

CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

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Abstract

Online shopping is a recent phenomenon in the world of Commerce and it will be the gateway for shopping in the world in near future. Due to increasing internet and mobile penetration, growing acceptability of online payments has provided the unique opportunity to the companies to connect with their customers. Business has been coming up with creative way to promote their product via online. At the same time, the customer satisfaction is crucial for success of any business as it directly impacts customer retention, brand reputation, and overall profitability. Satisfied customers are more likely to return for repeat purchases, recommend the business to others and contribute to a positive brand image. Hence the researcher has chosen the topic titled customers satisfaction towards online shopping. The study involves both primary and secondary data. The primary data collected through interview schedule from 100 customers who are shopping through online and the collected data analysed with the help of statistical tools such as percentage analysis, Garrett ranking and weighted average method to arrive the meaningful conclusion.

Keywords: Customer satisfaction, online shopping.

Introduction

Online shopping is the process whereby customers directly buy goods and Services from a seller interactively in real-time without an intermediary service over 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. Customers buy a variety of items from online stores. Now a day, online shopping is a fast growing phenomenon and there are many business units are selling their goods and services in online. Youth's curiosity towards online shopping is increasing day by day. The youth's perception towards online shopping is entirely different; they see this as new trend, time sharing, easy accessible, variety and with more interest. During the inception of online shopping, the customers perceive it as low security, poor in quality and untrustworthy. But gradually, they have changed and at present they felt it is need of the day.

Statement of the problem

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 and retrieve all the product information with just few clicks in few minutes. Online shopping has gained a lot of importance in present market conditions. Customer satisfaction is vital for any business, whether in traditional shopping or online shopping, because it directly influences customer loyalty, repeat

business, and positive word-of-mouth. Satisfied customers are more likely to return and make future purchases, reducing the cost of acquiring new customers. In online shopping, the customer satisfaction depends on ease of navigation, timely delivery, accurate product descriptions and responsive customer support. High customer satisfaction leads to trust and credibility, which are essential for long-term business growth. It also helps in gaining a competitive edge, as businesses that consistently meet or exceed customer expectations are more likely to succeed in a crowded marketplace. Ultimately, customer satisfaction is not just a measure of how well a company meets customer needs, but a key driver of profitability and sustainability. Thus it ensures that the online shopping is replacing the traditional markets. Hence the study is taking place to study the customer's satisfaction towards online shopping because it determines the success of the business.

.Objectives of the study

- To understand the socio-Economic profile of customers of online shopping
- To identify the reasons for purchasing in online
- To study the customers' satisfaction level towards the online shopping

Scope of the study

This study is undertaken to analyze the level of satisfaction towards online shopping. It enables us to understand the socio-Economic profile of customers of online shopping, identify the reasons for purchasing in online and customers' satisfaction level towards the online shopping.

Research Methodology

The present study is an empirical and mainly based on primary data collected from respondents. To elicit the views of respondents, a well-structured interview schedule has been prepared after consulting the experts in the field. Sample size of the study is 100 which are collected by using referral sampling method from the study area. The collected interview schedules were analyzed using simple percentage analysis, Garrett ranking analysis and Weighted Arithmetic Mean Test.

Limitation of the study

- The study is confined to Kovilpatti taluk only, Hence it cannot be generalised in other area
- The results of the study are relied on the opinion of the respondents.

Analysis and Interpretation of data

Table 1 Demographic profile of the respondents

1.Gender	No. of respondents	Percentage
Male	58	58
Female	42	42
Total	100	100
2.Age	No. of respondents	Percentage
Below 30 years	42	42
31-40 years	36	36
41-50 years	10	10
Above 50 years	12	12

Total	100	100
3.Marital status	No. of respondents	Percentage
Single	47	47
Married	35	35
Widowed	18	18
Total	100	100
4.Educational qualification	No. of respondents	Percentage
Higher secondary	18	18
Diploma	22	22
Graduate	35	35
Professional	25	25
Total	100	100
5.Occupation	No. of respondents	Percentage
Government employee	12	12
Private employee	24	24
Businessman	21	21
Professionals	18	18
Home maker	8	8
Students	17	17
Total	100	100
6.Monthly income	No. of respondents	Percentage
Below Rs.20,000	16	16
Rs.20,001-30,000	20	20
Rs.30,001-40,000	30	30
Above 40,000	34	34
Total	100	100

Source: Primary data

Table 2 Reasons for online shopping

S.NO.	Reasons	No. of respondents	Percentage
1	Quick access	11	11
2	Save time	18	18
3	Heavy discount and offer	13	13
4	Any time purchase	15	15
5	Comparative analysis of product can be mode	7	7
6	Home delivery	10	10
7	Avoid crowds	12	12
8	Save money	3	3
9	Safe and secure	5	5
10	Latest varieties of products are easily available	4	4
11	EMI facilities	2	2
	Total	100	100

Sources: Primary data

Table 3 Satisfaction of customers towards online shopping

S. No	Factors leading satisfaction	Weighted average					Average $\sum wx/\sum w$	Rank
		5	4	3	2	1		
		SA	A	N	DA	SDA		
1	Shopping through internet save time	300 60	48 12	30 10	20 10	8 8	406/100 =4.06	1
2	Anytime shopping	100 20	200 50	42 14	18 9	7 7	367/100 =3.67	6
3	Internet reduces the cost of traditional shopping	100 20	80 20	120 40	22 11	9 9	331/100 =3.31	12
4	Online shopping ensures timely delivery	150 30	140 35	60 20	20 10	5 5	375/100 =3.75	5
5	Familiarity with the websites reduces the risk of online shopping	100 20	52 13	120 40	30 15	12 12	314/100 =3.14	13
6	Availability of more brands	110 22	100 25	90 30	26 13	10 10	336/100 =3.36	11
7	Assuring product equality	110 22	112 28	102 34	20 10	8 8	342/100 =3.42	10
8	Affordable prices of product	150 30	168 42	60 20	10 5	3 3	391/100 =3.91	3
9	Display of product images	90 18	120 30	135 45	12 6	1 1	358/100 =3.58	8
10	Fulfilment of online transaction	165 33	168 42	45 15	12 6	4 4	394/100 =3.94	2
11	Attractive discount	125 25	176 44	60 20	16 8	3 3	380/100 =3.8	4
12	Credit facilities	110 22	112 28	120 40	16 8	2 2	350/100 =3.5	9
13	Privacy of personal information	115 23	120 30	114 38	10 5	4 4	363/100 =3.63	7

Source: Computed primary data

Finding

- Majority of the respondents (58%) are male
- It is observed that 42% of the respondents are in the age group of below 30 years
- It is found that 47% of the respondents are unmarried
- It is revealed that 35% of the respondents are graduate
- It is disclosed that majority of the respondents (24%) are private employee
- Majority of the respondents (34%) are earning the monthly income of above Rs 40,000.
- It is found that 21% of the respondents came to know about online shopping through friends
- The Garrett ranking table confirmed that the respondents prefer Amazon.com for online shopping
- Majority of the respondents (16%) prefer to buy electronics in online shopping
- It is confirmed that 18% of the respondents prefer online shopping because it saves time
- Majority of the respondents (36%) make payment through cash on delivery in online shopping

- According to weighted average table majority of the respondents satisfied in online shopping since it save time

Suggestion

- The study disclosed that majority of the respondents are youngsters (i.e. age group of below 30 years). Thus online advertisement should be made to attract those people and retain them to increase the turnover through online shopping.
- Majority of the respondents prefer to make payment through cash on delivery in online shopping. It reveals that there is a fear of lack of security. Therefore take necessary precautionary steps to solve the problem to create confidence in online shopping
- The study reveals that majority of the respondents prefer and highly satisfied with online shopping because it saves times. Hence the online retailer should take effort to continue the same to retain the customers for the long period.
- It is observed that majority of the customers are not satisfied in the familiarity with the website. Hence the online retailer have to take initiative to make them aware about usage of website for online shopping.
- One of the major drawbacks that respondents have felt is no proper returning policy to the products. Hence online retailer should formulate the clear policy and guideline regarding the return of goods.

Conclusion

In the modern days, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

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