

## A Study on Customer Satisfaction towards Online Shopping in Theni town

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**Abstract:** *The rapid development of the internet has strongly impact upon the worldwide marketing environment. Currently it has become one of the popular approaches for business and customer to perform trade over the internet. Businesses have been 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. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase.*

**Key Words:** *Customer Satisfaction, Online Shopping, Study.*

### 1. INTRODUCTION:

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. 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 user's world-wide is expected to reach 1.8 billion by 2010 according to the survey of click 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. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business.

### 2. HISTORY OF ONLINE SHOPPING:

The growth of the internet as a secure shopping channel has developed since 1994, with the first sales of Sting album 'Ten Sumner's Tales'. Wine, chocolates and flowers soon followed and were among the pioneering retail categories which fuelled the growth of online shopping. Researchers found that having products that are appropriate for e-commerce was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers didn't need to touch and feel in order to buy. But also importantly in the early days there were few shoppers online and they were from a narrow segment: affluent, male, 30. Online shopping has come a long way since these early days and -in the UK- accounts for significant present's

### 3. REVIEW OF THE LITERATURE:

**Ashok Sinha** decided to give it a try. Overall shopping experience was very good except for the inconvenience of seeing a lot of items that are not in stock. Think they have added a lot of products in to their database just to give a feeling that they have a big catalog but it will make anyone frustrated to see so many items in the catalog and later figure out most of them are not in stock.

**Dharma Singh** discussed had never used Tradus.com before but started hearing about the same in last few months had visited the site and the first impression was not bad. It was excited by seeing a lot of items at a decent price. A search for Tripod showed over 150 items, starting from a price. Range of Rs 700 to Rs 40,000. Then short listed a couple of them and started reading reviews. However, It was eventually figured out they have just one model in stock, which is over 22,000INR, which was beyond my budget.

**Shippa Gupta** 'Indian online shoppers believed there was a wider purchase choice online rather than offline, that shopping online was extremely convenient and easy, and that most goods were cheaper online than they were offline,' says, Country Manager, West Africa, MasterCard Worldwide.

**Times of India** also explored the reasons why the majorities (78%) of Indians surveyed do not currently shop online. Of this group, 59% said they were not sure that making transactions online was secure or safe, 43% said they simply preferred to shop in-store to look at the physical products and an additional 40% raised their concerns about the time it would take for items to be delivered to them.

**Subash rowther** Online security is a priority for and we work closely with our customer financial institutions and retailers in Nigeria to ensure that online holders can have the highest level of confidence when shopping online, and that retailers can gain greater assurance about the identity of the customer completing a purchase.

#### 4. STATEMENT OF 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 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 to wards online marketing.

#### 5. SCOPE OF THE STUDY:

- To know there brand loyalty.
- To know about which purchase type people prefer most.
- To find out the reason for buying products.
- To find out the price range that people prefer most.
- To know which features they admire in their product

#### 6. OBJECTIVES OF THE STUDY:

- To find out the satisfaction level of the customer for online purchase.
- To know the specific reasons for which purpose customers purchase in online.
- To find out the consumers' satisfaction level for services provided by the online shopping.

#### 7. DATA COLLECTION:

- Primary data
- Secondary data

##### Primary data

The primary data are those which are collected afresh and the first time, and thus happens to be original in character. Primary data for this project was collected through questionnaire.

##### Secondary data

The secondary data are those which have already been collected by someone else and which have already been passed through the statistical process. Secondary data for this project were collected from the internet and library, journal etc.

#### 8. TOOLS FOR ANALYSIS:

- Percentage methods
- Ranking methods

#### 9. 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.

#### Analysis of Data

TABLE 1.1 SOCIO ECONOMICS STATUS OF THE RESPONDENTS

Gender

Variables	Categories	No.of Respondents	Percentage
Sex	Male	18	22.5
	Female	62	77.5
<b>Age of the respondents</b>			
Age	Below 20 years	13	16.5
	25-30 years	21	26.25
	31-35 years	20	25
	Above 35 years	26	32.5
<b>Educational Qualification of the respondents</b>			
Educational Qualification	School	11	13.75
	Graduates	23	28.75
	Post graduates	16	20
	Diploma	14	17.5
	Others	16	20
<b>Occupation of the respondents</b>			
Occupation	Student	29	36.25
	Private employee	11	13.75
	Gov. employee	11	13.75
	Professional	5	6.25
	Business	14	17.5
	Other	10	12.5
<b>Online Shopping Websites of the respondents</b>			
Online Shopping Websites	Amazon.com	38	47.5
	Flipkart.com	42	52.5
<b>Total</b>		<b>80</b>	<b>100</b>

From the above table 1.1 interpret that majority of the respondents (77.5%) is under Female Category, (32.5%) respondents are under age group of between above 35 years of (32.5%); Under Graduates of the respondents (28.75%), most of the respondents are having the (36.25%) are students.

#### 10. CONSUMER ATTITUDE ON ONLINE SHOPPING GARRET RANKING:

The following table 2.1 indicates that garret rank of level of satisfaction of the respondents from this table 2.1 convenience is the most important factor occupies the first place with the score of 215, Time saving factors is the second rank with the score of 203, and the third place is Attractive offers with the score of 195, Products delivery is the fourth rank with the score of 188, the fifth is Warranties, return policies with the score of 182, Payment Security is the sixth rank with the score of 176, The seventh place is Mode of payment by the score is 174, and eight rank is Personal information privacy with the score of 156.

**Table 2.2  
GARRETT RANK**

S.no	Ranking of the services in online shopping	Total	Rank
1	Payment security	176	6
2	Product delivery	188	4
3	Personal information privacy	156	8
4	Warranties, return policies	182	5
5	Convenience	215	1
6	Mode of payment	174	7
7	Time saving	203	2
8	Attractive offers	195	3

#### 11. FINDINGS AND SUGGESTIONS:

The present study has brought some novel contributions towards the knowledge of online shopping and found the reasons for the shift in buying behaviour from the traditional shopping to online shopping among Indian Consumers.

### **11.1 FINDINGS:**

- Hence it is concluded that majority 58% of the respondents are male.
- Hence the higher 50% percentages of the respondents are falling under the category of below 25 – 30 years age group.
- Hence the higher 46% percentage of the respondents are falling under the category of Village area.
- Hence it is disclosed that majority 46% of the respondents are engaged on in students.
- Majority 40% of the respondents are post graduate level.
- Majority 56% of the respondents are belongs to Nuclear family.
- Majority 38% of the respondents are earning the monthly income below Rs.5,000 only.
- Majority 68% of the respondents visited Flipkart.com.
- Majority 42% of the respondents get awareness about websites through online advertisement.

### **11.2 SUGGESTIONS:**

- The study suggests that the Indian customers give the most importance to security and privacy to generate trust. Perceived privacy of customer information can be improved by ensuring that at no point of time the customer is asked for irrelevant personal information
- Online stores should use effective implementation of website factors such as information design, features, communication, privacy and security, as a marketing tool by which trust towards the website can be created among the consumers and subsequently enhance purchase intention.
- Online retailers should also look into the possibility of running call centres which Could ensure that the customer get a chance to formally interact with the other party, Before the actual purchase. Through this way, the online shopping companies will be Able to tap those customers who believes in experiencing the salespeople and products before to purchase.

### **12. CONCLUSION:**

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. In conclusion, 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. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. 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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