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A Study on Customers Satisfaction Towards Online Shopping

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ABSTRACT:

More people are now making purchases only online, which is quite beneficial to the customers. There are numerous websites that allow customers to shop online. This benefits customers in a number of ways, including time savings on product purchases, ease of product selection knowledge of all product details, simplicity of online payment or cash on delivery, and benefits for returns on some websites. This study focuses on both primary and secondary data to examine the level of customer satisfaction in the Taramani area basic information is akin to frame Information from websites, journals, news publications, and other sources is used in questionnaires and secondary data. Size of the sample study is 60 respondents this is random sampling method.

Key Words: Customer, Satisfaction, and online shopping

INTRODUCTION:

Michael Aldrich created online shopping in 1979, and it has gained popularity in India as well. It has strengthened the nation's record of economic expansion. Internet shopping benefits both customers and sellers since it offers a shared web-mart for all the available goods and services. At the moment, an important factor in the expansion of the global economy is internet shopping. With the usage of several electronic web-connected gadgets, the number of online clients is growing more quickly. It creates a platform for companies to use e-commerce to network with customers and attempt to get larger, affordable advantage. A growing number of consumers pay online for goods and services, find it easy to get product information, or simply enjoy leisurely browsing.

Customer Satisfaction: "equal to ensuring that the performance of products and services matches client expectations." Customer satisfaction is affected by a number of variables, including pricing, quality, after-sales support, and others. Internet users are growing more and more regularly. The study's goal is to ascertain how satisfied customers are with internet buying. The research will be valuable for understanding how satisfied customers are with the websites and items they use when shopping online.

The online world can practically be considered an infinite market, where a consumer living in any country of the world can enter into a contractual relationship with a merchant operating in any other country of the world. From this perspective, a cross-border purchase is when a consumer buys goods from any online retailer established anywhere in the world outside their country of residence. Due to differences in the language and legal environment, and sometimes also in business traditions, it is particularly important to consider whether to buy the selected product from the online store of a foreign merchant.

In e-shops, the consumer can quickly buy the product of his choice with a few clicks from home or work, saving time and energy despite the greater distance that comes from the infinite and limitless markets of the Internet. Online offers are easy to compare, allowing the consumer to buy the product under the most favorable conditions (price, quality, other discounts) adapted to the needs of the individual. At the same time, in addition to the benefits, it is good to know that there can be risks associated with joining the network.

Consumers' attitude towards online shopping is related to their psychological state when making purchases via the Internet. The process of online shopping refers to products purchased online. The process of online shopping behavior consists of five stages and is similar to traditional shopping behavior. For example, a consumer recognizes the need to buy a product (a book), he refers to the Internet to buy online, and starts looking for information and looking for all the options, and finally makes a purchase that best suits his needs. Before making a final purchase, consumers are bombarded with a number of factors that limit or influence the consumer's final decision.

REVIEW OF LITERATURE:

"Online Marketing: Challenges and Opportunities" by Soheila Bostanshir (2014) explained the historical background of online marketing and utilization of different types of online marketing, then the source of marketing opportunities is also exposed and explained. Enabling virtual mode this research continues with challenges such as security, privacy, etc. issues that arose from the adoption of virtual space products in the market field.

Izyan Hizza et.al (2014), "Factors Influencing Customer Satisfaction and Online Loyalty: The Online Shopping Environment of Young Adults" found that customer satisfaction affects subsequent online purchases by young adults. And it was found that website design and security were unimportant for customer satisfaction and this study will help marketers to design and implement effective online marketing strategies and decision making process.

S. Chitra a, E. Shobana (2017), authors of the book "A study of customer satisfaction with online marketing in India" found that online marketing is used by businesses that sell goods and services directly to consumers and businesses that deal with businesses. Online marketing also refers to the techniques available in the business market to advertise and promote their products, services or brand on the world wide web.

Dr.D.Durairaj, Prince J(2019) Authors of 'Customer Satisfaction on Online Marketing in Chennai City' stated that in online marketing many companies are selling their products in Tamil Nadu but not only in Tamil Nadu all over India Like Snapdeal, Amazon. , Flipkart Club factory and so on, the authors show that Chennai city has little data on online customer satisfaction and online marketing companies also provide better services to existing customers. Some obstacles like delay, quality of materials and bad response from customer service etc..,

Ida Hindarsah et.al (2021), author of the book "Effect of service quality, emotional marketing and spiritual marketing on customer satisfaction", found that both service quality, emotional marketing and spiritual marketing had a significant positive effect on customer satisfaction and subsequently. Service quality, emotional marketing and emotional marketing simultaneously influence satisfaction..

STATEMENT OF THE PROBLEM:

Many consumers now choose to purchase goods from the convenience of their homes and workplaces because to the Internet's explosive growth in the retail industry. The dramatic increase in the number of individuals utilizing online purchasing services has prompted a variety of study initiatives targeted at figuring out what influences consumer happiness in an online setting. There is a dearth of research that helps us comprehend the significance of the several components that make up the quality of an online shopping service and how those components affect consumer happiness. In light of this, the report looks at how satisfied Taramani area customers are with their internet buying experiences. Because of this, the current study looks at online customers' levels of satisfaction and highlights the issues they encounter when purchasing online.

OBJECTIVES OF THE STUDY:

1. To finding the consumer satisfaction on online Shopping in Taramani.
2. To find out problems faced by customers in internet buying.

HYPOTHESES OF THE STUDY:

Ho: There is significant difference between consumer satisfaction and purchase of the product

H1: There is no significant difference between consumer satisfaction and purchase the product

RESEARCH METHODOLOGY:

Data and its use in research is an important part of good research design. "Research design" strategy is used for logical data analysis and a plan-based approach to solving various research questions, which helps to define a plan and step by step to understanding the research question while collecting data. In this study focused on the Primary and Secondary data. Primary data's like to frame Questionnaire and Secondary data are information get from websites, Journal, news Papers etc., The questionnaire was distributed in electronic form and the respondents filled it. The study's sample size is 60 participants. Data are gathered in the Taramani area. This study to gauge how satisfied customers are with online purchasing in the Taramani area the many customers using the online website and purchasing for the online products The Respondents location the Taramani city in Chennai This research identifies the customer satisfaction towards online shopping.

LIMITATIONS OF THE STUDY:

Just 60 responders were included in the study, which exclusively examined the Taramani area.

Table - 1

Profile of the Respondents

S No	Particulars	Category	No. of Respondents	Percentage
1.	Gender	Male	16.98	28.3
		Female	43.02	71.7
		Total	60	100
2.	Age	Below 25years	48	80
		25-35	9	15
		35-45	3	5
		Above 45	0	0
		Total	60	100
3.	Annual Income	Below 100000	48	80
		150000-155000	6	10
		155000-1000000	4.98	8.3
		Above 1000000	1.02	1.7
		Total	60	100
4.	Location	Village	24	40
		Town	12	20
		City	24	40
		Total	60	100
5.	Education level	School education	6	10
		UG	43.98	73.3
		PG	10.02	16.7
		Total	60	100
6.	Family status	Nuclear family	39	65
		Joint family	21	35
		Total	60	100

Source: Primary data

INTERPRETATION:

Table-1 Show their profile of the respondents and 28.3% male, 71.7% female. Regarding age 80% of below 25years, 15% of 25-35years, 5% of 35-45years. Regarding annual income 80% of below100000, 10% of 150000-155000, 8.3% of 155000-1000000, 1.7% of above 1000000, Regarding location of the respondents 40% of village, 20% of town, 40% of city, regarding education level of the respondents 10% of school education, 73.3% of UG, 16.7% of PG. Regarding family status of the respondents 65% of nuclear family, 35% of joint family.

Table-2:**Investment Profile of the Respondents**

S No	Particulars	Category	NOR	Percentage
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1.	Sources of awareness	Online advertisement	31.02	51.7
		Offline advertisement	0	0
		Friends	22.02	36.7
		News paper	3.96	6.6
		Television	3	5
		Total	60	100
2.	Preference of the respondents to online shopping	Time saving	28.98	48.3
		Information availability	3	5
		Less Stress	7.98	13.3
		Less Expensive	4.02	6.7
		Best offers	16.02	26.7
		Total	60	100
3.	Frequency of the purchase of the respondents through online shopping	Daily	3	5
		Weekly	4.98	8.3
		Monthly	40.02	66.7
		Yearly	12	20
		Total	60	100
4.	Online shopping provoking the buyer frequently by their offers	Strongly agree	10.02	16.7
		Agree	39	65
		Neither agree nor disagree	7.02	11.7
		Disagree	3.96	6.6
		Strongly disagree	0	0
		Total	60	100
5.	Choice of availability of products	Strongly agree	6	10
		Agree	34.02	56.7
		Neither agree nor disagree	12	20
		Disagree	4.98	8.3
		Strongly disagree	3	5
		Total	60	100
6.	Detailed information about the products are given while online shopping	Strongly agree	10.02	16.7
		Agree	21	35
		Neither agree nor disagree	16.02	26.7
		Disagree	12	20

		Strongly disagree	0.96	1.6
		Total	60	100
7.	Easy to choose and make comparison with other products	Strongly agree	10.98	18.3
		Agree	28.98	48.3
		Neither agree nor disagree	12	20
		Disagree	4.98	8.3
		Strongly disagree	3	5
		Total	60	100
8.	Quality of information provided in online shopping is satisfactory	Strongly agree	7.98	13.3
		Agree	28.02	46.7
		Neither agree nor disagree	16.02	26.7
		Disagree	4.98	8.3
		Strongly disagree	3	5
		Total	60	100
9.	Website layout helps in searching the products easily	Strongly agree	13.98	23.3
		Agree	28.02	46.7
		Neither agree nor disagree	13.02	21.7
		Disagree	3	5
		Strongly disagree	1.98	3.3
		Total	60	100

Source: Primary data

INTERPRETATION:

Table-2 Show their investment profile of the respondents regarding Sources of awareness (51.7%) of the online advertisement, (36.7%) of the friends, (6.6%) of the newspaper, (5%) of the television. Regarding preference of the respondents to online shopping (48.3%) of the time saving, (5%) of the information availability, (13.3%) of the less stress, (6.7%) of the less expensive, (26.7%) of the best offers. Regarding Frequency of the purchase of the respondents through online shopping (5%) of the daily, (8.3%) of the weekly, (66.7%) of the monthly, (20%) of the yearly regarding online shopping provoking the buyer frequently by their offers (16.7%) of the strongly agree, (65%) of the agree, (11.7%) of the neither agree nor disagree, (6.6%) of the disagree. Regarding choice of availability of products (10%) of the strongly agree, (56.7%) of agree. (20%) of the neither agree nor disagree, (8.3%) of disagree, (5%) of the strongly disagree. Regarding Detailed information about the products are given while online shopping (16.7%) of strongly agree, (35%) of agree, (26.7%) of neither agree nor disagree, (20%) of disagree, (1.6%) of strongly disagree. Regarding Easy to choose and make comparison with other products (18.3%) of strongly agree, (48.3%) of agree, (20%) of neither agree nor disagree, (8.3%) of disagree (5%) of strongly disagree. Regarding Quality of information provided in online shopping is satisfactory (13.3%) of strongly agree, (46.7%) of agree, (26.7%) of neither agree nor disagree, (8.3%) of disagree, (5%) of strongly disagree. Regarding Website layout helps in searching the products easily (23.3%) of strongly agree, (46.7%) of agree, (21.7%) of neither agree nor disagree, (5%) of disagree, (3.3%) of strongly disagree.

Table - 3

Level of Customer Satisfaction Profile of the Respondents

S No	Particulars	Category	No. of Respondents	Percentage
		Strongly agree	7.02	11.7
		Agree	28.98	48.3

1.	If the value of the goods is higher there will be doubt about quality of goods	Neither agree nor disagree	16.02	26.7
		Disagree	4.02	6.7
		Strongly disagree	4.02	6.7
		Total	60	100
2.	Safe and secure with online shopping	Strongly agree	10.98	18.3
		Agree	19.02	31.7
		Neither agree nor disagree	22.02	36.7
		Disagree	4.98	8.3
		Strongly disagree	3	5
		Total	60	100
3.	Online shopping is not acceptable one for the purchase of goods which have the value above Rs. 20000	Strongly agree	10.02	16.7
		Agree	19.98	33.3
		Neither agree nor disagree	16.02	26.7
		Disagree	9	15
		Strongly disagree	4.98	8.3
		Total	60	100
4.	Problems faced by the respondent while online shopping	product did not arrive at all	13.02	21.7
		Product arrive in damage condition	7.98	13.3
		Wrong product were sent	7.98	13.3
		Not quality goods & services	13.02	21.7
		Other	13.98	23.3
		None of these	4.02	6.7
		Total	60	100
5.	Mode of payment preferred by the respondents	Credit cards	1.02	1.7
		Debit cards	10.02	16.7
		Online bank transfer	10.98	18.3
		Cash on delivery	37.98	63.3
		Total	60	100
	Online shopping experience of the respondents	High satisfied	6	10
		Satisfied	40.98	68.3
		Neither satisfied or dissatisfied	10.02	16.7

6.		Dissatisfied	3	5
		Total	60	100

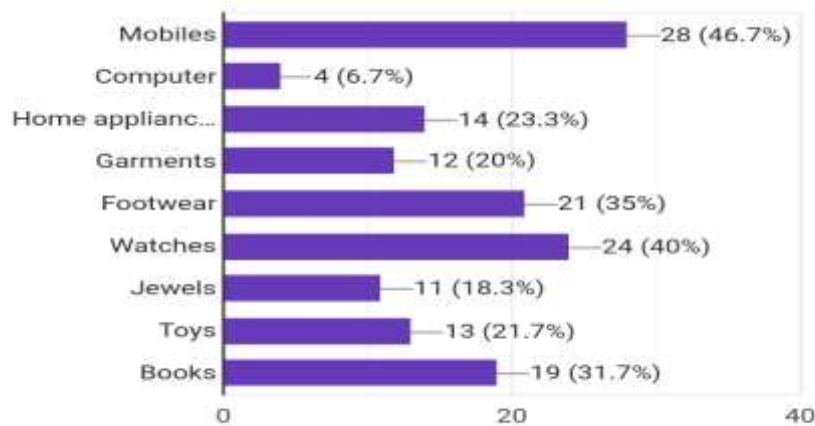
Source: Primary data

INTERPRETATION:

Table-3 Show their satisfaction profile of the respondents regarding if the value of the goods is higher there will be doubt about quality of goods (11.7%) of strongly agree, (48.3%) of agree, (26.7%) of neither agree nor disagree, (6.7%) of disagree, (6.7%) of strongly disagree. Regarding Safe and secure with online shopping (18.3%) of strongly agree, (31.7%) of agree, (36.7%) of neither agree nor disagree, (8.3%) of disagree, (5%) of strongly disagree. Online stores cannot purchase items worth more than Rs.20000 (16.7%) of strongly agree, (33.3%) of agree, (26.7%) of neither agree nor disagree, (15%) of disagree, (8.3%) of strongly disagree. Regarding Problems faced by the respondent while online shopping (21.7%) of product did not arrive at all, (13.3%) of product arrive in damage condition, (13.3%) of wrong product were sent, (21.7%) of not quality goods & services (23.3%) of other, (6.7%) of none of these. Regarding Mode of payment preferred by the respondents (1.7%) of credit cards, (16.7%) of debit cards, (18.3%) of online bank transfer, (63.3%) of cash on delivery. Regarding Online shopping experience of the respondents (10%) of highly satisfaction, (68.3%) of satisfied, (16.7%) of neither satisfied or dissatisfied, (5%) of dissatisfied.

Diagram - 1

Products Purchased By the Respondent



Source: Primary data

INTERPRETATION:

Table-4 Show their products purchased by the respondent regarding (46.7%) of mobiles, (6.7%) of computer, (23.3%) of home appliances, (20%) of garments, (35%) of footwear, (40%) of watches, (18.3%) of jewels, (21.7%) of toys, (31.7%) of books.

Table - 4

Online Shopping Websites

S No	Particulars	Category	No. of Respondents	Percentage
1.	Online shopping websites	Flipkart.com	15	25
		Amazon.com	18	30
		Meesho.com	21	35
		others	6	10
		Total	60	100

Source: Primary data

INTERPRETATION:

Table-4 Show their online shopping websites regarding (25%) of the flipkart.com, (30%) of amazon.com, (35%) of meesho.com, (10%) of others.

FINDINGS:

- The highly (80%) of the respondents belong to the age group of below 25 years
- The highly (71.7%) of the respondents belong to the category of female
- The highly (60%) of the respondents are urban
- The highly (90%) of the respondents are graduate level
- The highly (80%) of the respondents have income level of below Rs.100000
- The highly (51.7%) of the respondents are online advertisement
- The highly (48.3%) of the respondents are time saving

SUGGESTIONS:

- ❖ The people making online purchases should be guaranteed sufficient security during transactions.
- ❖ Improving times is necessary to provide clients with goods promptly.
- ❖ To ensure that goods are delivered without any damage.
- ❖ More individuals in rural areas should be aware of online buying.
- ❖ There should be more portals to offer customers a wide range of products and services.

CONCLUSION:

This study measures the degree of satisfaction with online buying and examines the elements that influence online purchases. According to the report, the vast majority of respondents are content in their internet purchasing. Increasing awareness of online shopping in rural areas will boost the industry's overall growth. This study examines the factors responsible for consumers choosing online shopping portals during purchasing decision. In addition, the research progressed with the conclusions of empirical studies and the development of important innovations for online shopping portals.

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