, footwear, and accessories. This gives customers a lot of options to choose from and makes it a one-stop-shop for all their fashion needs.

Unique and Exclusive Collections: Ajio offers unique and exclusive collections that are not available on other e-commerce platforms. This gives customers a reason to choose Ajio over other retailers and creates a sense of exclusivity.

Focus on Sustainability: Ajio has a strong focus on sustainability and offers eco-friendly and organic products. This has helped it to attract environmentally conscious customers who are willing to pay a premium for sustainable fashion.

Innovative Marketing Strategies: Ajio has been able to attract customers through innovative marketing strategies such as influencer marketing, social media marketing, and interactive content. This has helped it to build a strong brand image and increase brand awareness.

Seamless User Experience: Ajio offers a seamless user experience on its website and mobile app, making it easy for customers to browse and purchase products. The platform is user-friendly and offers features such as easy navigation, filters, and search functionality.

Convenience: Ajio offers the convenience of online shopping, allowing customers to shop from the comfort of their homes. It also offers flexible payment options and fast delivery, making the shopping experience hassle-free.

Overall, Ajio's wide range of products, unique and exclusive collections, focus on sustainability, innovative marketing strategies, seamless user experience, and convenience are some of its key advantages that have helped it to establish a strong presence in the Indian fashion industry.

DISADVANTAGES OF AJIO

Disadvantages of Ajio, an online fashion retailer in India:

Price: Ajio's products are generally priced higher than other online fashion retailers in India, which may not be affordable for price-sensitive customers.

Limited Offline Presence: While Ajio has a strong online presence, it has limited offline presence with only a few physical stores in select locations. This limits its reach and accessibility to customers who prefer to shop offline.

Limited International Presence: Ajio currently operates only in India and does not have an international presence. This limits its growth potential and revenue streams.

Competition: The online fashion industry in India is highly competitive, with several established players and new entrants. Ajio faces stiff competition from both established players and new entrants who are also targeting the same customer segments.

Delivery Times: While Ajoio offers fast delivery, it may not always be able to deliver products on time due to logistical challenges or other factors. This may result in customer dissatisfaction and loss of business.

Returns and Refunds: Ajoio's returns and refunds policy may not be favourable for all customers. Customers may have to bear the cost of return shipping, and refunds may take longer than expected, which may result in a negative customer experience.

Overall, while Ajoio has several advantages, it also faces some potential disadvantages such as pricing, limited offline and international presence, competition, delivery times, and returns and refunds policy that may impact its growth and profitability in the long run.

B. LITERATURE REVIEW

Ankur Kumar Rastogi (2019)- This study attempts to analyse the features related to the buying behaviour of online shoppers. Consumer buying behaviour in respect of online shopping was studied using different socio- economic variables. It also provides 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 a useful guide for market orientation. The outcomes of the study suggest that assessment of consumer buying behaviour can contribute to a better understanding of consumer buying behaviour in respect of online shopping.

Dahiya Richa (2018)- On-line shopping is a recent phenomenon in the field of E-Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services on-line. Though online shopping is very common outside India, its growth in the Indian Market, which is a large and strategic consumer market, is still not in line with the global market. The potential growth of on-line shopping has triggered the idea of conducting a study on on-line shopping in India.

Mohana Priya. S and Anasuya(2017)- The present technological development with respect to the internet has given a platform to a new marketing system. This study brought to the fact that most of the online customers are educated people and students who have a positive perception towards online shopping, in risk perception particularly concerns about online security, is preventing many people

from online shopping. Ensuring adequate safety measures in delivery of products are a challenging task in front of online sellers to maximize their sales. Online traders have to resolve these problems and also need to introduce a wide range of products with additional discounts. This will create more demand from customers.

CHAPTER 3
DATA ANALYSIS AND
INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusions, significance and implications of the findings. We have used

A. Demographic analysis

A. DEMOGRAPHIC ANALYSIS

Demographic analysis includes the things that allow us to measure the dimensions and dynamics of populations. Demographic analysis estimates are often considered a reliable standard for judging the accuracy of the sample information gathered at any time. The demographic factors used here are:

- 1.Age Wise Distribution
- 2.Gender Wise Distribution
- 3.Qualification Wise Distribution
- 4.Occupation Wise Distribution
- 5.Customer Preference of Online Shopping
- 6.Customer Preference of shopping in Ajio
- 7.Privacy Policies of Ajio
- 8.Problems faced while shopping in ajio
- 9.Price Wise Distribution
- 10.Mode of Payment Wise Distribution
- 11.Recommendation
- 12.Customer Satisfaction on customer service
- 13.Time of purchase
- 14.Convenience of choosing

15.Is Ajio better than other shopping apps?

16.Performance Wise Distribution

3.1 AGE WISE DISTRIBUTION

The respondents are divided on the basis of their age group. The different categories are 15-20, 21-30, 31-40 and 41 and above.

Table 3.1 Age Wise Distribution

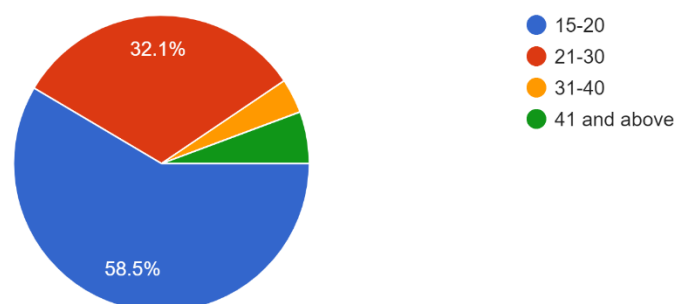
AGE GROUP NO. OF RESPONDENTS PERCENTAGE

AGE GROUP	NO. OF RESPONDENTS	PERCENTAGE
15-20	31	58.5%
21-30	17	32.1%
31-40	3	3.8%
41 and above	2	5.7%
TOTAL	53	100

Source: Primary Data

Age

53 responses



INFERENCE:58.5% of the respondents are in the age group 15-20. Remaining part is comprised by 21-30(32.1%), 31-40(3.8%) and 41 and above (5.7%). Majority of respondents are in the age group 15-20. Hence it is inferred that this age group uses AJIO more frequently than others

3.2 GENDER WISE DISTRIBUTION

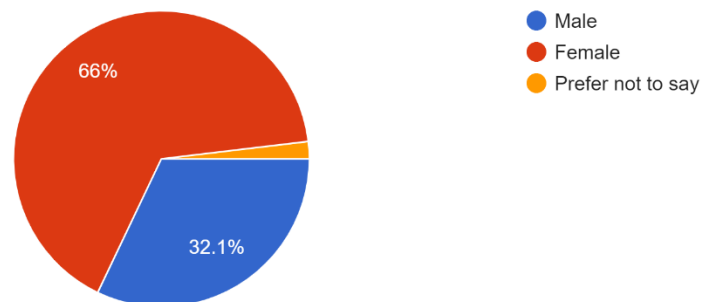
The respondents are categorized based on their gender as male and female.

Table 3.2 Gender Wise Distribution

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	17	32.1%
Female	35	66%
Prefer not to say	1	1.9%
TOTAL	53	100

Source: Primary data

Gender
53 responses



INFERENCE: Out of 53 respondents, 17 are male and 35 are female users. That is 32.1 of users are male and 66% of the users are female. Majority of the respondents are female.

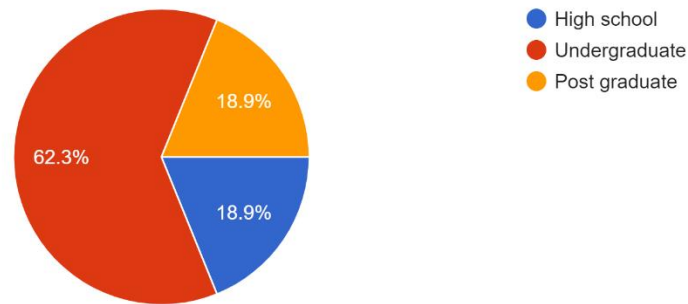
3.3 QUALIFICATION WISE DISTRIBUTION

The respondents are classified based on their qualification

QUALIFICATION	NO. OF RESPONDENTS	PERCENTAGE
High-School	10	18.9%
Under-Graduate	33	62.3%
Post-Graduate	10	18.9%
TOTAL	53	100

SOURCE: PRIMARY DATA

Qualification
53 responses



INFERENCE: Out of 53 respondents 10 are from high-school ,33 are undergraduate and 10 are post graduate. Majority of the respondents are undergraduate.

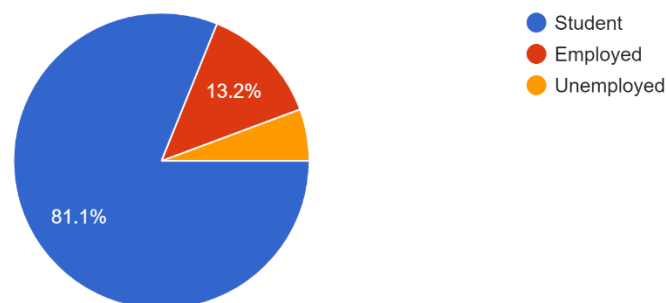
3.4 OCCUPATION-WISE DISTRIBUTION

The respondents are classified based on their occupation.

OCCUPATION	NO. OF RESPONDENTS	PERCENTAGE
Student	43	81.1%
Employed	7	13.2%
Unemployed	3	5.7%
TOTAL	53	100

SOURCE: PRIMARY DATA

Occupation
53 responses



INFERENCE: Out of 53 respondents 43 are students, 7 are employed and 3 are unemployed. That is 81.1% are student ,13.2% are employed and 5.7% are unemployed. The majority of respondents are students.

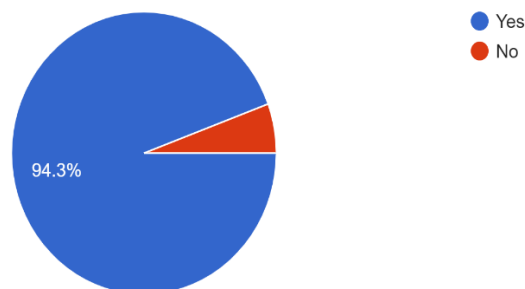
3.5 CUSTOMER PREFERENCE OF ONLINE SHOPPING

The respondents are classified based on their preference on online shopping.

CUSTOMER PREFERENCE ON ONLINE SHOPPING	NO. OF RESPONDENTS	PERCENTAGE
Yes	50	94.3%
No	3	5.7%
TOTAL	53	100

SOURCE: PRIMARY DATA

Do you shop online?
53 responses



INFERENCE: Out of 53 respondents 50 like online shopping and 3 like does not shop online. That is 94.3% shop online and 5.7% does not shop online. The majority of people shop online.

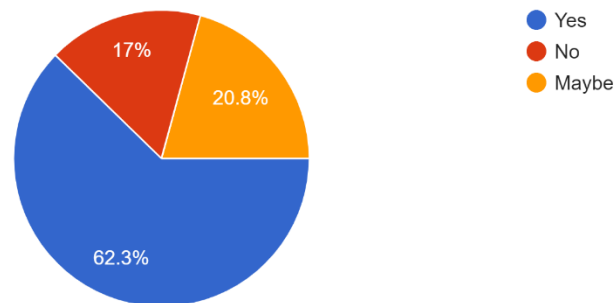
3.6 CUSTOMER PREFERENCE OF SHOPPING IN AJIO

The respondents are classified based on their preference of shopping in ajio.

CUSTOMER PREFERENCE OF SHOPPING IN AJIO	NO. OF RESPONDENTS	PERCENTAGE
Yes	33	62.3%
No	9	17%
Maybe	11	20.8%
TOTAL	53	100

SOURCE: PRIMARY DATA

Do you shop in ajio?
53 responses



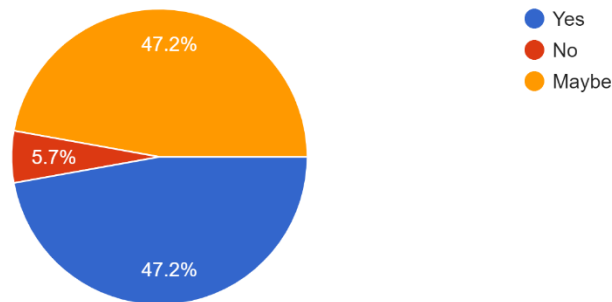
INFERENCE: Out of 53 respondents 33 shop at ajio ,9 does not shop at ajio and 11 have chances of shopping at ajio. That is 62.3% shops at ajio, 17% does not shop and 20.8% have chances of shopping at ajio. The majority shops in ajio.

3.7 PRIVACY POLICIES OF AJIO

The respondents are classified related to their privacy policies of ajio.

EFFECTIVE PRIVACY POLICIES?	NO. OF RESPONDENTS	PERCENTAGE
Yes	25	47.2%
No	3	5.7%
Maybe	25	47.2%
TOTAL	53	100

Do you think privacy policies are effective on ajio?
53 responses



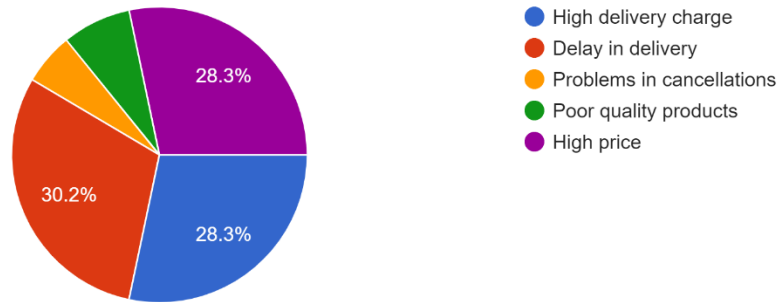
INFERENCE; Out of 53 respondents 25 says ajio provides effective privacy policies, 3 says no and 25 says maybe. That is 47.2% says yes, 5.7% says no and 47.2% says maybe. The majority says yes and maybe.

3.8 PROBLEMS FACED WHILE SHOPPING IN AJIO

The respondents are classified based on the problems faced while shopping.

PROBLEMS FACED	NO. OF RESPONDENTS	PERCENTAGE
High delivery charge	15	28.3%
Delay in delivery	16	30.2%
Problems in cancellations	3	5.7%
Poor quality products	4	7.5%
High price	15	28.3%
TOTAL	53	100

Problems you face while purchasing product online through ajio
53 responses



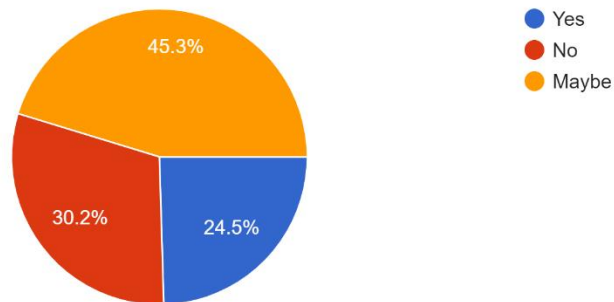
INFERENCE: Out of 53 respondents 15 faces high delivery charge, 16 faces delay in delivery ,3 faces problems in cancellations, 4 faces problem with poor quality and 15 faces problem of high pricing. That is 28.3%, 30.2%, 5.7%, 7.5% and 28.3% respectively. The majority of people has faced problem with delay in delivery.

3.9 PRICE WISE DISTRIBUTION

The respondents are classified based on their opinion on the price.

EXPENSIVE	NO. OF RESPONDENTS	PERCENTAGE
Yes	13	24.5%
No	16	30.2%
Maybe	24	45.3%
TOTAL	53	100

Do you think ajoy is too expensive?
53 responses



INFERENCE: Out of 53 respondents 13 says yes, 16 says no and 24 says maybe. That is 24.5%, 30.2% and 45.3% respectively says ajoy is expensive .

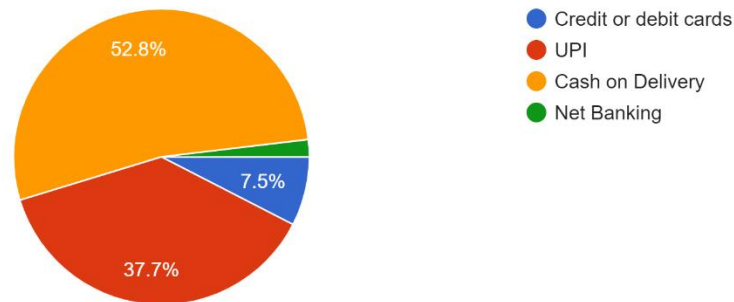
3.10 MODE OF PAYMENT WISE DISTRIBUTION

The respondents are classified based on their payment method.

MODE OF PAYMENT	NO. OF RESPONDENTS	PERCENTAGE
Credit or debit cards	4	7.5%
UPI	20	33.7%
Cash on delivery	28	52.8%
Net banking	1	1.9%
TOTAL	53	100

Which mode of payment do you choose?

53 responses



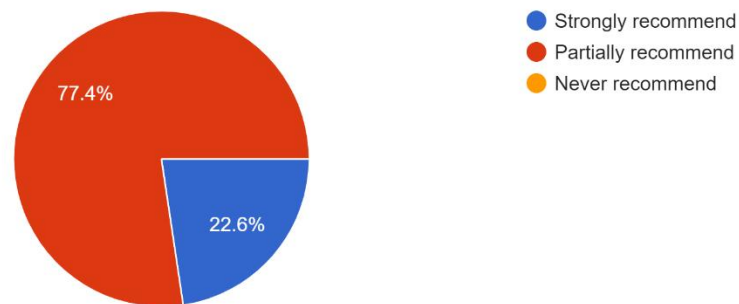
INFERENCE: Out of 53 respondents 4 pay using credit or debit cards, 20 pay using UPI, 28 pay using cash on delivery and 1 pay through net banking . That is 7.5% use debit or credit card, 33.7% use UPI, 52.8% use cash on delivery and 1.9% pays through net banking. The majority uses Cash on Delivery.

3.11 RECOMMENDATION

The respondents are classified whether they would recommend ajio to others.

RECOMMENDATION	NO. OF RESPONDENTS	PERCENTAGE
Strongly Recommend	12	22.6%
Partially Recommend	41	77.4%
Never Recommend	0	0%
TOTAL	53	100

Do you recommend ajio?
53 responses



INFERENCE: Out of 53 respondents 12 respondents would strongly recommend and 41 respondents would partially recommend Ajio to others. That is 77.4% would partially recommend and 22.6% would strongly recommend. The majority of the respondents would partially recommend Ajio.

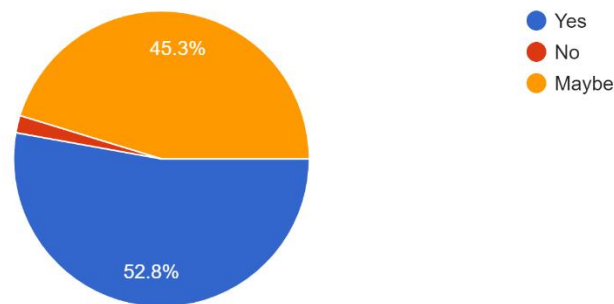
3.12 CUSTOMER SATISFACTION ON CUSTOMER SERVICE

The respondents are classified based on whether they are satisfied about customer service of ajio.

CUSTOMER SATISFACTION	NO.OF RESPONDENTS	PERCENTAGE
Yes	28	52.8%
No	1	1.9%
Maybe	24	45.3%
TOTAL	53	100

Are you satisfied with ajio customer service?

53 responses



INFERENCE: Out of 53 respondents 28 respondents are satisfied with ajio customer service, 1 respondent is not satisfied and 24 may or may not be satisfied. That is 52.8% are satisfied, 1.9% are not satisfied and 45.3% may or may not be satisfied. The majority of the respondents are satisfied with the customer service of ajio.

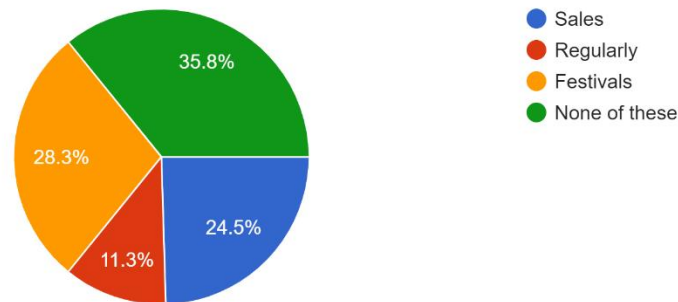
3.13 TIME OF PURCHASE

The respondents are classified based on at what period of the year they would purchase from AJIO.

PURCHASE	NO.OF RESPONDENTS	PERCENTAGE
Festivals	15	28.3%
Sales	13	24.5%
Regularly	6	11.3%
None of these	19	35.8%
TOTAL	53	100

At what time do you purchase at ajo?

53 responses



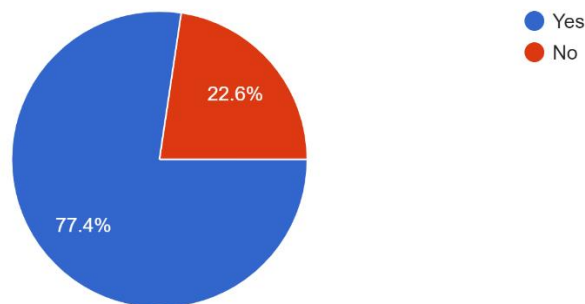
INFERENCE: Out of 53 respondents 15 respondents purchase during festivals, 13 respondents purchase during sales, 6 respondents purchase regularly and 19 respondents purchase at other times. That is 28.3% purchase during festivals, 24.5% purchase during sales, 11.3% purchase regularly and 35.8% purchase at other times. The majority respondents purchase at other times.

3.14 CONVENIENCE OF CHOOSING

The respondents are classified based on the convenience of choosing the products.

CONVENIENCE OF CHOOSING	NO. OF RESPONDENTS	PERCENTAGE
Yes	41	77.4%
No	12	22.6%
TOTAL	53	100

Was it easy to choose the products
53 responses



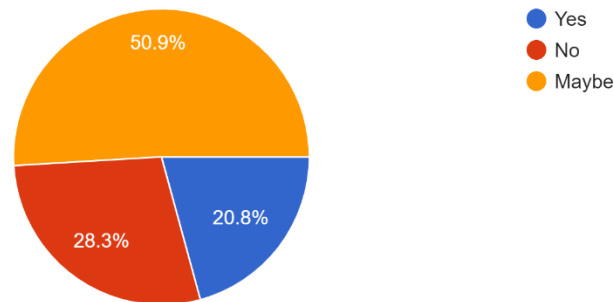
INFERENCE: Out of 53 respondents 41 respondents felt easy to choose the products, 12 respondents did not feel. That is 77.4% felt easy, 22.6% did not feel easy. The majority respondents were convenient in choosing the products.

3.15 Is AJIO better than other shopping apps?

The respondents are classified based on whether ajio is better than other shopping apps.

BETTER THAN OTHER APPS	NO. OF RESPONDENTS	PERCENTAGE
Yes	11	20.8%
No	15	28.3%
Maybe	27	50.9%
TOTAL	53	100

Do you find ajio better than other shopping apps?
53 responses



INFERENCE: Out of 53 respondents 11 respondents feels ajio is better, 15 respondents feel ajio is not better and 27 feel ajio may or may not be better than other shopping apps. That is 20.8% feel ajio is better, 28.3% does not feel ajio is better and 50.9% feels ajio may or may not be better than other shopping apps. The majority respondents feel ajio may or may not be better than other shopping apps.

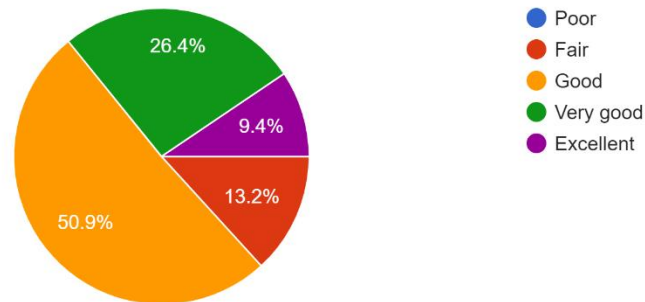
3.16 PERFORMANCE WISE DISTRIBUTION.

The respondents are classified based on the overall performance of ajio.

OVERALL PERFORMANCE	NO. OF RESPONDENTS	PERCENTAGE
Poor	0	0.1%
Fair	7	13.2%
Good	27	50.9%
Very good	14	26.4%
Excellent	5	9.4%
TOTAL	53	100

How would you rate overall performance of ajio?

53 responses



INFERENCE: Out of 53 respondents 0 respondents says Ajio's performance is poor, 7 says fair, 27 says good, 14 says very good and 5 says excellent. That is 0.1% respondents say poor, 13.2% says fair, 50.9% says good, 26.4% says very good and 9.4% says excellent. The majority respondents says that the overall performance of ajio is good.

CHAPTER 4

FINDINGS,

SUGGESTIONS AND

CONCLUSIONS

INTRODUCTION

This chapter presents the major findings of the study and makes some recommendations based on the findings. The chapter also presents the conclusion and scope for future research. Before explaining the major findings, the major objectives and hypothesis of the study are listed in the following sections.

OBJECTIVES

The study “WHY AJIO IS PREFERRED MORE THAN OTHER SHOPPING APPS” is carried out for the following specific objectives:

- To study the influence of ajio app in online shopping platform.
- To study the problems that consumers face while making online purchase through ajio app.
- To understand the overall perception people, have towards Ajio app.

FINDINGS

The information obtained from the study reveals the following facts:

- **Based on Demographic analysis**
 - ♣ Majority of the respondents are females from the age group 15-20.
 - ♣ Around half the respondents are students and undergraduate.
 - ♣ A greater number of the respondents shop online through ajio.
 - ♣ Privacy policies are effective in ajio.

♣Problems in cancellation is the least factor that effect while shopping through ajio.

♣Cash on delivery is the most used payment method.

♣Majority of the people are satisfied with ajio customer service.

♣Choosing of products are easy in ajio.

♣Ajio has been rated as good in overall performance.

SUGGESTIONS

The major output of the research is to contribute to the theoretical review of literature existing in the knowledge domain. It also helps in practical implications and managerial uses by providing constructive and creative suggestions implied out of existing findings of the study. The following are some of the findings derived out of the study:

- The AJIO must provide more quality products; this will help to increase more customers.
- It must overcome the reasons for dissatisfaction, to provide better service, quality of program etc.
- The online customers should recommend to other people.
- The online shopping systems must be introduced to remote areas.
- Delay on attending complaints should be avoided by concerned people.
- The AJIO should make sure that the products are reaching on time to the customers.
- Provide all the information to the customers since different people have different taste and preferences.

- Any delay in services should be made with prior information to the customers immediately.
- The price of the product should be introduced for different segments of the society based on their income since most of the respondents are very keen regarding their money.

CONCLUSIONS

One of the fastest growing areas of e-commerce is online shopping, the internet provides a platform where sellers and buyers can come in contact for sale and purchase of goods and services.

The study was based on the “WHY AJIO IS PREFERRED MORE THAN OTHER SHOPPING APPS”. The study focused on the ability of AJIO to meet the customer needs in order to maintain customer loyalty and for making profit in today’s dynamic market. The objective of study was to understand the overall perception people have towards AJIO app.

53 respondents from different age group were selected as sample for study. The response was collected in the period of March 2023-April 2023.

The study was conducted to find out the percentage of people using AJIO shopping app. The study brought forward that online customers are students and educated graduate so that they can easily access internet at their convenience for their purchase at any required time. They feel it is cheaper and simple to purchase by cash payment options.

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WEBSITE

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www.ajio.com

www.wikipedia.com

www.aboutwebsite.info.com

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APPENDIX

Name:

Age:

- 15-20
- 21-30
- 31-40
- 41 and above

Gender:

- Male
- Female
- Prefer not to say

Qualification:

- High school
- Under-Graduate
- Post-Graduate

Occupation:

- Student
- Employed
- Unemployed

Do you shop online?

- Yes
- No

Do you shop in AJIO?

- Yes
- No
- Maybe

Do you think privacy policies are effective on AJIO?

- Yes
- No
- Maybe

Problems you face while purchasing product online through AJIO.

- High delivery charge
- Delay in delivery
- Problems in cancellations
- Poor quality products
- High price

Do you think AJIO is too expensive?

- Yes
- No
- Maybe

Which mode of payment do you choose?

- Credit or debit cards
- UPI
- Cash on delivery
- Net banking

Do you recommend AJIO?

- Strongly recommend
- Partially recommend
- Never recommend

Are you satisfied with AJIO customer service?

- Yes
- No
- Maybe

At what time do you purchase at AJIO?

- Sales
- Regularly
- Festivals
- None of these

Was it easy to choose the products?

- Yes
- No

Do you find AJIO better than other shopping apps?

- Yes
- No
- Maybe

How would you rate overall performance of AJIO?

- Poor
- Fair

- Good
- Very good
- Excellent