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A Study on Consumer Satisfaction towards Online Shopping in Electronic Items – With Special Reference to Pollachi Taluk

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Abstract: *Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the internet. It is a form of e-commerce. The product purchase or sale transaction is completed electronically and interactively through internet. It has become popular, due to convenience and lower prices. Internet changes the way of the consumers shopping of goods and services, and has rapidly evolved into a global phenomenon. A study was carried out among 400 online consumers in Coimbatore district to assess the consumer perception regarding benefits of online shopping. It was found that online consumers have medium level of satisfaction. Size of family and satisfaction of online shopping have significant association with the level of consumer satisfaction.*

Keywords: *Online shopping, consumers, e-commerce, consumer satisfaction.*

I. INTRODUCTION

The internet shopping is one of the electronic commerce has proliferated rapidly growth since is the middle of 1990's. Web technologies are played a major role in this present technological world. Modern science and technology have made peoples life easier and more convenient. As one of the outcomes of modern science and technology the internet has been deeply into every aspect of people's daily life. Online shopping in india is in growing stages. However more and more people are gaining confidence about purchasing products through online. All the people are going to prefer to make purchase online, thus getting a mass changes in online shopping trends. Online shopping offer to consumers with a variety of products to the various classes of consumers. It gives a chance to compare the same products with the other product and also shows the consumer level of satisfaction. Though online shopping, once the product is purchased it is easy to find the current status of the shipping and location of the product before it reach the consumer hand. Consumer satisfaction is the ultimate result of meeting a customer's need and expectation from the performance of the products. Most satisfied customers normally have the intention to repurchase the product performance meet their expectations.

Around 55 million consumers purchased online in 2015 and the number is expected to grow to 80 million this year with better logistics, broadband and internet-ready devices. The growth of e-commerce has been driven by aggressive merchandising and discounting from flash sales and daily deals, more online loyalty programs and increasing popularity of smart phones and among consumers. The computer and consumer electronic, along with apparel and accessories, will contribute 40 percent of the total retail e-commerce sales in 2016, from current level of 35 percent. The computer electronic apparel and accessories have contributed 35 percent is the year 2015 and it is grown 40 percent of the retail e-commerce sales in the year 2016. There are famous online shoppers in india as follows snapdeal, flipkart, amazon.

II. REVIEW OF LITERATURE

Venkatesh (2000) reported that perceived convenience offered by Internet Vendors has a positive impact on consumers' attitude towards online shopping, as they perceive Internet as a medium that enhances the outcome of their shopping experience in an easy way. Online shopping holds a great potential for youth marketers.

Benedict et al (2001) in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by external factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Burke, R.R.(2002), Trust is a key factor that determines the success of Business to consumer (B2C) e-commerce transactions. Previous researchers have identified several critical factors that influence trust in the context of online shopping. This research focuses on available security measures which assure online shopper's safety and great sales promotion and online deals which stimulate customers to shop online.

III. STATEMENT OF THE PROBLEM

Due to the emergence of globalization and liberalization there is a stiff competition among the variety of online shoppers which are focus on the attention to capture the Indian markets. Online industry though considered as easy to shop once, now occupies a part of day-to-day life and has become a necessity. People who were not ready to spend their money on good products but now changed their attitude that yesterday's luxuries are today's necessities.

Hence, it is considerable interested to know

- Whether the consumers are having awareness about online shopping?
- What is the reason for choosing online shopping especially for electronic items?

IV. OBJECTIVES OF THE STUDY

To find the answer for the above questions the following objectives were framed:

- To find out the socio-economic profile of the online consumers.
- To study the awareness of online shopping.
- To find out the reason for choosing online shopping.
- To offer valuable suggestions to improve the quality and services of online shopping.

V. METHODOLOGY

A. DATA

The data used for this both primary and secondary data. The primary data have been collected by issue of questionnaire and the secondary data collected from various journals, magazines, books and websites.

B. SAMPLE SIZE

There are 150 respondents are selected for this study.

C. SAMPLING METHOD

The convenience sampling method adopted in this study.

D. FRAMEWORK OF ANALYSIS

- i) Simple percentage and

ii) Weighted average ranking method.

VI. SCOPE OF THE STUDY

This study deals with the customer's perceptions towards online shopping. Further scope of the study can be extend to study the satisfaction of the customers in detail as to each and every service provided, the specific of each service offered, customer expectations about the same etc. A comparative of online service against the service range, quality offered by the competitors can also be conducted.

VII. LIMITATIONS OF THE STUDY

The limitations of the study are as follows:

- The study was confined to the customers of Pollachi Town only. So the finding may not be generalized in a broader perspective.
- Basic based on primary data, hence we cannot argue that the research is applicable in each condition, time & place.
- The study is restricted to only teenagers. In making more generalize, reliable and significant conclusions, a study employing larger samples from all colleges and all section of customers are needed.

TABLE 1.1 PERSONAL PROFILE

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE
AGE		
Below 20 years	49	40.83
21-30 years	55	45.83
31-40 years	13	10.83
Above 40 years	03	2.50
GENDER		
Male	35	29.16
Female	85	70.83
MARITAL STATUS		
Married	38	31.66
Unmarried	82	68.33
EDUCATIONAL QUALIFICATION		
Up to School level	17	14.67
Diploma holder	18	15.00
Under graduate	45	37.50
Post graduate	32	26.66
Professionals	7	5.83
Others	1	0.83
OCCUPATION		
Agriculturist	22	18.33
Business	29	24.16
House wife	8	6.66
Employed in government sector	9	7.5
Employed in private sector	14	11.66
Professional	13	10.83
Others	25	20.83
TYPE OF FAMILY		
Nuclear family	87	72.5
Joint family	33	27.5
STATUS IN FAMILY		
Head	21	17.5
Member	99	82.5
MEMBERS		
Below three members	40	33.33
Three-four members	46	38.33
Four-six members	24	20

Above six members	10	8.33
AREA		
Rural	51	42.5
Urban	57	47.5
Semi Urban	12	10
MONTHLY INCOME		
Below Rs.10,000	51	42.5
Rs.10,001-Rs.30,000	44	36.66
Rs.30,001-Rs.50,000	21	17.5
Above Rs.50,001	4	3.33
MONTHLY SAVINGS		
Below Rs.5,000	77	64.16
Rs.5,001-Rs.10,000	28	23.33
Rs.10,001-Rs.15,000	12	10
Above Rs.15,001	3	2.5
NUMBER OF EARNING MEMBERS		
One-two members	89	74.16
Three-four members	17	14.16
Five-Six members	8	6.66
Above Six members	6	5
AWARNESS		
Yes	97	80.83
No	23	19.16
ONLINE SHOPPERS		
Flipkart.com	46	38.33
Snapdeal.com	34	28.33
Amazon.com	29	24.16
EBay. In	3	2.5
Myntra.com	5	4.16
Yepme.com	1	0.83
India time shopping	2	1.67
ELECTRONIC ITEMS		
Television	14	11.66
Smart phone	65	54.16
Refrigerator	6	5
Washing machine	5	4.16
Watches	20	16.66
Fans	3	2.5
Accessories	3	2.5
Laptop's	2	1.66
Micro oven	1	0.83
Iron box	1	0.83

Source: Primary data

TABLE 1.2 REASON FOR CHOOSING ONLINE SHOPPING

Reason	1	2	3	4	5	6	7	8	9	10	11	12	Total	Rank
Quality of the product	29	13	14	13	4	6	10	6	4	2	3	16	616	I
Branded of the product	9	25	11	11	10	7	12	7	3	5	12	8	658	II
Low price of product	17	9	25	5	13	9	6	13	3	8	5	7	692	IV
Easy to purchase	8	11	5	30	11	8	11	7	13	4	3	9	689	III
Time saving	14	15	8	7	22	10	8	12	8	9	5	2	745	V
Delivery	8	6	3	9	7	20	13	14	9	12	12	7	805	IX
Payment	9	12	7	5	4	12	16	8	11	15	11	10	746	VI
Information availability	2	6	7	8	14	9	15	20	13	9	11	6	799	VII

offers & discount	4	7	11	10	12	9	8	9	29	10	8	3	891	XI
Stress free	5	7	8	7	8	9	9	11	8	24	16	8	801	VIII
Customer services	1	8	9	9	10	11	6	7	12	7	28	12	928	XII
Easy ordering system	16	5	10	6	4	9	6	7	6	14	6	31	870	X

Source: Primary data

From the above table, observed that, the reason for chosen online shopping are: given in a rank followed as: the first rank to quality of the product, second rank given to branded of the product, third rank given to easy to purchase, fourth rank given to low price of the product, fifth rank given to time save the time, sixth rank given to make payment, seventh rank given to the availability of information in this website, eighth rank given to stress free to search and purchase of the product, ninth rank given to delivery of the product, tenth rank given to for easy ordering system, eleventh rank given to more offers & discount and the products twelfth rank given for proper Customer service care.

VIII. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

Socio Economic Profile of Online Consumers

- Majority (45.83%) of the respondents belong to the age group between 21-30 years.
- Majority (70.83%) of the respondents are female.
- Majority (68.33%) of the respondents are unmarried.
- Most (37.5%) of the respondents are under graduate.
- Majority (24.16%) of the respondents are doing business.
- 72.5% of the respondents are living in nuclear family.
- Most (82.5%) of the respondents are members in their family.
- Majority (38.33%) of the respondents family having three - four members.
- 47.5% of the respondents residing in urban area.
- Most (42.5%) of the respondents monthly income below Rs.10,000.
- Most (64.16%) of the respondents monthly savings below Rs.5,000.
- Majority (74.16%) of the respondents are having one to two earning members in their family.
- Majority 97(80.83%) of the respondents are having awareness about online shopping.
- Majority (38.33%) of the respondents are preferred Flipkart.com online shopping.
- Majority (54.16%) of the respondents a made online purchase through smart phone.

Suggestions of the Study

The following are the suggestions based on findings of the study the opinion expressed by the online consumers the following suggestions are made is improve the level of satisfaction among online consumers.

- The government should create more awareness programs about online shopping to all the level of customers.
- The online shoppers may give more advertisement about the product, price details etc.

- The online shoppers create more confidence that they supply only quality of product, affordable price, time of delivery etc.
- Consumer should not only be cautious but also be aware of the procedures and problems of online shopping.
- Internet plays an impatient role in the life of e-entrepreneurs as well as online consumer.

Conclusion

Online shopping is very common outside India but it is growing in Indian market. In the volatile world of e-commerce, it is particularly important to understand the consumer and the values that lead to their satisfaction. Successful e-commerce sites need to exhibit more qualities than just good site design and security. There are so many factors simultaneously that influencing the purchasing decision among online consumers.

This study focus to attempt significance on various personal details like age, gender, marital status, educational qualification, area of residence, occupation, types of family, status in family, number of members in your family, monthly income and customer satisfaction change according to the advanced technology, fashion and price of the product.

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