A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO KOVILPATTI TALUK

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Abstract

Nothing is permanent expect changes. There is no doubt; the lifestyle of the people is changing day by day. 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 companies to connect with their customers. Business has been coming up with creative way to promote their product via online. Thus it describes how modern market is replacing the traditional markets. Hence the study is taking place to customer's satisfaction towards online shopping because it determines the success of the business.

Keywords: Customer satisfaction, shopping behaviour

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.

Now a day, online shopping is a fast growing phenomenon. Most of the business units are selling their products / 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 interesting. 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 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. In this context, the researcher has taken the study entitled customer satisfaction towards online shopping.

Objectives of the study

- ➢ To understand the socio-Economic profile of customers of online shopping
- ➢ To Know the awareness of customers towards 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 in Kovilpatti taluk. It enables us to understand the socio-Economic profile of customers of online shopping, awareness of customers towards 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	34	34
Rs.20,001-30,000	30	30
Rs.30,001-40,000	20	20
Above 40,000	16	16
Total	100	100

Source: Primary data

Table 2
Sources of Awareness of respondents towards online shopping

S.NO	Sources of awareness	No. of Respondents	Percentage
1	Friends	21	21
2	Family member	17	17
3	Magazine	12	12
4	Television Advertisement	16	16
5	News paper	15	15
6	Online advertisement	19	19
	Total	100	100

Sources: Primary data

Table 3
Reason for online shopping

S.NO	Reasons	No. of respondents	Percentage
1	Quick access	11	11
2	Save time	15	15
3	Heavy discount and offer	13	13
4	Any time purchase	18	18
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 4

Satisfaction of customers towards online shopping

S. No	Factors leading satisfaction	Weighted average					Average ∑wx/∑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	Family 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 below Rs 20,000 only

❖ 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 is any time purchase

❖ Majority of the respondents (40%) make purchase quarterly in online shopping

❖ Majority of the respondents (36%) make payment through cash on delivery in online shopping

❖ It is found that 30% of the respondents consider the product review before buying through online

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

Suggestion

➢ One of the major drawbacks that respondents have felt is no proper returning policy to the products. Hence after getting opinion from the respondents they should be guided in a proper way to return the product.

➢ The respondents face major problem on theft of credit card information and lack of security on online payment. Therefore take necessary precautionary steps to solve the problem to create confidence in online shopping

➢ Awareness programme should be conducted so as to reach the unreached people since major segment of the people not aware about this online shopping

➢ The study reveals that majority of the respondents prefer electronic goods through online shopping. Thus advertisement should be made for other category of goods to increase the turnover through online shopping

➢ The study disclosed that majority of the respondents are the age group of below 30 years, hence the necessary steps should be taken to cover other age category of the people to increase the sales turnover through online shopping.

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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