



CUSTOMERS SATISFACTION TOWARDS ONLINE SHOPPING IN POLLACHI TALUK

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Abstract:

Online shopping is a recent phenomenon in E-commerce and its definitely going to be the future of shopping in the world. Due to increasing internet and mobile penetration, growing acceptability of online payments has provided the unique opportunity to companies to connect with their customers. In recent days rural peoples also start buying products through online. Convenience is one of the major reasons, but huge discounts and offers provided by the online merchants was the important reason for ever-increasing sales in online shopping. This study attempts to find out the customers satisfaction towards online shopping in Pollachi Taluk. The required data were collected from 150 respondents those who are buying products in online; by using structured questionnaire. This study helps to find out the most preferred shopping site, Reason for buying products, product preferences satisfaction of online consumers and also to suggest the steps have to be taken to the online merchants to improve their sales.

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

Introduction:

Online shopping is a recent phenomenon in E-commerce and its definitely going to be the future of shopping in the world. 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 saving, easy accessible, variety and with more interesting. When online shopping had just come into the picture, the perception was of low security, poor in quality and untrustworthy. But gradually, the perception has changed and at the moment it is showing positive signs among youth's.

Due to increasing internet and mobile penetration, growing acceptability of online payments has provided the unique opportunity to companies to connect with their customers. Online shopping creates a craze among both young males and females because previously where they spent a lot of time for shopping, today just by sitting at home they can browse through many sites and choose the best deal and place an order within few minutes.

Review of Literature:

Sharma and Mittal (2009) in their study "Prospects of ecommerce in India", mention that India is showing tremendous growth in e-commerce. Undoubtedly, with the population of millions of people, online shopping shows unlimited potential in India. Today e-commerce is a common word in Indian society and it has become an integral part of our daily life. There are websites providing a number of goods and services. Then there are those, which provide a specific product along with its allied services-multi-product e-commerce. These Indian e-commerce portals provide goods and services in a variety of categories.

Chinting (2010) stated that few school or educational studies have simultaneously explored both internet marketing and organizational commitment, and of those that have, only direct effects were examined. This study clarifies the relationship between school organization's internet marketing and teachers' organizational commitment by examining the mediating role of teachers' job involvement and job satisfaction.

Kanwalgurleen (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.

Statement of the Problem:

Marketing is basically helps to fulfill the needs of the consumer's more effectively and efficiently with good product/services with affordable price and delivery. A good marketer continuously satisfying consumers needs in better way. Sometimes opportunity to give the consumers in better way is designed by marketers himself and sometimes it is offered by the technology.

In recent days the concept of online shopping has gained a lot of importance in retail marketing. In India almost 75% of online users are in the age group of 15 - 34 years since India is one of the youngest demography globally. This trend is expected to be continuing in forthcoming years, given the age distribution in India. Along with the rapid growth of online shopping fraudulent practices and cheating also increased. Such unethical activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online shopping. Based on the above discussion the researcher has raised the following research question;

- ✓ What is the most preferred online shopping website?
- ✓ What are factors that have the maximum impact on customer satisfaction of online shopping?

Study Objectives:

- ✓ To ascertain the most preferred online shopping websites among the consumer.
- ✓ To analyze the satisfaction level of consumers towards online shopping.
- ✓ To investigate the major factors that have the maximum impact on customer satisfaction of online shopping

Sampling Plan and Tool:

The study is based on primary data. The researcher collected required data from the respondents who have actively involved in online shopping. For the collection of primary data, 150 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.

Area and Period of Study:

The present study is based on Consumers perceptions, so the sample consumers have been selected from different parts of Pollachi taluk. The period of study ranges from January 2016 to July 2016.

Scope of the Study:

This study is undertaken to analyze the level of satisfaction of the online shopping. It enables us to understand the major factors that have the maximum impact on customer satisfaction of online shopping. In short, the study covers only socio economic status, most preferred online shopping website and factors satisfying consumer.

Analysis and Interpretation:

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
Rs25,001-35,000	39	26.0
Above Rs 35,000	5	3.3
Total	150	100.0

Source: Primary data

The gender distribution of the respondents consisting (63.3%) of male respondents and (36.7%) of female respondents. The major age group of online buyers was below 20 years. (18.7%) followed by 21 to 30 years (44%), 31 to 40 years (34%) and above 40 years (3.3%). The marital status of the respondents was, with (44.7%) married respondents and (55.3%) unmarried respondents. In terms of education qualification, majority (66%) of the respondents were undergraduates, (17.3%) of the respondents were up to high school, and (16.7%) of the respondents were postgraduate and professional. in terms of occupation, almost (44.7%) of the respondents were employees, (28.7%) of the respondents were students, (8.7%) of the respondents were engaged them in business (81%) of the respondents were agriculturist, (6%) of the respondents were professionals. (4%) of the respondents they are house wife's. with regards to annual income of online buyers, the major group of online shoppers had annual income of Rs.15,001- Rs.25,000(26%) , followed by Rs. 25,001- 35,000, (21%) followed by up to Rs. 15,000, and (5%) of the respondents are annual earning income were above Rs. 35,000 p.a.

Table 2: Online Buying Behaviour

Online Buying Behaviour	Classification	Frequency	Percentage
Frequency of purchase	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 of products	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 ticket reservation	31	20.7
	Others (specify)	3	2.0
Most preferred web site	Myntra.com	12	8
	Amazon	64	42.7
	Flipkart	47	31.3
	E-bay	9	6
	snapdeal	15	10
	others	3	2

Source: Primary data

The above table shows that 60% of the respondents are buys Once in a month, 20 % of the respondents are buys six month once, 17.3% of the respondents are buys three month once, and 2% of the respondents are buys once in a year. 54% of the respondents are looks Quality as a factor for purchasing product on online, 29.3 % of the respondents are having Variety of products, 14.7% of the respondents are feels no hidden cost and 2% of the respondents are said others factors. 36.7% of the respondents purchased Electronic goods/ equipment, 25.3% of the respondents are purchased Home appliances, 20.7% of the respondents purchased Tours / hotel reservation / online ticket reservation, 9.3% of the respondents purchased clothing /Life styles, 6% of the respondents purchased books and 3% of the respondents purchased others products. 42.7% of the respondents prefer Amazon, 31.3% of the respondents prefer Flipkart, 10% of the respondents prefer Snapdeal 6% of the

respondents prefer 8% of the respondents prefer Myntra.com eBay.com and 8% of the respondents prefer Myntra.com for their purchases.

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	8	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%

Hypothesis: There is no significant relationship between Age and amount spent for online shopping.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	45.330	9	.000

The chi –square test is applied for further discussion. The computed chi –square value is (45.330) which is greater than its tabulate value at 5 per cent level of significance. Hence, there is a significance difference between respondents of age and amount of spent to purchasing their products through the online.

Table 4: Chi-square test between monthly income and category of product purchased in Online Shopping

Monthly income		Category of products						Total
		Electronic goods/ equipment	clothing /Life styles	Books	Home appliances	Tours / hotel reservation / Online ticket reservation	Others (specify)	
Up to Rs.15,000	Count	11	0	0	9	12	0	32
	% of Total	7.3%	0.0%	0.0%	6.0%	8.0%	0.0%	21.3%
Rs.15,001-25,000	Count	24	6	9	18	16	1	74
	% of Total	16.0%	4.0%	6.0%	12.0%	10.7%	0.7%	49.3%
Rs25,001-35,000	Count	18	5	0	11	3	2	39
	% of Total	12.0%	3.3%	0.0%	7.3%	2.0%	1.3%	26.0%
Rs 35,001 - 45,000	Count	2	3	0	0	0	0	5
	% of Total	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	3.3%
Total	Count	55	14	9	38	31	3	150
	% of Total	36.7%	9.3%	6.0%	25.3%	20.7%	2.0%	100.0%

Hypothesis: There is no significant relationship between monthly income and category of product purchased in online shopping.

Chi-Square Test			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.945	15	.000

The chi –square test is applied for further discussion. The computed chi –square value is (40.945) which is greater than its tabulate value at 5 per cent level of significance. So, we concluded that there is a close relationship between monthly income and category of product purchased in online shopping.

Table 5: Level of Customer Satisfaction towards Online Shopping

Attributes	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
Payment Security	42	106	0	0	2
	28 %	70.7 %	0		1.3 %
Price of product	46	61	43	0	0
	30.7 %	40.7 %	28.7 %		
On Time Delivery	16	74	44	14	2
	10.7 %	49.3 %	29.3 %	9.3 %	1.3 %
Product Comparison	23	64	61	2	0
	15.3 %	42.7 %	40.7 %	1.3 %	
Quality Product	6	81	51	12	0
	4 %	54 %	34 %	8 %	
Easy Return Policy	8	101	30	9	2
	5.3 %	67.3 %	20 %	6 %	1.3 %
Customer Care	0	126	22	2	0
		84 %	14.7 %	1.3 %	

Source: Primary data

The above table shows that, 70.7% of the respondents are Satisfied with Payment Security, 28% of the respondents are Highly satisfied, 1.3% of the respondents are Highly dissatisfied with regard to Payment Security, 40.7% of the respondents are satisfied in price of the product, 30.7% of the respondents are Highly Satisfied and 28.7% of the respondents are Neutral, 49.3% of the respondents are satisfied with on time delivery of the product, 29.37% of the respondents are Neutral, 10.7% of the respondents are Highly Satisfied, 9.3% of the respondents are dissatisfied and 1.3% of the respondents are highly dissatisfied. 42.7% of the respondents are satisfied in comparison of the product, 40.7% of the respondents are Neutral, 15.3% of the respondents are Highly Satisfied and 1.3% of the respondents are dissatisfied in comparison of the product. 54% of the respondents are satisfied with quality of the product, 34% of the respondents are Neutral, 5.3% of the respondents are Highly Satisfied and 9% of the respondents are dissatisfied with quality of the product. 67.3% of the respondents are satisfied with Easy Return Policy of the product, 20% of the respondents are Neutral, 6% of the respondents are dissatisfied, 5.3% of the respondents are Highly Satisfied and 1.3% of the respondents are highly dissatisfied. 84% of the respondents are satisfied with customer care services, 14.7% of the respondents are Neutral and 1.3% of the respondents are highly dissatisfied with customer care services.

Suggestions:

Online shopping is the new fashion in shopping products through online. Mostly the online consumers are in the age group of 15- 35; others not having much awareness about online shopping. The website merchant should take necessary steps to create awareness among the public. The online merchant has to take maximum effort to offer the wide range of products with competitive price because the price of the product plays a vital role in purchase decision of a product. To reach the all category of consumer the online shopping website must use different methods of advertisement strategy. Most of the customers prefer the cash on delivery to make payment for their shopping but some of the products are not coming with cash on delivery option. To

improve the effectiveness of online shopping this issue must be addressed. Considerable number of respondents facing some problems while shopping in online. This problem should be carefully observed, analyzed and settled.

Conclusion:

The current technological development with respect to the internet has given rise to a new marketing system. The study brought to the fact that most of the online shoppers are educated people and students who have a positive perception towards online shopping, Risk perceptions particularly concerns about online security, are preventing many people from shopping online. Ensure adequate safety measures in delivery of products are a challenging task in front of online sellers to increase their sales. Online sellers have to resolve these problems and also introduce wide range of products with additional discounts. This will create more demand from customers. On the basis of the present study concludes that online customers are satisfied. This research clearly indicates that online marketer should give more importance on price factor and after sale service. In this competition era all the online marketers should have to focus on the customer's satisfaction to retain the existing customers and have to offer new attractive schemes day by day to attract the new customers.

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