

Consumer Satisfaction towards Online Shopping

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Abstract:- The rapid development of the internet has a strong impact upon the worldwide marketing environment. Currently it has become one of the most popular approaches for businesses and customers to perform trade over the internet. Businesses are coming up with creative ways to promote their product via online. Thus, it describes how modern market is replacing the traditional markets. This study is taking place to identify the factors that may influence customer's online shopping satisfaction. The act of purchasing products or services over the internet is called online shopping. Generally, the success of online shopping thoroughly depends on the customer satisfaction during their purchase. Today both urban and rural areas enjoy internet facilities. Precisely for this reason customers are purchasing the product and services through online. Thus this study is focused to analyse the socio- economic characteristics of the respondents and the online shopping websites preferred by the respondents. The primary data will be collected from 160 respondents in Thoothukudi district. Therefore, this paper focuses on satisfaction on online shopping and online purchasing behavior.

Key Terms- Customer Satisfaction, Online Shopping, Purchasing behavior, Internet.

INTRODUCTION

The main components of the atmosphere are – oxygen (O₂), Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without any intermediary service over the internet. Now a day's more and more numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environment are therefore playing an increasing role in the overall relationship between markets and their consumers. Consumer-purchases are mainly based on the cyberspace appearance such as pictures, image, quality information, and video clips of the product, not on the actual experience. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Now day's 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, also retrieve all the product information with just few clicks in few minutes. It creates a chance where purchasing can be done anywhere, anytime according to their preferences.

STATEMENT OF THE PROBLEM

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scams, fraudulent practices and cheating has also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the

attitude of consumers towards online purchase. The problem area of this survey is consumer's satisfaction towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

OBJECTIVES

- 1.To analyse the socio- economic background of the consumers.
- 2.To analyse the different payment and delivery systems preferred by the customers.
- 3.To analyse the satisfaction level of the customers on selected online products

SCOPE OF THE STUDY

The study on consumer satisfaction towards online shopping is related to the consumers living the geographical area of thoothukudi district. The consumers buying behavior reasons for using online shopping and purchase through online gave the study a scope of analysis.

METHODOLOGY

Primary data were collected for research survey and the primary instrument for data collection used in this study was a questionnaire. Primary data was collected from 160 respondents from the thoothukudi district. The sampling method used in the study was random sampling. Data thus collected was processed, analyzed and interpreted to draw the valid inferences. For analyzing the data and providing the realities of the research outcomes suitable statistical

techniques like simple percentage and weighted average rank.

ANALYSIS AND INTERPRETATION

TABLE 1
DEMOGRAPHICAL VARIABLES

Particular	No of Respondents	Percentage
AGE		
Below 20 years	25	15.62
20- 30 years	65	40.63
30 - 40 years	40	25.00
Above 40 years	30	18.75
Total	160	100.0
GENDER		
Male	60	37.5
Female	100	62.5
Total	160	100.0
MARITAL STATUS		
Married	140	87.5
Unmarried	20	12.5
Total	160	100.0
OCCUPATION		
Student	25	15.63

Government staff	40	25.00
Own business	35	21.87
Professional	60	37.5
Total	160	100.0
EDUCATIONAL QUALIFICATION		
Under graduate	40	25.0
Post graduate	85	53.13
Others	35	21.87
Total	160	100.00
MONTHLY INCOME		
Below Rs.10,000	25	15.63
Rs.10,000 – Rs.25,000	35	21.87
Rs.25,000 – Rs.50,000	70	43.75
Above Rs.50,000	30	18.75
Total	160	100.00

Source: Primary data

Table 1 shows that 40.63 percent of the respondents are between the age group of 20 to 30 years, 62.5 percent of the respondents are female, 87.5 percent of the respondents are married, 37.5 percent of the respondents are professionals, 53.13 percent of the respondents are post graduates, 43.75 percent of the respondents are earning between Rs.25000 to Rs.50000.

TABLE 2
SATISFACTION LEVEL OF THE CUSTOMERS ON SELECTED ONLINE PRODUCTS

Factors	Strongly Agree	Agree	Neither Agree nor disagree	Disagree	Strongly Disagree	Mean	Rank
On time delivery	55 (34.4)	69 (43.1)	30 (18.8)	0 (0.0)	6 (3.8)	4.04	I
Choice availability	9 (5.6)	101 (63.1)	39 (24.4)	11 (6.9)	0 (0.0)	3.68	III

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Discounts and Offers	30 (18.8)	42 (26.3)	50 (31.3)	29 (18.1)	9 (5.6)	3.34	IV
Price	6 (3.8)	52 (32.5)	56 (35.0)	34 (21.3)	12 (7.5)	3.04	VII
Time saving	22 (13.8)	62 (38.8)	35 (21.9)	26 (16.3)	15 (9.4)	3.31	V
Door delivery	32 (20.0)	41 (25.6)	37 (23.1)	36 (22.5)	14 (8.8)	3.26	VI
Good after sales service	45 (28.1)	72 (45.0)	17 (10.6)	23 (14.4)	3 (1.9)	3.83	II

Source: Primary data

The above table 2 makes clear that time delivery was given first rank, goods after sales service was given second rank, choice availability was given third rank, discounts and offers was given fourth rank, door delivery was given fifth rank, time saving was given sixth rank, price was given seventh rank.

FINDINGS

- 1.The study also reveals 40.63 percent of the respondents belong to the age group of 20 to 30 years.
- 2.The study reveals that 62.5 percent of the respondents are female.
- 3.87.5 percent of the respondents are married.
- 4.The study reveals that 37.5 percent of the respondents are professionals.
- 5.53.13 percent of the respondents are post graduates.
- 6.The monthly income (43.75 percent) of the respondents between rs.25000 to rs.50000.
- 7.50 percent of the respondents are using flip kart.
- 8.Among the satisfaction to the respondents in online shopping, first rank was given to timely delivery followed by goods after sales service and price was ranked last.
- 9.73.75 percent of the respondents are yearly purchase.
- 10.50.62 percent of the respondents get awareness about websites through offline advertisement.

SUGGESTION

- 1.The electronic industry must concentrate more on smart phone. The product can be designed in such a way which has unique features, good physical appearance, reliable and

easy to carry. This can make smart phone to be the most preferred mode for online purchasing.

2.More discounts, bonus points and gifts can be given time to time, in order to increase the frequency of purchasing who purchase sometimes and whenever there is need and during the offer.

3.The favorite sites for online purchasing amazon and flip kart can be made more appealing to attract more buyers. They can provide quality products, attractive discounts, introduce new schemes and concentrate on continuous promotions to cover more customers.

CONCLUSION

The online shopping has become a part of our daily lives because of its convenience. The web allows customers to buy the most effective deals and find product which are difficult to find physically. Consumers are looking for trust, security and privacy of data, timeliness, accessibility, convenience, customer service, costs and wider choice in online shopping.

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