



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

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Abstract

Increasing internet and mobile penetration, growing acceptability of online payments and favourable demographics has provided the e-commerce sector in India the unique opportunity to companies connect with their customers. Customer satisfaction is one of the greatest influential forces in the internet shopping, in today's market place and emerging as the strategic imperative. In this study, Researcher focused on four critical factors which have great impact on customer satisfaction. Required data has been collected through structured questionnaire. To analyze the level of influence chi square test used. The result of study shows that ease of use, security, payment processing and customer perceived quality have significant effect on enhancing customer satisfaction towards internet shopping.

Keywords: *Customer Satisfaction, Internet Shopping, Traditional Markets.*

Introduction

Now-a-days, internet has been constantly gaining importance because of drastic change in communication and technology up gradation. In this modern world people are running out of time for doing their normal activities such as Paying electricity bill, mobile recharge, filing tax returns, insurance payments, online ticket booking etc... So they prefer to do their routine work via internet. Online shopping is very fortune to these people, it helps to manage their shopping and work equally. Online shopping is the process of buying and selling of the goods and service through online, supply chain management, marketing over internet .It is the use of technology for better marketing performance. Through online shopping different type of business and organization has gained a tremendous opportunity to increase their market share and to maintain a direct relationship with its customers. The increasing use of internet by the young generation in India provides an emerging prospect for online retailers. While comparing with traditional marketing, online marketing has many advantages like global reach availability of wide Varsity of products, cheaper price and 24x7 timing etc...If online retailers understood the factors affecting consumers buying behavior they can further develop their marketing strategies to convert potential customers into active one.

Literature review

Amin.P.D and Amin.B.(2010) made an attempt to summarize the key findings from various research studies relating to gender based differences in case of online shopping activities .The stronger influence of perceived ease of purchasing on both attitudes and online shopping intentions for female compared to males indicates that online shopping intentions and attitudes are sensitive to female perception, given a higher demand for the physical environment or a strong desire for the sensory pleasures associated with touching a product. Finally, the gendered nature of conventional buying emerged clearly- women prefer emotional and psychological involvement in the online and offline shopping process; whereas men focus on efficiency and convenience in obtaining shopping outcomes from actual product.

Kanwal gurleen (2012) discussed that different options in internet encouraged them to search and eventually purchase online, because more than 100 million internet users in India. People those who are using internet from 5 to 7 hours a day were found to be adopter of online shopping. Price consciousness, convenience and variety, easy payment options and challenges of online shopping are the factors found to be a significant in online shopping. Without rush traffic and vehicles one can purchase a huge variety of product by spending minimum timing.

Adrita Goswami et.al (2013) Studied "Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town" study concludes that online customers are satisfied. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the 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.

CRISL Research (2014) stated that the rapid growth of online retail is, in a sense, reflected in the deteriorating financials of physical retailers over the past 3 years. To stay in the game, traditional retailers have been working on their internet strategy. Similarly, physical retailers in India will have to establish their presence online quickly.

The Economic Times (2015) in their article written that the online marketing in India is growing in an enormous way of reaching customer's in their place with the use of Internet by means of computers or mobiles. There is a constant increase in the online marketing and as well as online purchasing of products/services.

Statement of the problem

Increasing internet and mobile penetration, growing acceptability of online payments and favourable demographics has provided the e-commerce sector in India the unique opportunity to companies connect with their customers. In India roughly 60-65 per cent of the total e-commerce sales are being generated by mobile devices and tablets shopping online through smart phones are proving to be a game changer, and industry leaders believe that m-commerce could contribute up to 70 per cent of their e-commerce revenues. India has an Internet user base of 400 million in 2016 whereas Brazil has 210 million internet users and Russia has 130 million of internet user. Interestingly, about 75% of online users are in the age group of 15-34 years since India is one of the youngest demography globally. "This is expected to be a continuing trend in coming years, given the age distribution in India".¹ Customer satisfactions is the key factor not only to retaining the customers also for the success of business. When customers are satisfied with a company or service, there is high possibility that they will share their experience to other people. Once these factors are proficiently understood by the online retailers, they can easily improve their business performance.

Objectives of the study

1. To analysis the customers satisfaction of teenage groups towards online shopping in pollachi Taluk.
2. To understand the online shopping behavior of teenage groups in pollachi Taluk..

Sampling Plan and Tool

The study is based on primary data. The researcher collected required data from the 120 respondents. Respondents were selected through convenient sampling method. The data were collected by using well structured questionnaire. To analyze the socio economic factors simple percentage method adopted, and Chi square test used to analyze the level of satisfaction of the online consumers.

Area and Period of Study

The sample consumers have been selected from different parts of Pollachi taluk. The period of study ranges from March 2016 to July 2016.

Scope of the Study

This study is undertaken to analyze the level of satisfaction and online buying behavior of the teenage group. The present study is based on the opinion of teenage online consumers. It enables us to understand the level of satisfaction and online buying behavior. In short, the study covers only socio economic status, most preferred online shopping site and level of satisfaction of teenage consumers.

Analysis of Data and Results

Table 1: Demographic consideration of the respondents

Demographic	No. of. Respondents	Percentage
Gender		
Male	76	63
Female	44	37
Age		
Up to18	39	33
18 to 20	52	43
20 above	29	24
Fathers occupation		
Employee	63	52



Business	31	26
Profession	26	22
Residence		
Urban	42	35
Rural	78	65
Family monthly income (Rs.)		
Up to 10,000	27	23
10,000-20,000	46	38
20,000-30,000	23	19
30,000 Above	24	20

Source: Primary Data

It is revealed from the table -1 that 63% of the respondents are male and 37% are female. Most of the respondents (43%) belongs to the age group of 18 -20 and (33%) are up to 18 years of age. Majority of the respondents state that, (52%) fathers occupation is an employee and (26%) are doing business. Most of the respondents (65%) resides at rural area and (35%) are resides at urban area. Most of respondents (38%) state that, their family income is between Rs.10,000 -20,000 and (23%) of respondents family income is less than Rs.10,000.

Table -2 Use of Web Sites

Web site	No. of. Respondents	Percentage
Flip kart	19	16
Amazon	21	18
Yepme	14	12
Ebay	18	15
Jobong	12	10
Myntra	17	14
Shop clues	10	8
Home shop	9	7

Source: Primary data

From the above table 2, it is clear that majority of the respondents (18%) prefer to shop in Amazon. Com, its followed by Flip kart (16%) and (15%) respondents are prefer to buy in Ebay.com.

Table - 3 Shopping Place

Place	No. of. Respondents	Percentage
Home	83	69
Browsing centre	27	23
Library	0	0
Others(Specify)	10	9

Source: Primary Data

The table-3 reveals that 69% of the respondents have done their online shopping from own home ,23% have done from browsing center, only 9% from other place (i.e) from friend house, relative house and it is interesting that no used library for their online shopping.

Table - 4 Frequency of purchase

Frequency	No. of. Respondents	Percentage
Occasionally	83	69
Frequently	19	16
Once in month	11	9
Others	7	6

Source: Primary Data

Above table-3 reveals that majority of respondents 69% occasionally purchase through online and (16%) are frequently purchase through the online.

Table - 5 Items of Purchase

Items	No. of .Respondents	Percentage
Books	33	28
Garments	24	20
Electronics items (mobile, computer)	29	24



Cosmetic items	19	16
Any others(Specify)	15	12

Source: Primary Data

From above table 4 it is seen that 28% of the respondents are purchasing the book. 20% of the respondents are purchasing garments, 24% of the respondents are purchasing the Electronics items, 16% of the respondents are purchasing the Cosmetic items, and 12% of the respondents are purchasing the Any others products.

Table - 6 Mode of payments

Mode	No. of. Respondents	Percentage
Cash on delivery	78	65
NET-Banking	23	19
Debit card	19	16

Source: Primary Data

Above table reveals that majority of respondents 65% use cash on delivery as their mode of payment during their shopping and (19%) are use the NET-Banking as their mode of payment during their shopping.

Table - 7 Level of Satisfaction of Customers towards Online Shopping

(HS-Highly Satisfied, S-Satisfied, M-Moderate, DS-Dissatisfied, HDS-Highly Dissatisfied)

Factors	HS	S	M	DS	HDS
Time of purchase	39 (32)	27 (22)	26 (23)	21 (17)	7 (6)
Mode of payment	31 (26)	33 (27)	17 (14)	19 (16)	20 (17)
Price	23 (19)	41 (34)	14 (12)	29 (24)	13 (11)
Packaging	29 (24)	31(26)	23(19)	17(14)	20(17)
Quality	34 (28)	38 (32)	24 (20)	19 (16)	5(4)
Convenience in buying	27 (22)	38 (32)	21 (17)	19 (16)	15 (13)
Time saving	53 (44)	24 (20)	19 (16)	15 (13)	9 (7)
Information Availability	29 (24)	36 (30)	22 (18)	25 (21)	8 (7)
Expenses	31(26)	42 (35)	27 (22)	12 (10)	8 (7)
Discount	27 (22)	34 (28)	23 (19)	19 (16)	17 (15)
Product Delivery	27 (22)	53 (45)	22 (18)	11 (9)	7 (6)
After sales service	22 (18)	21 (17)	28 (23)	29 (24)	20 (18)

Source: Primary Data

It is reveals that table,32% of the respondents are highly satisfied with the time of purchase, and 23% are moderate. 27 % of the respondents are satisfied with the mode of payment and 26% are highly satisfied. 34% of the respondents are satisfied with the price, and 24% are dissatisfied. 26% of the respondents are satisfied with the packaging, and 24% are highly satisfied.32% of the respondents are satisfied with the quality and 28% are highly satisfied. 32% of the respondents are satisfied with the convenience in buying and 22% are highly satisfied.44% of the respondents are highly satisfied with the time saving and 20% are satisfied.30% of the respondents are satisfied with the information availability and 24% are highly satisfied.35% of the respondents are satisfied with the expenses and 25% are highly satisfied.28% of the respondents are satisfied with the discount and 22% are highly satisfied.45% of the respondents are satisfied with the product delivery and 22% are highly satisfied.24% of the respondents are dissatisfied with the after sales service and 23% are moderate.

Chi-Square Analysis

Table - 1 Shopping Place and Gender

Shopping Place	Gender		Total
	Male	Female	
Home	51	32	83
Browsing centre	18	9	27
Others(Specify)	7	3	10
Total	76	44	120



Hypothesis

There is no significant relationship between gender and shopping place.

Calculated value(X^2)	Degree of freedom	Table value at 5%	Hypothesis
0.88	2	5.991	Insignificance

Interpretation

The above table 1 shows that the calculated value of chi square at 5% level of significance is lesser than the table value. Therefore hypothesis is accepted. Hence it can be concluded that there is no significance relationship between the gender of the respondents and their shopping place.

Table - 2 Frequency of purchase and Age

Frequency of purchase	Age			Total
	Upto18	18 to 20	Above 20	
Occasionally	26	36	21	83
Frequently	8	7	4	19
Once in month	4	4	3	11
Others	1	5	1	7
Total	39	52	29	120

Hypothesis

There is no significant relationship between frequency of purchase and age.

Calculated value(X^2)	Degree of freedom	Table value at 5%	Hypothesis
2.67	6	12.592	Insignificance

Interpretation

The above table 2 shows that the calculated value of chi square at 5% level of significance is lesser than the table value. Therefore hypothesis is accepted. Hence it can be concluded that there is no significance relationship between the age of respondents and frequency of purchase towards online shopping.

Table - 3 Mode of payment and Father Occupation

Father occupation	Mode of payments			Total
	Cash on delivery	NET-Banking	Debit Cards	
Employee	36	18	9	63
Business	25	3	3	31
Profession	17	2	7	26
Total	78	23	19	120

Hypothesis

There is no significant relationship between father mode of payments and father occupation.

Calculated value(X^2)	Degree of freedom	Table value at 5%	Hypothesis
10.15	4	9.488	Significance

Interpretation

The above table 3 shows that the calculated value of chi square at 5% level of significance is more than the table value. Therefore hypothesis is rejected. Hence it can be concluded that there is significance relationship between the father occupation and mode of payment towards online shopping.

Table - 4 Items and Family income

Family Income	Items					Total
	Books	Garment	Electronics items(mobile, computer)	Cosmetic items	Any others(Specify)	
Up to 10,000	9	1	10	5	2	27
10,000-20,000	13	11	9	8	5	46
20,000-30,000	6	8	6	1	2	23
30,000 Above	5	4	4	5	6	24
Total	33	24	29	19	15	120



Hypothesis

There is no significant relationship between Items and Family income.

Calculated value(X ²)	Degree of freedom	Table value at 5%	Hypothesis
17.74	12	21.026	Insignificance

Interpretation

The above table 4 shows that the calculated value of chi square at 5% level of significance is less than the table value. Therefore hypothesis is accepted. Hence it can be concluded that there is significance relationship between the items and monthly income towards online shopping.

Conclusion

On the basis of the present study the researcher concludes that, online customers are highly satisfied with the various facilities of online shopping. Particularly the online consumers satisfied and feel that online shopping saving time and money, quality of the product and mode of payment. This research explicitly indicates that online marketer should give more importance on expenses and after sales service. In this competition era the entire online marketer should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers.

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