

A Study on Customer Satisfaction towards Online Shopping

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Abstract – This research dubbed "The Consumers online purchasing choices" has been conducted in order to explain the causes. The exponential growth of the Internet strongly affects the global marketing climate. It has now become one of the common ways to trading over the internet by company and customers. Businesses also created forms for their goods to be promoted online. This reflects the replacement of the existing economy by the new sector. The aim of this analysis is to determine the variables that may affect the satisfaction of the consumer. In general, consumer loyalty in buying is important for the growth of online shopping.

Key Words – Online Shopping, Shopping Behavior, Consumer & Consumer Satisfaction

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INTRODUCTION

Online shopping is a new e-commerce innovation that is sure to be a shopping future worldwide. Any of the companies offer their products/services online. The appetite of young people for online shopping grows the every day. Youth have a very different understanding of online shopping; they see this as a modern concept, saving time, becoming available easily, varied and more fascinating. The impression that online shopping was not really healthy, weak in quality and untrustworthy was only in the frame. But the view has progressively improved and shows promising signals of young people at the moment.

As the Internet and smartphone adoption are rising, increasing acceptance of online purchases has given businesses with the only chance of connecting with their clients. Online shopping causes a craze between young men and women, since they used to spend a lot of time shopping, now they can only sit down at home and search several places and pick the best price and put an order within minutes.

A phrase commonly used in ads is customer loyalty. This measures how the goods and services provided match or exceed the expectations of customers. Customer satisfaction is described as "the amount of customers or the percentage of total customers whose reporting experience with a company exceeds its product or service objectives" " They noticed that consumer loyalty matrices were very helpful in management and tracking their enterprise in a study conducted by senior marketing managers. Client loyalty is seen as a crucial distinction which becomes more and more a key aspect in corporate strategies

in a dynamic marketplace where industry competes for consumers. Companies ought to handle consumer loyalty efficiently. In order to achieve this, companies need accurate and representative consumer satisfaction measurements in Flipkart's online products in the Coimbatore district.

REVIEW OF LITERATURE:

- The use of US samples by **Kim and Park (2005)** shows that their optimistic behaviour and readiness to look for pre-buying knowledge contributes to a high chance of buying online. In order to use the internet for shopping, online customers must have computer skills. Therefore, if you're not familiar with the phone, you probably shop in the old, new or discounter shop (Monuwe, 2004) as buying there would be easier than in the internet store.
- **Goldsmith and Flynn (2004)** indicate that the home catalogue is another conventional sales medium through which athoma can be bought by people based on the product variety available in the catalogue. You may order by postal or by telephone. It is convenient except that before purchase they cannot inspect and feel items. In his research, Sultan and Henrichs (2000) found that consumers still had a favourable connection with wages, household dimensions and innovativity to embrace the Internet as their tool for shopping.

- **Vijay, T. & Balaji, M. S., Announced (May 2009)** that consumers across the world are moving from busy shops to the online shopping one-click format. Despite the convenience provided, however, online shopping is far from being the favourite shopping method in India. A poll of 150 internet consumers, covering both online shopping users and non-users, was conducted to explain why some web shoppers, while others did not. The findings indicated that ease and time saving lead Indian customers to buy online, though safety and protection disrupts them.
- **Rashant Singh (2014)**, studying the purchasing behaviour of consumers in online retail, was mainly concerned with examining and analysing the behaviour trend of consumers to purchase online shopping in the form of lucknow. Both main and secondary data was used for the study. Complete samples of 40 were obtained using a practical screening approach using a questionnaire, the result of the research is that the majority of consumers are glad to purchase online and are particularly involved in purchasing online clothing.
- **Sharma and Mittal (2009)** note that India is the tremendously in e-commerce in their report "Prospects of e-commerce in India." In India, there is undoubtedly infinite opportunity to buy online with millions of users. Nowadays, e-commerce is a familiar term and an important part of our everyday lives in Indian culture. A variety of products and services are available on the Websites. Then there are people who provide a particular product along with their associated resources, e-commerce with several products. In a number of categories, these Indian e-commerce websites offer products and services.
- **Chinting (2010)**, said that few school or school research concurrently investigated both internet marketing and corporate engagement as well as those which had only direct impacts. This thesis clarifies the connection between the internet marketing of the school organisation, instructor interpersonal engagement, and teacher satisfaction.
- **Kanwalgurleen (2012)**, spoke about the various Internet choices encouraging people to browse and finally buy online since over 100 million internet users live in India. People who use the internet 5 or 7 hours a day find themselves taking advantage of online shopping. The considerations that are important to the online retail sector are price awareness and convenience and variety, quick payment choices and difficulties of online shopping. You may buy a large range of products through a minimum scheduling without rush traffic and cars.
- Research "Customer Satisfaction with Online Shopping with Special Reference to Jorhat Town Teenage Community" by **Adrita Goswami et.al (2013)** found online customers to be happy. This study specifically suggests that the price effect and factor after sales can be given greater value to online marketers. Both online advertisers during this rivalry should focus on the consumer loyalty to keep current customers and should propose different schemes every day to draw new customers.
- **Ashish Pant (2014)** concluded in his research article that a successful web store is not the just a good looking website with the dynamic technical features but is also emphasis on building the relationship with customers with making money. Firstly understanding the customer's needs and wants is very essential for building a relation with the customers keeping companies' promises gives a customer a reason to come back and meeting the expectations gives them a reason to stay.

RESEARCH METHODOLOGY:

Sampling Plan and Tool:

The research is mainly focused on evidence. The investigator gathered necessary information from the interviewees engaged in successful online shopping. 150 interviewees were chosen through a convenient screening process for primary data collection. The information was gathered by means of a well organised questionnaire. Easy percentage approach employed and the Chi-square test used to assess the socioeconomic variables.

Area and Period of Study:

This research is focused on customer preferences, thus consumers from various parts of Ghaziabad have been chosen for the survey.

DATA ANALYSIS:

Table 1: Demographic Consideration of the Respondents

1. Gender	Frequency	Percentage
Male	95	63.3
Female	55	36.7
Total	150	100.0
2. Age	Frequency	Percentage
below 20	28	18.7
21-30	66	44.0
31-40	51	34.0
Above 41	5	3.3
Total	150	100.0
3. Marital status	Frequency	Percentage
Married	67	44.7
Unmarried	83	55.3
Total	150	100.0
4. Educational qualification	Frequency	Percentage
Up to high school	26	17.3
Undergraduate	99	66.0
Postgraduate and professional	25	16.7
Total	150	100.0
5. Occupation	Frequency	Percentage
Students	43	28.7
Employee	67	44.7
Business	13	8.7
Agriculturist	12	8.0
Professionals	9	6.0
others specify	6	4.0
Total	150	100.0
Annual income	Frequency	Percentage
Up to Rs.15,000	32	21.3
Rs.15,001-25,000	74	49.3
Rs.25,001-35,000	39	26.0
Above Rs 35,000	5	3.3
Total	150	100.0

Source: Primary data

The sex composition of respondents consists of (63.3%) men's and (36.7%) women's respondents. The largest online purchaser age demographic was less than 20 years. The following years were (18.7%): 21 to 30 years (44%), 31 to 40 years (34%); (3.3 percent). The interviewees' marital status was that (44.7%) were married and (55.3%) were single. The plurality (66%) of respondents in terms of college qualification were undergraduates, (17.3%) were respondents to school and (16.7%) were postgraduates and vocational respondents. Nearly (44.7 percent) of respondents were workers, (28.7%) the respondents were teachers, (8.7%) the respondents were employees (81%), the respondents were farmers, and (6%) were technical respondents. (4%) of those interviewed was the wife of the home. The largest group of internet shopping companies with respect to annual profits of the online purchaser had Rs.15.001 - Rs.25.000(26 percent); Rs.25.001 - 35.000, (21 percent) led by Rs. 15,000; Rs. 35.000 p.a.

Table 2: Online Buying Behaviour

Online Buying Behaviour	Classification	Frequency	Percentage
Frequency purchase of	Once per month	90	60.0
	Once in 3 months	26	17.3
	Once in 6 months	31	20.7
	Once in a year	3	2.0
Factors influencing on line purchases	No hidden cost	22	14.7
	Variety of products	44	29.3
	Quality	81	54
	others	3	2
Category products of	Electronic goods/ equipment	55	36.7
	clothing /Life styles	14	9.3
	Books	9	6.0
	Home appliances	38	25.3
	Tours / hotel reservation / Online ticketreservation	31	20.7
	Others (specify)	3	2.0
	Myntra.com	12	8
Most preferred web site	Amazon	64	42.7
	Flipkart	47	31.3
	E-bay	9	6
	snapdeal	15	10
	others	3	2

Source: Primary data

The table above indicates that 60% of those responding to these questions are bought Per month, 20% of respondents are bought six months a month, 17% are bought three months a year and 2% are bought once a year. 54% of respondents see quality for online shopping, 29.3% of respondents have product diversity, 14.7% of respondents believe like they have no secret expense, and 2% of respondents say they have other reasons. 36.7% of the respondents bought Electronic products/equipment, 25.3% of respondents bought home appliances, 20.7% bought Tours/Hotel reservations/Online ticket reservations, 9.3% bought clothing/Life models, 6% bought books and 3% purchased other books. Speech was made at the end of the day. 42.7 percent of respondents favour Amazon, 31.3 percent prefer Flipkart, and 10 percent choose Snapdeal 6% like the respondents 8% prefers Myntra.com for respondents EBay.com and 8% of the respondents choose to buy Myntra.com.

Table 3: Chi-square test between Age and amount spent for online shopping

Age		Amount spent				Total
		Less Rs 5000	Rs 5,000- 10,000	Rs10,000 - 20,000	Above Rs 20,000	
Below 20	Count	11	9	0	11	28
	% of Total	5.3%	6.0%	0.0%	7.3%	18.7%
21-30	Count	17	13	17	19	66
	% of Total	11.3%	8.7%	11.3%	12.7%	44.0%
31-40	Count	29	11	11	0	51
	% of Total	19.3%	7.3%	7.3%	0.0%	34.0%
Above 40	Count	0	1	4	0	5
	% of Total	0.0%	0.7%	2.7%	0.0%	3.3%
Total	Count	54	34	32	30	150
	% of Total	36.0%	22.7%	21.3%	20.0%	100.0%

For more discussion, the Chi-square test is added. The chi-square calculated value is (45.330), which is larger at 5% of importance than its table value. Therefore, it differs from the age and the sum invested on the online purchase of their goods

CONCLUSION:

On the basis of this analysis the satisfaction of online clients is concluded. These studies show explicitly that the prices and after-sales support should be given greater value to the online marketer. Both online advertisers can concentrate on the consumer loyalty during this period of rivalry to maintain current customers and have daily innovative enticing schemes to draw new customers.

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