

A Study on Customer Satisfaction Towards Online Shopping Invadavalli Region

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Abstract

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought 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. Nowadays, online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment.

INTRODUCTION OF STUDY

Online shopping environment are therefore playing an increasing role in the overall relationship between markets and their consumers (look *et al.*, 2008). That is, 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. As the internet has now become a truly global phenomenon, the number of internet users worldwide is expected to reach 1.8 billion by 2010 according to the survey of clicks stats, this growing 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.

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 scamps, fraudulent practices and cheating 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 and attitudes 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

OBJECTIVE OF STUDY

The following objectives are drawn to fulfil the aim of the study:

1. To study the factors influencing the consumers preference towards online shopping.
2. To analyze the different payment and delivery system preferred by the consumer.
3. To know the specific reasons for which purpose customers purchase in online.

4. To offer suitable suggestions for enhancing consumers' satisfaction through online shopping

RESEARCH METHODOLOGY

Research Methods is defined as "tools or instruments used to accomplish the goals and attributes of a study.

METHOD OF DATA COLLECTION

The data collected for this study is

- Primary data
- Secondary data

Sample size: The sample size is 50.

TOOLS FOR ANALYSIS

- Simple percentage:
- Chi – square:

LIMITATIONS OF THE STUDY

- The study is confined to Coimbatore city only
- The study is based upon the consumer behaviours of online shopping
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true

REVIEW OF LITERATURE

Ahasanul Haque and Ali Khatibi (2006)³ have conducted a study towards online shopping. In the study stating that there are three factors that significantly influence the frequency level of online shopping activities done by Malaysian consumers.

Anders Hasslinger, Selma Hodzic and Claudio Opazo (2007)⁴ examined particular factors that influence the online consumer with reference to university of Kristiansand student. In this research, price, trust, and convenience were identified as important factors. Price was considered to be the most important factor for majority of the students.

Adrita Goswami et.al (2013)¹³ Studied "Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town" study concludes that online customers are satisfied..

Bhavani and Prakash (2008)⁵ in their article have explained the importance of online shopping, its advantages and disadvantages and also the impact of doing business online. The internet has become a preferred place for the shoppers to carry out their business

Banerjee, Dutta, and Dasgupta (2010)¹¹ conducted a study on “customer`s attitude towards online shopping”. The study revealed that among the 202 respondents who shopped online, 89.1% were satisfied and 96.1% satisfied customers also intended to indulge in online shopping in the future..

ANALYSIS AND INTREPRETATION

Socio- economic profile of the respondents

Table no 1

S.No	Demographic	NO. Of Respondents	Percentage	
1	Gender	Male	77	64 (%)
		Female	43	36 (%)
2	Age	17-20 years	11	9 (%)
		20-23 years	57	48(%)
		23-25 years	52	43(%)
3	Education qualification	Arts & science	52	43(%)
		Management	39	33(%)
		Engineering	29	24(%)
4	Employment Status	Own business	33	27(%)
		Student	87	73(%)
5	Monthly income	Less than 10000	35	29(%)
		Rs.10001-Rs 25000	68	56(%)
		Rs 25001-Rs 5000	14	12(%)
		Rs 50001 & above	3	3(%)
6	Members of family	3	4	3(%)
		4	52	43(%)
		5	54	46(%)

		5 & Above	10	8(%)
7	Qualification	Under graduate	17	14(%)

Table 1 clearly states the demographic profile of the sample respondents. Majority of responds falls in the age group of 20-23 years Most of them are male. Majority of them are from Arts and science colleges Majority of them are Day scholar. The monthly income of Majority of respondents above RS 10,000. There are 5& above members in the families of majority of respondents. The No of working members is 2 in case of majority of respondents.

Chi-square

HO: There is significant relationship between gender and preference to use in online shoppingin future.

Table no 2

O	E	(O-E) ²	$\frac{(O_i - E_i)^2}{E_i}$
66	65	1	0.001
36	37	1	0.002
11	12	1	0.08
07	6	1	0.16
		TOTAL	0.27

There is significant relationship between gender and preference to use in online shoppings in future.

Chi-square value = 0.27

Table value = 7.81

Significant level = 5%

Result: Calculated the χ^2 value is less than table value hence the null hypothesis is accepted. Therefore there is significant relationship between gender and preference to use in online shopping in future.

H1: There is significant relationship between monthly income and preference to use in online shoppingin future.

Table no 3

O	E	(O-E) ²	$\frac{(O_i - E_i)^2}{E_i}$
30	29.7	0.009	3.03
56	57.8	3.24	0.05
13	11.9	1.21	0.10
3	2.55	0.20	0.07
5	5.25	0.06	0.01
12	10.2	3.24	0.31
1	2.1	1.21	0.57
0	0.45	0.20	0.44
		TOTAL	4.58

There is significant relationship between monthly income and preference to use in online shopping in future.

Chi-square value = 4.58

Table value = 14.1

Significant level = 5%

Result: Calculated the χ^2 value is less than table value hence accepted the hypothesis. Therefore there is significant relationship between monthly income and preference to use online shopping in future.

FINDINGS

- The majority of the respondent belongs to the age group of 18-25 Years.
- The majority of the respondent are Male.
- The majority of the respondents belongs to Under Graduation level
- The majority of the respondents belongs to Students.
- The majority of the respondents belongs to Other Occupation.
- The majority of the respondents are earning below Rs. 10,000.
- The majority of the respondents are unmarried.
- The majority of the respondents are frequently visited Amazon.
- The majority of the respondents are time spending once in a month.
- The majority of the respondents are amount spend per visit below Rs 500.
- The majority of the respondents are preference to buying very convenience and time saving.
- The majority of the respondents are awareness about online shopping through advertisement and through social media.

- The majority of the respondents are preference to buying an Mobile Accessories.
- The majority of the respondents are agree with Simplicity of purchase process.

- The majority of the respondents are agree with Simplicity of purchase process through online shopping.
- The majority of the suggestion to improve customer services.

SUGGESTION

The researcher has made personal contact with the respondents who have purchased products and services through online. It is concluded that most of the respondents have a good opinion about online shopping, though there are so many problems to be improved by the vendors and service providers. As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers should take necessary steps to overcome this problem. Web based technologies upgrades creative conceptualization that would improve the response from technology savvy consumers. So the firms have to invest in such new technologies. Internet environment has to be improved in the areas of art, dynamic and interactive techniques.

CONCLUSION

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical change in the entire scenario. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E-Commerce. E-Commerce is exchange of information using network-based technologies. In the present high cost situation, e-Commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment. Coimbatore city population is highly tech savvy and the city is dotted with the firms of many successful entrepreneurs. Hinterland has many industries, estates, corporate hospitals and good number of engineering colleges. In future, online shopping is bound to grow in a big way, given the growing youth population.

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