

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING THROUGH NYKAA IN THOOTHUKUDI

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ABSTRACT

Online shopping is a major growth in the field of e-commerce and is certainly the buzz word of shopping across the world. In the present era, all business is managing their business online and initiate necessary steps to sell their products or services online. Online shopping offers a tremendously different shopping experience for people in developing nations like India. Convenience is one of the main reasons for going into online shopping. Large discounts and offers provided by the online sellers also appeal to numerous buyers. This study tries to discover the customer satisfaction towards online shopping through Nykaa in Thoothukudi.

Keywords: Online shopping, Nykaa, Customer satisfaction.

INTRODUCTION

Online shopping has become a popular shopping method ever since the internet has declared a takeover. There are many individuals who are looking for other amazing alternatives in shopping and online shopping is just the fix for that. According to Wikipedia, "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. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the product's availability and pricing at different e-retailers. As of 2016, "customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones". Online shopping as "the act of purchasing products or services over the internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain from the comfort of their home or office. One of the most enticing factors about online shopping, particularly during a holiday season, is that it alleviates the need to wait in long lines or search from store to store for a particular item".

Objectives of the study

- To study the customer levels satisfaction towards online shopping through nykaa

Review of literature

Lakshmi (2016) took up an examination named consumer buying behaviour

towards online shopping. It through audit prospect of web advancing is growing. There are a substantial number of people online at whatever point and they all are a potential buyer in the online market. Since there are such countless, the most fundamental thing for affiliations is to understand what are buyer needs and needs in this forceful business condition. Customer obtaining rehearses are influenced by different variables, for instance, culture, social class, references group association, family, pay level and pay independency, age, sexual introduction, etc. consequently they show unmistakable customer practices. These examinations clear up electronic shopping imperative and buyer obtaining conduct in online shopping.

Muruganatham et al (2017) expressed that the customer satisfaction towards online shopping, the examination audit was coordinated. The data will be assembled from respondents through an arranged containing question the examination result surmised that destiny of e-tailors in India especially in urban regions looking awesome. Web shopping offering is best esteem, incredible things and absolutely basic shopping information for our customers. The accomplishment of any e-tailor association in India is depending on its omni presence.

Sakthivel. G and Gomathi. S (2017) analyzed the customer attitude and satisfaction towards selected online shopping, it is demonstrated web-based shopping accepts a basic employment in E-business. On account of the improvement headway of the ICT) have accomplished a huge number of changes in shopping, it has been as electronic shopping or online trading. The basic objective of the examination is to find the customer manner and satisfaction towards web shopping in Erode District. The examination was done reliant on especially composed survey with a case of 100 respondents. The data were researched using fundamental rate examination and chi-square test to find buyer mood and satisfaction towards picked electronic shopping in driving associations.

Research methodology

The study is based on both primary and secondary data. Primary data have been collected from customers of online shopping in Thoothukudi. Secondary data have been collected from various journals. The statistical tools used for this study is Friedman test.

Profile of the study

Nykaa is a beauty retail company that sells cosmetic commodities and fashion products, including men's innerwear, both online and offline. The company also offers comprehensive content that includes product reviews, beauty how-to videos, expert-written articles, and even an e-beauty magazine. The Nykaa helpline is designed to help its customers choose products and services that are tailored to their needs. The products that beauty and wellness brand boast of are sourced directly from the manufacturing brands and are around the Indian subcontinent and to Nepal as well and will start its international deliveries to many other countries soon.

Analysis and data Interpretation

Level of satisfaction based on online shopping through Nykaa

The study made an attempt to know about the level of satisfaction based on the shopping through Nykaa. In order to analyse Friedman test was used. The test is used to find

out the significant differences among mean ranks with regard to the online shopping through Nykaa. The following null hypothesis is framed.

H_0 : There is no significant difference among mean rank towards the level of satisfaction based on online shopping through Nykaa.

Level of Satisfaction Based on Online Shopping through Nykaa

Level of satisfaction	Mean Rank	Rank	Chi-Square value	P value
Products and services	2.54	I	310.708	0.000**
Delivery Process	3.28	II		
Privacy	3.41	III		
Security	3.64	IV		
Web Design	4.09	VI		
Communication	4.04	V		

Source: Computed data

** Significant at 1 percent level

Since the P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence It is concluded that there is a significant difference among mean ranks towards the level of satisfaction based on online shopping through Nykaa. The data regarding levels of satisfaction is collected in the form of rank data so, the least score got the first rank. Based on the mean rank Products and services (2.54) is the most satisfied dimension based on online shopping followed by Delivery process (3.28), and Privacy (3.41) with Ranks II and III. Securities got IVth rank with a mean score of (3.64). Vth rank goes to Communication. from the above analysis it is proved that the most satisfied dimension of online shopping was products and services.

Findings

- ✓ Findings on levels of satisfaction based on online shopping through Nykaa. The result of friedman test shows that products and services (2.54) is the most satisfied dimension based on online shopping through Nykaa followed by delivery process (3.28), and privacy (3.41) with ranks II and III. Securities got IVth rank with a mean score of (3.64) Vth rank goes to communication. From the above analysis, it is proved that the most satisfied dimation of online shopping was products and services.

CONCLUSION

The present study is aimed at examining the customer satisfaction towards online shopping through nykaa. It is found that the most satisfied dimension of online shopping was product and services. Today customers are more computer savvy and they are more aware of the shopping through online. In the present study though their satisfaction varied in due to the various features. The safety and security aspects and lot of choices, discounts have to be streamlined for enhancing the satisfaction of students because satisfied consumers are the silent advertisers.

Savings play an integral part in a person's life as it is the wheel that drives financial independence and freedom. It was evident that the habit of savings among college students is not encouraging as the basic understandings for financial

freedom and independence were not adequate. Savings in its simplest definition is setting something of value aside for future use; it is, therefore, important that college students understand the essence of savings despite their levels of income.

It would be in the interest of college students to consider acquiring further studies to increase their income. The idea of exploring multiple sources of income would be of importance. The need for financial education is therefore important to enhance financial literacy among college students and to eradicate poverty in developing countries.

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