

“A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING”

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ABSTRACT

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping. The study is focus on to identified the customer satisfaction, customer attitudes, customer behavior towards the online shopping.

Keywords: Online shopping, Customer Satisfaction, Customer behavior, Customer attitudes.

1. INTRODUCTION

Online shopping is the process whereby consumers directly buy goods from a seller interactively in real-time without an intermediary over the internet. Online shopping is the process of buying goods and services from merchants who try to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

Online shopping has become a popular method for purchasing and selling goods due to many reasons. Because of the busy schedule of people they face the problem of time management. As a solution for that problem, people tend to use online shopping, because of limited time; consumers have ability to get complete information about the product which they plan to purchase, and they can review variety of products and can choose most compatible item from them. There are no domestic or international barriers in the online shopping. Therefore, people can purchase and consume not only domestic product but also product from foreign countries.

As the internet is truly a worldwide phenomenon. The number of internet users have grown, this growth and diverse internet population means the people having diverse taste and purposes are now going to web for information and to buy products and services. Now days internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers. Essentially, the idea of online shopping is to lead customers to a convenient way of shopping, customers will be able to save their time and money, plus retrieve all the product information with just few clicks in a few minutes, plus purchasing can be made anywhere, anytime according to their preferences.

2. METHODOLOGY

Research methodology is a search of knowledge through objectives and systematic method of findings solutions to a problem. The word ‘research’ is derived from the French word. Research methodology is the process used to collect data and other types of information for use in making business decisions. This type of methodology includes interviews, surveys and research of publications. All of these types include the use of present and historical information. When someone is doing theoretical work, paradigms can be used to satisfy most of the criteria that are set forth for methodology.

2.1 Sample size

The sample size in the study is 80.

2.2 Statistical tools

- Simple percentage method
- Chi-square test

PERCENTAGE METHOD

Simple percentage analysis is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular questions in percentage arrived from the total population selected for the study.

$$\text{Percentage} = \frac{\text{No. of Respondents}}{\text{Total Respondents}} \times 100$$

CHI-SQUARE TEST

A chi-square test is a statistical test used to compare observed results with expected results. The purpose of this test is to determine if a difference between observed data and expected data is due to chance, or if it is due to a relationship between the variables you are studying.

$$\text{Chi-square} = \frac{(O-E)^2}{E}$$

3. DATA ANALYSIS AND INTERPRETATION

1) GENDER OF THE RESPONDENTS

Table No - 3.1: Gender Of The Respondents

GENDER	NO OF RESPONDENTS	PERCENTAGE
Male	31	38.8
Female	49	61.3
Total	80	100%

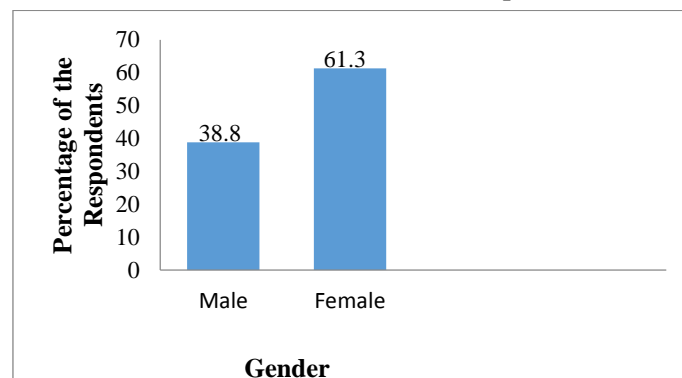
Sources: Primary data

INTERPRETATION

From the above it is inferred that, 38.8% of the respondents are male, 61.3% of the respondents are female.

Majority (61.3%) of the respondents are female.

Chart No - 3.1: Gender Of The Respondents



2) AGE OF THE RESPONDENTS

Table No - 3.2: Age Of The Respondents

Age	No. of Respondent	Percentage
15 Years – 20 Years	10	12.5
20 Years – 25 Years	44	55
25 Years – 30 Years	14	17.5
Above 30 Years	12	15
Total	80	100

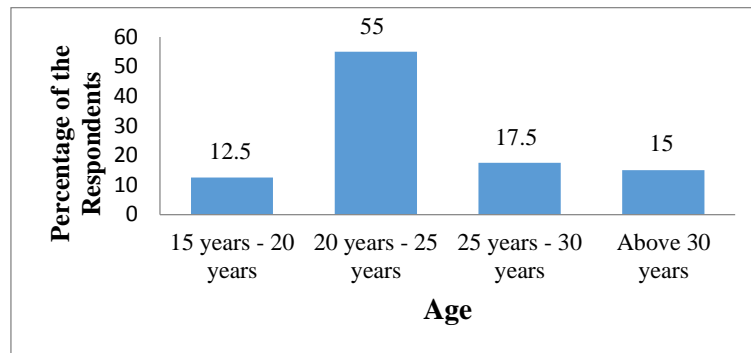
Source: Primary data

INTERPRETATION:

From the above it is inferred that, 12.5% of the respondents are 15 years – 20 years, 55% of the respondents are 20 years – 25 years, 17.5% of the respondents are 25 years – 30 years, 15% of the respondents are above 30 years.

Majority (55%) of the respondents are 20 years – 25 years.

Chart No - 3.2: Age Of The Respondents



3) MONTHLY INCOME OF THE RESPONDENTS

Table No - 3.3: Monthly Income Of The Respondents

Monthly income	No. of Respondents	Percentage
Less than Rs 10,000	39	48.8
Rs 10,000 – Rs 20,000	11	13.8
Rs 20,000 – Rs 30,000	13	16.2
Above Rs 30,000	17	21.3
Total	80	100

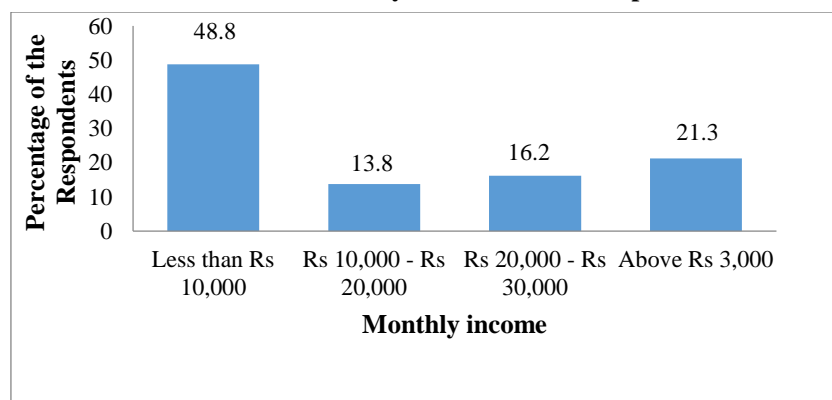
Source: Primary data

INTERPRETATION:

From the above it is inferred that, 48.8% of the respondents monthly income are less than Rs 10,000, 13.8% of the respondents monthly income are Rs 10,000 – Rs 20,000 , 16.2% of the respondents monthly income are Rs 20,000 – Rs 30,000, 21.3% of the respondents monthly income are above 30,000.

Majority (48.8%) of the respondents monthly income are Less than Rs 10,000.

Chart No - 3.3: Monthly Income Of The Respondents



4) RESPONDENTS TENDENCY TO SHOP ONLINE

Table No - 3.4: Respondents Tendency To Shop Online

Customer Tendency	No. of Respondent	Percentage
Yes	75	93.8
No	5	6.3
Total	80	100

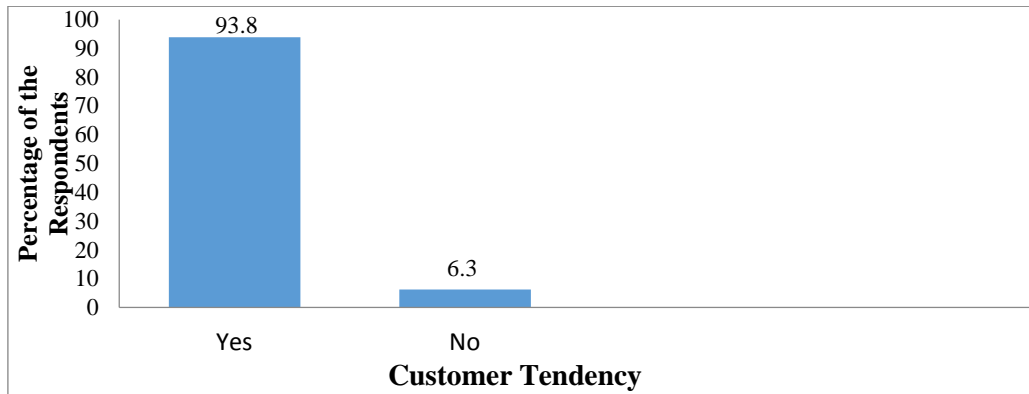
Source: Primary data

INTERPRETATION

From the above it is inferred that, 93.8% of the respondents are use online shopping , 6.3% of the respondents are never use online shopping.

Majority (93.8%) of the respondents are use online shopping.

Chart No - 3.4: Respondents Tendency To Shop Online



5) HOW FREQUENTLY RESPONDENTS BUY IN ONLINE

Table No -3.5: How Frequently Respondents Buy In Online

Options	No. of Respondents	Percentage
Frequently once a month	29	36.3
Once in 6 months	24	30
Once in a year	24	30
Never brought online	3	3.7
Total	80	100

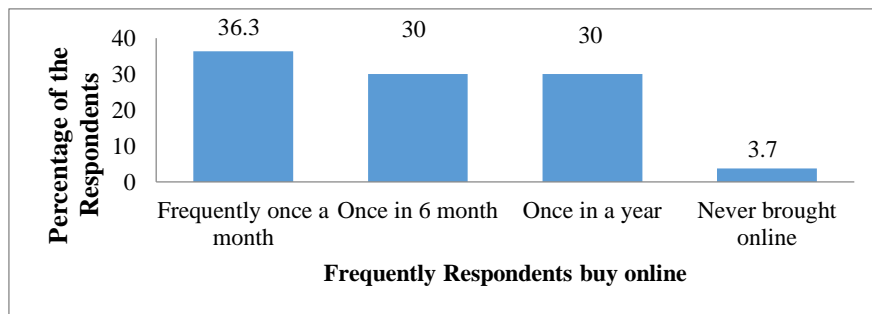
Source: Primary data

INTERPRETATION

From the above it is inferred that, 36.3% of the respondents use frequently once in a month, 30% of the respondents use once in a 6months , 30% of the respondents use once in a year, 3.7% of the respondents never brought online.

Majority (36.3%) of the respondents use frequently once in a month.

Chart No - 3.5: How Frequently Respondents Buy In Online



6) HOW MUCH SPENT FOR ONLINE SHOPPING

Table No - 3.6: How Much Spent For Online Shopping

Money spent	No. of Respondents	Percentage
Re 1 – Rs 2500	36	45
Rs 2500 – RS 5000	27	33.8
More than 5000	12	15
Nothing	5	6.3
Total	80	100

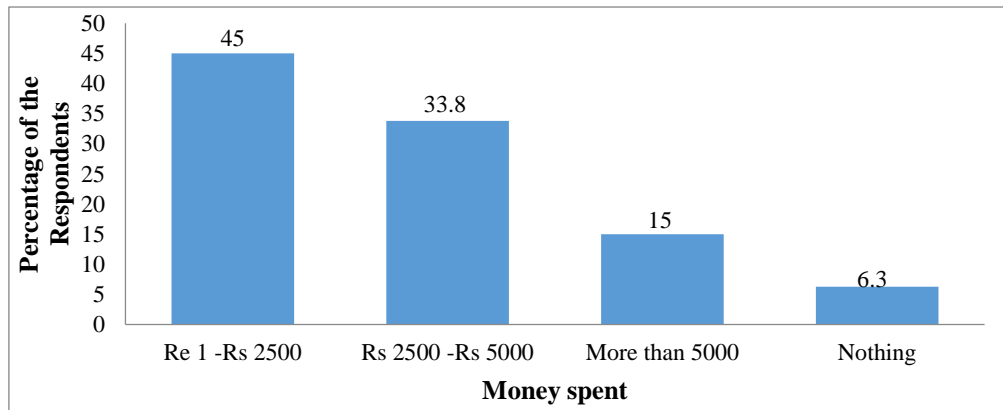
Source: Primary data

INTERPRETATION

From the above it is inferred that, 45% of the respondents spent Re 1 –Rs 2500, 33.8% of the respondents spent Rs 2500 –Rs 5000, 15% of the respondents spent More than Rs 5000, 6.3% of the respondents spent Nothing in online shopping.

Majority (45%) of the respondents spent Re1 –Rs 2500 in online shopping.

Chart No - 3.6: How Much Spent For Online Shopping



7) TYPES OF PRODUCT RESPONDENT BUY IN ONLINE

Table No - 3.7: Types Of Product Respondent Buy In Online

Product	No. of Respondents	Percentage
Accessories	15	18.8
Clothes	29	36.3
Cosmetics	7	8.8
Electronics	23	28.7
Others	6	7.5
Total	80	100

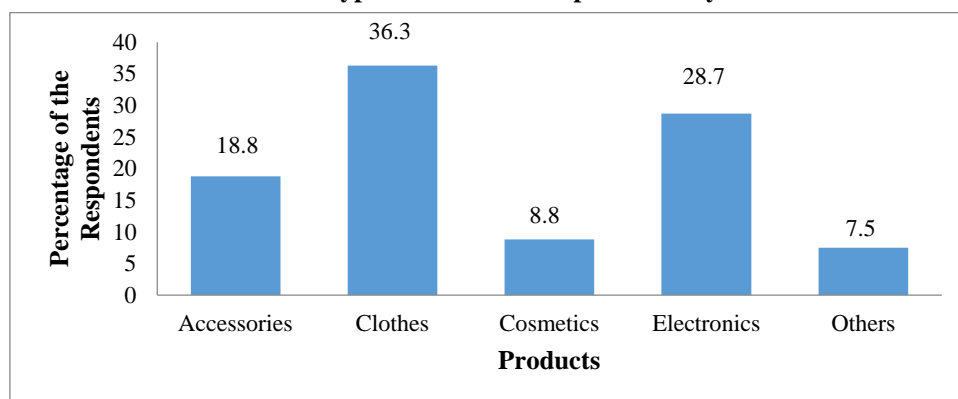
Source: Primary data

INTERPRETATION

From the above it is inferred that, 18.8% of the respondents buy Accessories, 36.3% of the respondents buy Clothes , 8.8% of the respondents buy Cosmetics, 28.7% of the respondents buy Electronics, 7.5% of the respondent by other products in online.

Majority (36.3%) of the respondents buy Clothes in online

Chart No - 3.7: Types Of Product Respondent Buy In Online



8) WHETHER RESPONDENTS RECOMMEND ONLINE SHOPPING TO OTHERS

Table No - 3.8: Whether Respondents Recommend Online Shopping To Others

Options	No. of Respondent	Percentage
Yes	67	83.8

No	13	16.2
Total	80	100

Source: Primary data

INTERPRETATION

From the above it is inferred that, 83.8% of the respondents recommend online shopping to a friends or family members, 16.2% of the respondents are not recommend online shopping to a friends or family members.

Majority (83.8%) of the respondents recommended online shopping to a friends or family.

Chart No - 3.8: Whether Respondents Recommend Online Shopping To Others



9) WHY RESPONDENTS PREFER ONLINE SHOPPING

Table No - 3.9: Why Respondents Prefer Online Shopping

Preference	No. of Respondents	Percentage
Convenient & time saving	25	31.3
Low prices	11	13.8
Product variety	24	30
Home delivery	15	18.8
Others	5	6.3
Total	80	100

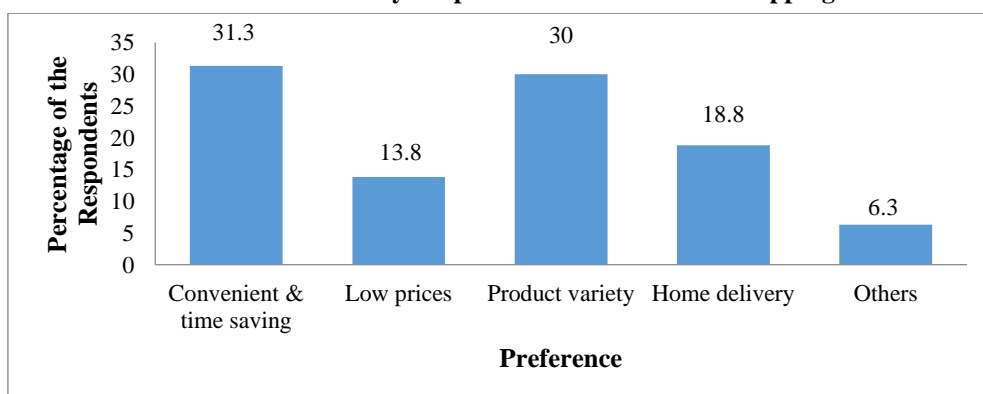
Source: Primary data

INTERPRETATION

From the above it is inferred that, 31.3% of the respondents prefer Convenient & time saving, 13.8% of the respondents prefer Low prices, 30% of the respondents prefer Product variety, 18.8% of the respondents prefer Home delivery, 6.3% of the respondents prefer other products.

Majority (31.3%) of the respondents prefer both Convenient & time saving

Chart No - 3.9: Why Respondents Prefer Online Shopping



10) PROBLEM FACED BY THE RESPONDENT

Table No - 3.10: Problem Faced By The Respondent

Monthly income	No. of Respondents	Percentage
Delay in delivery	11	13.8
Cheap product quality	18	22.5
Product damage	24	30
Non delivery	11	13.8
Others	16	20
Total	80	100

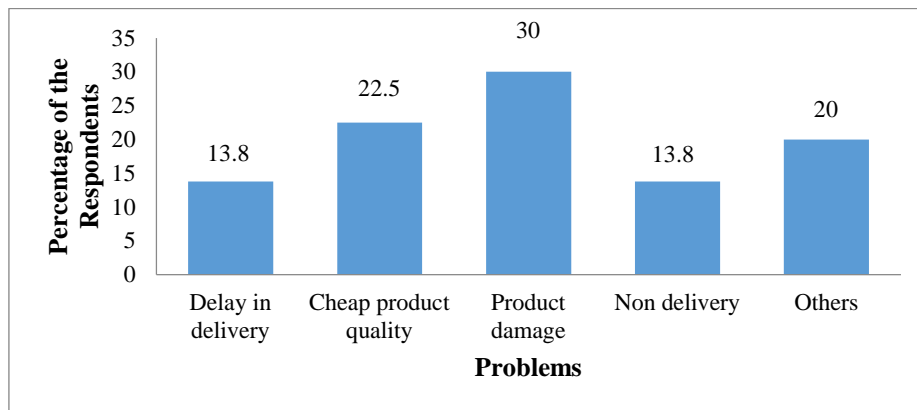
Source: Primary data

INTERPRETATION

From the above it is inferred that, 13.8% of the respondents faced delay in delivery, 22.5% of the respondents faced Cheap product quality, 30% of the respondents faced Product damages, 13.8% of the respondents faced Non delivery problem, 20% of the respondents faced other problems while conducting online purchase.

Majority (30%) of the respondents faced Product damages while conducting online purchase.

Chart No - 3.10: Respondants Felt Any Problems Faced In Online Purchase



11) RELATIONSHIP BETWEEN ONLINE RETAILER TYPICALLY USE AND SATISFIED WITH THE SERVICES QUALITY AMONG THE ONLINE RETAIL SHOPS

Table No - 3.11: Relationship Between Online Retailer Typically Use And Satisfied With The Services Quality Among The Online Retail Shops

Online retailer & Service quality among online retailer	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Amazon	6	12	3	3	1	25
E-Bay	2	2	1	0	0	5
Filpkart	10	5	10	8	2	35
Ajio	2	6	2	1	4	15
Total	20	25	16	12	7	80

Source: Primary Data

NULL HYPOTHESIS

H_0 : There is no significance relationship between online retailer typically use and satisfied with the service quality among the online retailer shops.

ALTERNATIVE HYPOTHESIS

H_1 : There is a significance relationship between online retailer typically use and satisfied with the service quality among the online retailer shops.

LEVEL OF SIGNIFICANCE

The level of significance is 5%

Table No - 3.12: Chi Square Test

Particulars	Observed Frequency	Excepted Frequency	$\frac{(O-E)^2}{E}$
R ₁ C ₁	6	6.3	0.014
R ₁ C ₂	12	7.8	2.26
R ₁ C ₃	3	5	0.8
R ₁ C ₄	3	3.8	0.19
R ₁ C ₅	1	2.2	0.65
R ₂ C ₁	2	1.3	0.38
R ₂ C ₂	2	1.6	0.1
R ₂ C ₃	1	1	0
R ₂ C ₄	0	0.8	0.8
R ₂ C ₅	0	0.4	0.4
R ₃ C ₁	10	8.8	0.16
R ₃ C ₂	5	11	3.27
R ₃ C ₃	10	7	1.29
R ₃ C ₄	8	5.3	1.38
R ₃ C ₅	2	3.1	0.39
R ₄ C ₁	2	3.8	0.85
R ₄ C ₂	6	4.7	0.36
R ₄ C ₃	2	3	0.33
R ₄ C ₄	1	2.3	0.73
R ₄ C ₅	4	1.3	5.61
CALCULATED VALUE			19.964

Degree of freedom : $(r - 1)(c - 1)$

: $(4 - 1)(5 - 1)$

: 12

Level of significance : 5%

Table value : 21.026

Calculated value : 19.964

RESULT

Since the calculated value is less than the table value. So, we accept the null hypothesis (H_0). There is no significance relationship between online retailer typically use and satisfied with the service quality among the online retailer shops.

4. RESULTS AND DISCUSSION

4.1 FINDINGS

- Majority (61.3%) of the respondents are female.
- Majority (55%) of the respondents are 20 years – 25 years.
- Majority (48.8%) of the respondents monthly income are Less than Rs 10,000.
- Majority (93.8%) of the respondents are use online shopping.
- Majority (36.3%) of the respondents use frequently once in a month.
- Majority (45%) of the respondents spent Re1 –Rs 2500 in online shopping.

- Majority (36.3%) of the respondents buy Clothes in online.
- Majority (83.8%) of the respondents recommended online shopping to a friends or family.
- Majority (31.3%) of the respondents prefer both Convenient & time saving.
- Majority (30%) of the respondents faced Product damages while conducting online purchase.

4.2 SUGGESTIONS

- The companies should try to despatch goods as soon as the order is received. So that there will be no delay.
- The quality should be conformity with the catalogue. So that there will not be an issue with quality of the products.
- The shopper should get feedback from customers which will evolve them to receive the level of satisfaction.
- An awareness program may be conducted by the leading online shopping companies in schools and colleges to enrich their knowledge on online shopping.

5. CONCLUSION

The endeavour of this study is to identify the motivating factors towards online shopping as well as inhibitions of online shopping. Therefore, from the findings it was found that consumers purchasing decisions were dependent on various factors. According to customer's opinions convenient & time saving is the most important motivating factor for online shopping. Customers mostly buy cosmetics products from online. In contrast, when respondents were asked about the problems faced while conducting online shopping, it was products damage, cheap quality products. In addition, online security is a major concern for the customers particularly in terms of fraud privacy and hacking. The current technological development with respect to the internet has given rise to a new marketing system. The study brought to the fact that most of the online shoppers are educated people and students who have a positive perception towards online shopping, risk perceptions particularly concerns about online security, are preventing many people from shopping online. Ensure adequate safety measures in delivery of products are a challenging task in front of online sellers to increase their sales. Online sellers have to resolve these problems and also introduce wide range of products with additional discounts. This will create more demand from customers. On the basis of the present study it concluded that online customers are satisfied. This research clearly indicates that online marketer should give more importance on price factor and after sales service. In this competitive era all the online marketers should have to focus on the customer's satisfaction to retain the existing customers and have to offer new attractive schemes day by day to attract new customers.

6. REFERENCES

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