A STUDY ON SATISFACTION OF CUSTOMERS ON ONLINE SHOPPING IN DINDIGUL TOWN

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Abstract:

Convenience is online shopping's biggest gift to shoppers. We no need to wait for our products. We can get everything in online without any risk. Now days the peoples are willing to buy many products in online mode only. Not necessarily to visit the physical stores for buying any products by the customers. The customers may enjoy all the benefits, discounts and cheap of the prices when they go to online. Many service provider offer the product in online such as Amazon, Filipkart, Ebay, snap deal and others who are provide valuable services to customers with goodethics . online shopping is becoming unavoidable one in world. Hence frequent research is necessary for improved online business.

INTRODUCTION

The human being is changing their lifestyle according to modern technology. They also are willing to buy anything without risk. He acquires anything from the world by using computers and mobile phone with help of internet. They complete all the work within limited time using above technology. In covid 19 pandemic situation, the many people and customers cannot visit any physical stores to fulfill their needs. Hence online shopping is precious one for their fulfillment. in online shopping is offered various products to the customers such as cloth, readymade garments, electronics, food, medicine, groceries, cosmetics and home things. the customers operate these easily. The customers get all the products in their home. Hence, online shopping is one of part of our regular life.

IMPORTANCE OF ONLINE SHOPPING NOWADAYS

a) **Convenience:** Convenience is online shopping's biggest gift to shoppers. There are many reasons why online shopping is convenient. First, modern websites are easy to navigate. You can scroll through hundreds of products or use filters to narrow down to the exact item you want. The graphics are attractive and product images are crystal clear. Anything you plan to shop is properly visualized on websites. Product details are comprehensively written and payment methods make it easy to complete payments instantly.

b) **Time-Saving:** Convenience helps you order food at the comfort of your couch. Fast delivery helps you save time by not cooking the meal or driving to go get the meal. However way you look at it, online shopping is more time saving than traditional shopping. Sure, not every product is delivered on the same day. But considering that making an order takes as little as five minutes, buying items online helps you save a lot of time. What would usually take days to find around the city can be done in a couple of hours. If you want to buy a laptop and don't know how to go about it, all you have to do is shop around. On a shopping site like Amazon, there are hundreds of laptops. They are categorized based on their specifications and what they are designed to do.

c) **Costs Saving:** Although some people go out of their way to buy extravagant items, most people are always looking for ways to save money. Whether you are buying a new Smartphone or looking for a cocktail dress, you probably would want to minimize your costs. Online shopping sites help you lower your budget to the lowest possible figure. No matter how rare what you want to buy is, there is a different platform willing to help you get a better deal. Even on the same shopping website, it's not unusual to find the same product being sold at different prices. If you want to save money when buying anything online, check its prices online. Don't accept the first price you find. Compare prices from several shopping platforms. Make sure the product has the same specifications on all websites. Then, compare their shipping prices and pick the one that helps you save the most.

d) **Exhaustive Variety:** Not only do online websites help you shop fast and conveniently but they also expose to as many products as you can handle. If you are uncertain of what you want to buy, the sheer variety of items online can actually be confusing. Searching something as simple as a phone returns thousands of results. Only when you specify that you want an iPhone do you get a more manageable list of phones to purchase. This applies to almost all products. From kitchen appliances to office furniture, products come in vast amounts of variety online. While the huge variety of items can be a nightmare for shoppers, there are lots of tools to help you buy exactly what you want. Almost every shopping site these days has filters that help you navigate through product catalogs easily.

e) **Helps you Find Quality Products:** Sure, the Internet is the number one dumping site for poor quality products. But within it are lots of shopping platforms that only sell legitimate products. The power of online reviews also means that you don't just have to listen to what the salesperson tells you. If you are looking for Yamaha motorcycles, the company has products for its products. Besides official websites, you can also find quality products on respected shopping sites like eBay, Amazon, and Walmart.com. Online reviews, on the other hand, help you decide whether to pick one brand's product or the other's. By reading reviews about the products, you get to know whether they work as advertised or they are not worth their prices.

f) **Peace of Mind:** When online shopping started out, it was one of the least trusted industries. You couldn't get an assurance that your orders will be delivered. If the products are not good in quality, there was no promise you could get a refund. Things have since changed. If you want to buy anything and have peace of mind because you know you will receive the right product, shop online. With the top sites offering money back guarantees, shopping doesn't have to be a risk anymore. Even when shopping for expensive items like beds and water heaters, you are assured that any malfunctioning will be fixed[1].

STATEMENT OF THE PROBLEM

Because of the numerous advantages and benefits, more and more people say they prefer online shopping over conventional shopping these days. The buyer's decision-making process has changed dramatically in recent years. Buyers are conducting extensive research online before ever speaking to a sales person. Buyers are also making more direct purchases online and via their smartphone[2]. Many consumers avoid the hassles of in-store shopping by doing the majority of their shopping online. Shopping online is fast growing to be part of our everyday lives. Increasingly people are using the convenience of online shopping due to people having computers in the home along with high speed connection. Online shopping and visiting an online shop enables the customer to search, find, order and pay for the products, information and services that they need[3]. In this study the researcher made an attempt to know the satisfaction of customers and also help to know various factors are influenced to buy the products in online in Dindigul Town.

OBJECTIVES

a) To Study the demographic profile of the responds who are buying their product in online at Dindigul Town.

b) To Study about various factors influenced to buy the products in online.

c) To Study the level of satisfaction of customers on online products.

AREA OF THE STUDY

The researcher has chosen Dindigul Town as the study area. 75 sample respondents of customers were selected in Dindigul Town.

METHODOLOGY

The present study is based on primary date and secondary data. The primary date is collected from customers who are using online shopping with help of Interview schedule. The secondary composed from website.

STATISTICAL TOOLS FOR ANALYSIS

The present study statistical tool was simple percentage only.

DEMOGRAPHIC CLASSIFICATION

Demographic classification is based on demographic factors like gender, age, education qualification; occupation, income level and major subject were described in the Tables.

Table 1 classification of Respondents based on their Gender

Sex	Non of Respondents	Percentage (%)
Male	49	65%
Female	26	35%
Total	**75**	**100%**
Sources: Primary Data		

The above table shows the respondents on basis of sex. The table inferred that 65% of the respondents are male and 35% of respondents are female. Thus, it conclude that majority of the respondents are male.

Table 2 classification of Respondents based on their Age

Sex	Non of Respondents	Percentage (%)
Below 20	9	12%
21-30	25	33%
31-40	22	29%
41-50	11	15%
Above 50	8	11%
Total	**75**	**100%**
Sources: Primary Data		

The above revealed that, 12% secured by below 20 ages of respondents, 21-30 age group of respondents having 33% percentage. 29% of the respondents belong to the age of 31-40. The respondents who are age group 41-50 having 15%.the above 50 age of respondents having 11%. Hence, we clearly understood that age group of 21-30 of the respondents very interested to involve in online shopping.

Table 3 classification of Respondents based on their Educational Qualification

Educational qualification	Non of Respondents	Percentage (%)
Illiterate	0	0%
School level	15	20%
Graduate	40	53%
Post graduate	20	27%
Total	**75**	**100%**
Sources: Primary Data		

Above table clearly indicate that, the distribution of respondents on the basis of education qualification. 0% of the respondents are illiterate. 20% of the respondents are school level. 53% of the respondents are graduates. 27% of the respondents are post graduates.

Table 4 classification of Respondents based on their Occupation

Occupation	Non of Respondents	Percentage (%)
Government	4	5%
Private	45	60%
Business	20	27%
Professionals	6	8%
Total	**75**	**100%**
Sources: Primary Data		

Above table observed that 60% of the respondents from private concern. 27% respondents from business people .8% of the respondents from professionals and 5% of respondents from government employee.

Table 5 classification of Respondents based on their Product acquisition

Products	Non of Respondents	Percentage (%)
Electronics	39	52%
Cloths	15	20%
Cosmetics	8	11%
Medicine	6	8%
Groceries	2	3%
Others	5	7%
Total	**75**	**100%**
Sources: Primary Data		

The above table explain that, 52% of the respondents choose only electronics items. 20% of customers prefer only cloths. Respondents of the cosmetics, medicine, groceries and others were 11%, 8%,3% and 7% respectively.

Table 6 classification of Respondents based on their Selection of Service Providers

Service Providers	Non of Respondents	Percentage (%)
Amazon	21	28%
Flipkart	23	31%
Snapdeal	22	29%
eBay	5	7%
Shopclues	3	4%
Others	1	1%
Total	**75**	**100%**
Sources: Primary Data		

The above table Shows that, 31% of the respondents prefer Filpkart products,29% of respondents prefer only Snapdeal products, 28% of respondents prefer amazon products. 7% 4% and 1% of the respondents prefer e-Bay, Shopclues and others product respectively.

Table 7 classification of Respondents based on frequently purchase

Frequently Purchase	Non of Respondents	Percentage (%)
Weekly	10	13%
Monthly	15	20%
Yearly	12	16%
Whenever need	38	51%
Total	**75**	**100%**
Sources: Primary Data		

The above table shows that, 13 % the respondents purchase their products in online at weekly once. 20% of the respondents purchase their products in monthly once. 16% and 51% respondents purchase their product in yearly and whenever need respectively.

Table 8 classification of Respondents based on Cost of purchase

Cost	Non of Respondents	Percentage (%)
Upto Rs.1000	25	33%
Rs.1000 to Rs.5000	30	40%
Above Rs.5000	20	27%
Total	**75**	**100%**
Sources: Primary Data		

The above table exemplifies that, the respondents spent amount for purchase products in online.40% of the respondents spent Rs. 1000 to Rs.5000. 33% of the respondents spent upto Rs.1000 and 27% of the respondents spent above Rs.5000 for online products.

FACTOR INFLUENCED TO PURCHASE THE PRODUCTS IN ONLINE

Table 9 Factors influenced to purchase online products

S.no	Factors	SA	A	U	D	SD	Score	Rank
1	Free Delivery	40	15	5	10	5	300	3
		53%	20%	7%	13%	7%		
2	Low Cost	27	24	10	8	6	283	5
		36%	32%	13%	11%	8%		
3	More Discounts	15	17	35	6	2	262	8
		20%	23%	47%	8%	3%		
4	Some products only available in online	31	30	10	1	3	310	2
		41%	40%	13%	1%	4%		
5	Time Saved	52	7	7	4	5	322	1
		69%	9%	9%	5%	7%		
6	Cash on Delivery	15	29	25	5	1	277	6
		20%	39%	33%	7%	1%		
7	Clear Information	22	26	10	15	2	276	7
		29%	35%	13%	20%	3%		
8	Immediate Replacement When Product defect	40	15	7	2	11	296	4
		53%	20%	9%	3%	15%		

Sources: Primary Data

Note: SA – Strongly agree, A- Agree, U- UN Decided, D- Disagree, SD – Strongly Disagree

It is observed from the above table that, it explains the opinion of respondents regarding the various factors influenced to online purchase it. This analysis shows that the factor 'Time saved" gets the maximum score of 322. The factor 'some products only available in online' stands second with a score of 310. The factor 'free delivery' and 'Immediate replacement' scores of 300 and 296 respectively and take third and fourth position. The lowest factor is 'More discount' which is score 262. The lows score due to discount which is available only for limited products. It is inferred that the maximum score of

322 is secured by the factor time saved, this is because of the fact we no need to visit physical stores. We can place the order when we have Mobile phone and computer.

SATISFACTION OF CUSTOMERS ON ONLINE SHOPPING

Table 10 Customer Satisfaction on Online Shopping

S.no	Factors	SA	A	U	D	SD	Score	Rank
1	Quick Delivery	24	25	10	9	7	275	3
		32	33	13	12	9		
2	Product Quality	15	22	28	5	5	262	5
		20	29	37	7	7		
3	Nice Package	8	12	35	15	5	228	7
		11	16	47	20	7		
4	Long Life of Product	9	16	30	15	5	234	6
		12	21	40	20	7		
5	Original Product	17	19	27	9	3	263	4
		23	25	36	12	4		
6	Warranty	35	17	5	10	8	286	1
		47	23	7	13	11		
7	Delivered specified Product notified in the website	20	35	5	8	7	278	2
		27	47	7	11	9		

Sources: Primary Data

Note: SA – Strongly agree, A- Agree, U- UN Decided, D- Disagree, SD – Strongly Disagree

It is gathered from the table 10 that, it is explained clearly about customer satisfaction on online shopping. This analysis helpful to find out the customer satisfied in which aspects. The customer most satisfied factor is warranty of the product in the mean score of 286 is gets it 1 rank. Delivered specified product which is notified by the service provider in the website gets second place with the score of 278. The factor of Quick delivery and Original product get third and fourth rank with score of 275 and 263 respectively. The least factor is nice package which is gets lowest rank, due to some

product package is not satisfied by the customers with score of 228. The highest rank factor is warranty because many service centers available in the entire district. If the products get defect immediately will be rectified by the help of service centre

FINDINGS

1. The majority of the respondents are male. i.e 65%
2. Majority of the respondents fall in the age group of 21-40. i.e33%
3. Graduate interested to get online products.. i.e 53%
4. 60% of the respondents are private employee.
5. 52% of the respondents prefer electronics products in the online.
6. Majority of the respondents are buying the online products from the Filpkart(31%).
7. Large number respondents are buying online products whenever they need(51%).
8. Majority of the respondents (40%) spend Rs.1000 to Rs.5000 for online purchase.
9. Time saved is a supreme factor for prefer products in online with score of 332.
10. The customers get highest satisfaction on online shopping is warranty with score of 286

SUGGESTION

1. More discount required to improve online Purchase. More discounts should be offered to all the products.
2. Clear information required for customers to choose their products.
3. Cash on delivery should allowed to all the products.
4. Some improvement need in the package of products. It should be ensure product safety.

CONCLUSION

This study was conducted to find out satisfaction customers on online shipping in Dindigul town and it was carried out among 75 customers. The different factors that influence the customers were found to be 'time saved', 'some products only available in online',' Free delivery' and 'Immediate replacement'. The customers only considered time saved factor because they no need to visit the physical stores and wait for the products. At the same time customers also highly satisfied on warranty factors, because they immediacy approach authorized service centre when the products gets repair. Hence customers come to decision for more purchase in online.

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