

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE IN RAMANATHAPURAM DISTRICT

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INTRODUCTION

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Online shopping was invented by entrepreneur Michael Aldrich in the United Kingdom in 1979. Aldrich was the first one to create a multi-user transaction via a computer and a telephone line. In simple words, customer satisfaction is a measurement that determines how well a company's products or services meet customer expectations. It's one of the most important indicators of purchase intentions and customer loyalty. As such, it helps predict business growth and revenue. Early Beginnings (1970s-1980s): The concept of online shopping can be traced back to the 1970s with the advent of electronic commerce (e-commerce) technologies. However, it wasn't until the 1980s that the first online shopping systems emerged.

Consumers engage in the online shopping when they purchase products, services, etc. directly from a vendor in real time using an interactive platform such as the internet. What we call "shopping" these days is really "online shopping," when one makes purchases from businesses operating in the virtual realm of the World Wide Web. Shop owners have been trying to reach Internet users since the World Wide Web became popular. Users may browse online shops while relaxing in front of their computers at home. Online shopping is very convenient, and it is one of the biggest parts of any business. This convenient quality of online shopping makes the customers more comfortable. The customers can avoid waiting for a long time in the queue due to the facility of online shopping.

E-commerce became extremely popular shortly after its inception, with numerous entrepreneurs starting their own business more quickly and easily with only a computer instead of building a physical store. However, just like all retail business, there are many factors required for success. Thus, just as many failed. Although e-commerce is very attractive not only to the supplier but also to the consumer through its ultimate level of convenience, one's own home, it is also susceptible to cybercrime. Thus, many people are unwilling to trust an e-commerce business and the electronic payment methods used. The solution to this problem, however, cannot be found in better encryption methods and secure transactions, but in a change in the hearts of human beings such that they no longer live self-centered lives putting the greatest value on material goods but rather recognize that true happiness comes from harmonious relationships with others. In such a society, ecommerce can find its place, supporting prosperity for all.

STATEMENT OF THE PROBLEM

It is difficult for the online seller to identify the problem of customers and also to know the wants and needs of the customers. Since potential customers are large in numbers. it is important to identify the factors that influence the customers to prefer online shopping. Therefore, the study is undertaken by the researcher.

OBJECTIVES OF THE STUDY

- 1.To identify the preferred product categories of the online shoppers
- 2.To know the expectations of the customers to develop the online shopping
- 3.To identify the problems faced by the online shoppers

4.To know the satisfaction level of the customers in the online shopping

SCOPE OF THE STUDY

The importance of the study is to know the buying behaviour of the customers on the e-stores.it has been in recognized in the academic research and its literature. This area remains broader and to some extended fragmented. Therefore, the purpose of this study to analyse and test the customer's awareness, satisfaction and buying attitude towards online products.

REVIEW OF LITERATURE

Abetare Prebreza, Blerona Shala (2021) Found that consumer trust with online shopping is directly dependent on a Few factors. There is a consumer dilemma in the market related to the question which online shopping determinants affect the customer trust. This paper deal with analysis of customer satisfaction with the aim of utilizing the empirical research on the Kosovo market in covid-19 period in determine that connection between customer trust and certain determinants online shopping.

Nikila (2021), Online shopping is recent even more important than it used to be due to the pandemic which has effectively halted many conventional forms of shopping that we are used to. This makes it important to study the factors that impact customer satisfaction in an online setting to understand customer behaviour and to optimize our services to best suit our customers' needs. Research on online shopping customer satisfaction suggests that information quality, merchandise attributes, how capable they are of managing their transactions, the security and privacy the service offer the customers, the website design, customer service, and the delivery are very strong indicators of customer satisfaction in the setting of online shopping. Research has also found the impact of response time to not be significantly linked to customer satisfaction
Ida Hindarsah et al. (2021), found that service quality, emotional marketing, and spiritual marketing all had simultaneous, significant positive effects on customer satisfaction. An Overview of Company In a kind of electronic commerce known as "Online shopping," customers use a web browser or a mobile app to buy products through online.

Tzeng et al., Citation (2020). Customers generally expect quality information about products or services to help them make smarter purchase decisions, whether they are shopping in a physical store or online store.
Dr. V. Dhayalan et all (2020) find in their study that the satisfied customer's percentage is more and the reason behind their satisfaction on online shopping are availability of information about product and its comparability with similar product.

Elika Kordrostami and Vahid Rahmani (2020) looked into how online reviews affected people's purchase intentions and sales rank on Amazon.com. They found that both volume and valence range had an impact, with volume having a significant impact on intention to buy only when valence, fell between low and high ratings. The author of "The Influence of Service Quality, Emotional Marketing and Spiritual Marketing on Customer Satisfaction,"

Dr. Pratima Merugu and Dr. Vaddadi Krishna Mohan (2020), Stated in their study that factors like product variety, product availability, rapid delivery and services are the most attractive factor for online shopping for the customers. They also examine that service reliability, responsiveness and cash on delivery are the factors which contribute in more satisfaction to the consumers.

Alharthey, 2020) discussed different risk types in online shopping. Three main types of risk, perceived uncertainty, perceived risk, and price, are addressed in this model. To the best of the knowledge of the authors, no such investigation directed specific circumstances, particularly in the developing countries. Therefore, it is necessary to look for the antecedents and consequences of customer satisfaction to promote

online shopping in the developing countries. The degree of consumer satisfaction defines his/her experience and emotions about the product or service purchased through the online channel.

Dr. Arpanad(2020): - The Author found in the studies that the internet has impelled in changes attitude and behaviour of customer all over the world. Consumer shopping habits have been changed over last year thanks to the explosion of E-Commerce. While shopping in store was at one time the dominating type of shop, 6 – 8 % of user in the India shopped online. Customer does no longer have to go outside for shopping. E- Commerce has shopping experience to customer like computers, mobile devices, fully change the habit of customer, Rise in standard of living, and awareness of internet. The Purchasing behaviour of the customer in retail shop it is very important to analyse the customer psychology; Factors influence a customer for buying certain products. The most effective ways that E Commerce that has changed Consumer Shopping Habits

M. Maheshwari and A. Rahamathunisa (2020) The Author found in the study that Online shopping has a play very vital role in this 21st century as most of the person is busy with their daily work in life. In this situation the online shopping is most conspicuous way to purchase daily needs and wants, home appliances, warranties consumer decided to buy product through internet. The objective is to examine about the profile of Flip kart, find the factors influencing the buying behaviour towards online shopping to offer findings and suggestion on the basis of search the product. And both the primary and secondary data is used study of sample size of 50 respondents. The study mainly focused on consumer buying behaviour in the shopping mall.

THE CHI – SQUARE TEST

The chi - square test is one of the simplest and most widely used not parametric test in statistical work. It makes no assumptions about the population being sampled .one can find out either two are more attributes are associated or not. The quantity chi - square describe the magnitude of discrepancy between theory and observation. With the help of chi - square test are know whether a given discrepancy between theory and observation can be attributed to change or whether it result from inadequacy of the theory to fit the observed facts. the formula for computing chi - square is

$$\chi^2 = \sum (o - E)$$

Where O =observed frequency

E=Expected or theoretical frequency

DEGREE OF FREEDOM

While comparing the calculated values of χ^2 with the table value we have to determine the degrees of freedom. The degree of freedom means the number of classes to which value can be assigned arbitrarily or at will without violating the restrictions or limitations placed Symbolically the degree of freedom are denoted by the system v. It is Obtained as follows

$V = n - k$

Where k=number of independent constraints

N= number of frequency classes

For a contingency table 2x2 table the degree of freedom is $v = (c-1) \times (r-1)$

Where c refers number of rows

$(2-1) (2-1) = 1 \times 1 = 1$

Application of chi-square

The chi-square test has been applied to find out the relationship between age group and how they made payments on online of the respondents.

AGE GROUP AND PAYMENT METHOD ON ONLINE SHOPPING OF THE RESPONDENTS

Age group / payment method	15-20	20-25	25-30	Above 30	Total
Cash on delivery	19	11	0	3	33
USSD	0	3	0	1	4
Bank transfer	6	4	0	0	10
Others	1	0	1	1	3
Total	26	18	1	4	50

HYPOTHESIS

Let us take the hypothesis that there is a significant difference between age group and payment method on online shopping by the respondents.

Expected frequency = $RT \times CT / GT$

RT = row total

CT = column total

GT = grand total

$E1 = 33 \times 26 / 50$ =17.16	$E5 = 4 \times 26 / 50$ =2.08	$E9 = 3 \times 26 / 50$ =5.2	$E13 = 3 \times 26 / 50$ =1.56
$E2 = 33 \times 18 / 50$ =11.88	$E6 = 4 \times 18 / 50$ =1.44	$E10 = 10 \times 18 / 50$ =3.6	$E14 = 3 \times 18 / 50$ =1.08
$E3 = 33 \times 1 / 50$ =0.66	$E7 = 4 \times 1 / 50$ =0.08	$E11 = 10 \times 1 / 50$ =0.2	$E15 = 3 \times 18 / 50$ =0.06
$E4 = 33 \times 5 / 50$ =3.3	$E8 = 4 \times 5 / 50$ =0.4	$E12 = 10 \times 5 / 50$ =1	$E16 = 3 \times 5 / 50$ =0.3

THE TABLE OF EXPECTED SHALL BE

17.16	11.88	0.66	3.3	33
2.08	1.44	0.08	0.4	4
5.2	3.6	0.2	1	10
1.56	1.08	0.06	0.3	3
26	18	1	5	50

CALCULATION OF CHI-SQUARE TEST

O	E	(O-E)	(O-E)²	(O-E)²/E
19	17.16	1.84	3.3856	0.197
11	11.88	-0.88	0.7744	0.065
0	0.66	-0.66	0.4356	0.66
13	3.3	-0.3	0.09	0.027

0	2.08	-2.08	4.3264	2.08
3	1.44	1.56	2.4336	1.69
0	0.08	-0.08	0.0064	0.08
1	0.4	0.6	0.36	0.9
6	5.2	0.8	0.64	0.123
4	3.6	0.4	0.16	0.044
0	0.2	-0.4	0.16	0.8
0	1	-1	1	1
1	1.56	-0.56	0.3136	0.201
0	1.08	-1.08	1.17	1.083
1	0.06	0.94	0.8836	14.72
1	0.3	0.7	0.49	1.633
			TOTAL	25.303

$$\text{Chi-square test} = \sum \frac{(O-E)^2}{E} = 25.303$$

$$\begin{aligned} \text{Degree of freedom} &= (r-1) \times (c-1) \\ &= (4-1) \times (4-1) \\ &= (3) \times (3) = 9 \\ V = 9, X^2(0.05) &= 16.919 \end{aligned}$$

INTERPRETATION

The calculated value of 25.303 is more than the table value 16.919. Therefore, the hypothesis is rejected. Hence it can be concluded that there is a significant difference between age group and payment method on the online shopping.

FINDINGS

- ✦ It is clear that majority of the respondents are 68% belongs to females
- ✦ It is clear that majority of the respondents are 52% from below 20 years
- ✦ It is clear that majority of the respondents are 50% from below 10,000
- ✦ It is clear that majority of the respondents are 84% is unmarried
- ✦ It is clear that majority of the respondents are 54% who are student
- ✦ It is clear that majority of the respondents are 44% who are undergraduate
- ✦ It is clear that majority of the respondents are 32% who are face challenge slow checkout time
- ✦ It is clear that majority of the respondents are 54% from cash on delivery
- ✦ It is clear that majority of the respondents are 46% thrice shop online shopping
- ✦ It is clear that majority of the respondents are 32% rarely shopping in internet
- ✦ It is clear that majority of the respondents are 40% from satisfied
- ✦ It is clear that majority of the respondents are 60% belongs to friends
- ✦ It is clear that majority of the respondents are 34% easy payment for online shopping
- ✦ It is clear that majority of the respondents are 34% from price
- ✦ It is clear that majority of the respondents are 46% from meesho
- ✦ It is clear that majority of the respondents are 46% belongs to electronics items
- ✦ It is clear that majority of the respondents are 34% below 2000
- ✦ It is clear that majority of the respondents are 40% from less than 1 hour
- ✦ It is clear that majority of the respondents are 34% breach of payment details for online shopping
- ✦ It is clear that majority of the respondents are 56% from social media
- ✦ It is clear that majority of the respondents are 50% rating 4 star for the satisfaction level towards online shopping
- ✦ It is clear that majority of the respondents are 32% from preferred cloths
- ✦ It is clear that majority of the respondents are 50% from convenience experience
- ✦ It is clear that majority of the respondents are 34% face problems on shipping delays
- ✦ It is clear that majority of the respondents are 42% influenced by fast shipping
- ✦ It is clear that majority of the respondents are 38% prefer device making payments on laptops
- ✦ It is clear that majority of the respondents are 54% peoples are motivated by comparative shopping

SUGGESTIONS

- According to this study online shopping should improve their customer care services to create the best impression among customers.
- The company should reduce their delivery cost which becomes an important barrier for customers
- According to Respondents, the company should improve their promotional activities more through Television, displays, and also in newspapers as a technique to grab the attention of customers.
- Companies should improve their payment security for the customers.
- The company should provide the fastest delivery which becomes a reason for the customers to buy on online shopping.
- Quality assurance of the products must be done by online sellers.

CONCLUSION

Through this study, we can make sure that today's generation has embraced offline shopping as a part of their daily life. Online shopping has successfully created an irreplaceable position in the minds of people. The Online shopping has successfully addressed the modern consumer's needs by providing a convenient, user-friendly platform for purchasing goods and services. Through effective implementation of features such as secure payment gateways, intuitive user interface, and efficient order processing, the project aims to enhance the overall shopping experience for customers. With ongoing improvements and adaptations to

meet evolving market trends and customer demands, the project is poised to continue delivering value and convenience to users in the digital marketplace.

SCOPE FOR FUTURE RESEARCH

Today, people are more comfortable with internet shopping as it saves time and more of the goods are reasonably cheaper than the physical market. It involves mobile commerce, artificial intelligence, social commerce, voice commerce, global expansion and cross border trade. Overall, the future of online shopping is dynamic and evolving, driven by technological innovation, changing consumer behaviours, and market dynamics. Businesses that adapt and embrace these trends will be well-positioned to thrive in the digital marketplace of tomorrow.

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