CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING: A CASE STUDY OF E-COMMERCE COMPANIES

Nishant Dabhade[1]
[1]Research Scholar, Jiwaji University, Gwalior, M.P, India

Megha Soni[2]
[2]Research Scholar, Jiwaji University, Gwalior, M..P, India

ABSTRACT

The act of purchasing products or services over the Internet is called online shopping. In this generation of fast moving lifestyle, customers are busier than what they were few years back. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain and can shop with the comfort from their home or office. Customer satisfaction in online shopping has been an eminent research topic due to absence of face to face interface between the customer and service provider. This study is taking place to identify the factors that may influence customer's online shopping satisfaction. The literature review has been done to uncover the varied factors affecting the mind-set of the customers while shopping online. Survey has been conducted by distributing questionnaires selected cities of India to gather data for this research. The study is focused on satisfaction on online shopping and online buying behaviour. The study has been undertaken with reference to a sample size of 110 respondents. After collecting the data, the data was classified, tabulated and codified. Necessary statistical tools such as Percentage Analysis have been used to interpret the data. Findings suggests that the success of any e-commerce company in India is depending upon its popularity, its branding image, its unique & fair policies, and its customer relations etc.

KEYWORDS: *Online shopping, Customer Loyalty, E-commerce, Customer satisfaction etc.*

INTRODUCTION

Recently at present time online shopping is the new trend of shopping in India that is used to refer to computer-based-shopping or E-shopping which ismost similar to Internet banking or E-banking. Over the past few years, online shopping has increased percentage of online buyer's in India. New concept of the online shopping is a great example of the business revolution in India. We can say that online shopping in India is currently experiencing a period of rapid development. E-shopping in India is a rich segment waiting to be explore. Actually, E-shopping is a form of E-commerce. In online shopping, buyers (consumers) purchase the products (Like: - Apparel, electronic appliances, footwear, Home & Kitchen Appliances, etc.) directly from the E-sellers by using a web browser.

CUSTOMER SATISFACTION

Customer satisfaction is a personal feeling of either pleasure or disappointment resulting from the evaluation of services provided by an organization to an individual in relation to expectations. Service providers frequently place a higher priority on customer satisfaction, because it has been seen as a prerequisite to customer retention. As a positive outcome of marketing activities, high customer satisfaction leads to repeat visitation to stores, repeat product purchases, and word-of-mouth promotion to friends, while low customer satisfaction has been associated with complaining behaviour. A satisfied customer often

stays loyal longer, and is likely to patronize the firm in future.

Generally, there are two general conceptualizations of satisfaction, namely, transaction specific satisfaction and cumulative satisfaction. Transaction-specific satisfaction is a customer's evaluation of his or her experience and reactions to a particular service encounter while cumulative satisfaction refers to the customer's overall evaluation of the consumption experience to date.

ONLINE SHOPPING

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones. An online shop induces the physical analogy of buying products or services at a regular basis ant this process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from other businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as credit cards, debit card, net banking etc. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer typically sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon, and eBay etc.

OBJECTIVES OF THE STUDY

- To know the specific reasons for which purpose customers go for online shopping.
- To find out the customer's satisfaction level for services provided by the online sellers.
- To analyse improvements and measures which are followed up by online sellers.

RESEARCH METHODOLOGY

- ### Research Design

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation.

- ### Population Size

The total population size is indefinite since it includes online shoppers throughout the India.

- ### Sample Size

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 110 respondents.

- ### Sample Design

It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling.

- ### Statistical Tools

The data collected through questionnaires that was analysed using simple percentage analysis and ranking analysis.

DATA ANALYSIS AND INTERPRETATION

Table 1: Gender of Respondents

S. No.	Gender	No. of Respondent	Percentage
1	Male	64	58
2	Female	46	42
	Total	110	100

Interpretation

From the above table 1 reveals that 58% of the respondents are male and 42% of the respondents are female.

Table 2: Age Group of Respondents

S. No.	Age	No. of Respondent	Percentage
1	Below 20 years	40	36
2	25 – 30 years	55	50
3	31 - 35 years	2	2
4	Above 35 years	13	12
	Total	110	100

Interpretation

From the above table 2 depicts that 36% of the respondents are falling under below 20 years, 50% of the respondents are falling under the category of 25 – 30 years old and 2% of the respondents are falling under 31– 35 years and 12% of the respondents are above 35 years

Table 3: Occupation Status of the Respondents

S. No.	Occupation	No. of Respondent	Percentage
1	Student	50	46
2	Business	22	20
3	Service persons	18	16
4	Professional	20	18
	Total	110	100

Interpretation

Above table 3 reveals that 46% of the respondents Occupation are student, 20% of the respondents are business, 16% of the respondents are service, and 18% of the respondents are professional activities

Table 4: Educational Level of the Respondents

S. No.	Education	No. of Respondent	Percentage
1	School	20	18
2	Graduate	35	32
3	Post Graduate	44	40
4	Illiterate	11	10
	Total	110	100

Interpretation

Above table 4 reveals that 18% of the respondents are educated at school level, 32% of the respondents of the respondents are educated at graduate level, 40% of the respondents are educated at post graduate level, 10% of the respondents are illiterate level.

Table 5: Monthly Income of the Respondents

S. No.	Monthly Income	No. of Respondent	Percentage
1	Below Rs.15,000	42	38
2	Rs.15,001 to Rs. 20,000	24	22
3	Rs.20,001 to Rs. 30,000	24	22
4	Above Rs.30,000	20	18
	Total	110	100

Interpretation

Above table 5 reveals that 38% of the respondents are earning the monthly income below Rs.15, 000, 22% of the respondents of the respondents are earning the monthly income Rs.15,001 – Rs.20,000, 22% of the respondents are earning the monthly income Rs.20,001 – Rs.30,000, 18% of the respondents are earning the monthly income above Rs.30,000

Table 6: Online Shopping Websites Visited by the Respondents

S. No.	Online Shopping Websites	No. of Respondent	Percentage
1	Flipkart.com	24	22
2	Amazon.com	19	17
3	eBay.com	13	12
4	Myntra.com	9	8
5	Snapdeal.com	21	19
6	Olx.com	08	7
7	Others	16	15
	Total	110	100

Interpretation

Above Table 6 reveals that 22% of the respondents visited Flipkart.com, 17% of the respondents visited Amazon.com, 12% of the respondents visited eBay.com, 8% of the respondents visited myntra.com, 19% of the respondents visited Snapdeal.com, 7% of the respondents visited Olx.com, 15% of the respondents visited other websites.

Table 7: Products purchased by the Respondents

S. No.	Interested Products Category	No. of Respondent	Percentage
1	Electronics	29	26
2	Mobiles	51	46
3	Computer	09	08
4	Home appliances	18	16
5	Games	04	04
6	Garments	11	10
7	Footwear	19	18
8	Watches	19	18
9	Jewels	07	06
10	Men's Accessories	26	24
11	Women's Accessories	24	22
12	Toys	04	04
13	Baby care	04	04
14	Books	09	08
	Total	110	100

Interpretation

Above table 7 reveals that 26% of the respondents purchased Electronic goods via online channels, 62% of the respondents purchased Mobiles via online channels, 08% of the respondents purchased Computers via online channels, 16% of the respondents purchased Home Appliances via online channels,04% of the respondents purchased Games via online channels, 10% of the respondents purchased Garments via online channels, 18% of the respondents purchased Footwear via online channels, 18% of the respondents purchased Watches via online channels, 06% of the respondents purchased Jewels via online channels, 24% of the respondents purchased Men's Accessories via online channels, 22% of the respondents purchased women's Accessories via online channels, 04% of the respondents purchased toys via online channels, 04% of the respondents purchased Baby care via online channels, 08% of the respondents purchased Books via online channels, 04% of the respondents purchased E-Books via online channels.

Table 8: Preference of the Respondents to Online Shopping

S. No.	Preference	No. of Respondent	Percentage
1	Time saving	62	56
2	Information Availability	11	10
3	Less Stress	20	18
4	Less Expensive	13	12
5	Best Offers	20	18
6	Service Quality	04	04
7	Easy Ordinary System	04	04
	Total	110	100

Interpretation

Above table 8 reveals that 56% of the respondents Prefer online shopping for time saving, 10% of the respondents Prefer online shopping for Information Availability, 18% of the respondents Prefer online shopping for Less Stress, 12% of the respondents Prefer online shopping for Less Expensive, 18% of the respondents Prefer online shopping for Best offers, , 04% of the respondents Prefer online shopping for Service quality, 04% of the respondents Prefer online shopping for easy ordinary system.

Table 9: Frequency of Purchase of the Respondents through Online Shopping

S. No.	Frequency of Purchase	No. of Respondent	Percentage
1	Daily	13	12
2	Weekly	20	18
3	Monthly	48	44
4	Yearly	29	26
	Total	110	100

Interpretation

Above table reveals 9 that 12% of the respondents make purchase on Online Shopping Daily, 18% of the respondents make purchase on Online Shopping Weekly, 42% of the respondents make purchase on Online Shopping Monthly, 26% of the respondents make purchase on Online Shopping Yearly.

Table 10: Facts Consider By the Respondents before Online Shopping

S. No.	Consideration Factors	No. of Respondent	Percentage
1	Product Rating	31	28
2	Product review	33	30
3	Advise for offline store	08	07
4	Comparison of price	25	23
5	Referred by friends	13	12
	Total	110	100

Interpretation

Above table 10 reveals that 28% of the respondents consider product rating before Online shopping, 30% of the respondents consider product review before Online shopping, 07% of the respondents consider Advise for offline store before Online shopping, 23% of the respondents consider Comparison of price before Online shopping, 12% of the respondents consider Referred by friends before Online shopping.

Table 10: Detailed Information about the product

S. No.	Opinions	No. of Respondent	Percentage
1	Strongly Disagree	02	02
2	Disagree	09	08
3	Neither Agree Nor Disagree	21	19
4	Strongly Agree	22	20
5	Agree	56	51
	Total	110	100

Interpretation

Above table 11 reveals that 02% of the respondents Strongly Disagree with the detailed information about the products in Online shopping, 08% of the respondents Disagree with the detailed information about the products in Online shopping, 19% of the respondents Neither agree nor Disagree with the detailed information about the products in Online shopping, 20% of the respondents Strongly Agree with the detailed information about the products in Online shopping, 51% of the respondents Agree with the detailed information about the products in Online shopping.

Table 12: Quality of Information Provided In Online Shopping

S. No.	Opinions	No. of Respondent	Percentage
1	Strongly Disagree	02	02
2	Disagree	02	02
3	Neither Agree Nor Disagree	34	31
4	Strongly Agree	18	16
5	Agree	54	49
	Total	110	100

Interpretation

Above table 12 reveals that 02% of the respondents Strongly Disagree with the Quality of Information provided in Online shopping, 02% of the respondents Disagree with the Quality of Information provided in Online shopping, 31% of the respondents Neither agree nor Disagree with the Quality of Information provided in Online shopping, 16% of the respondents Strongly Agree with the Quality of Information provided in Online shopping, 49% of the respondents Agree with the Quality of Information provided in Online shopping.

Table 15: Problems Faced By the Respondent While Online Shopping

S. No.	Problems Faced by Customers	No. of Respondent	Percentage
1	Product did not arrive at all	09	08
2	Product arrive in damaged condition	18	17
3	Wrong product were sent	09	08
4	Not quality goods & services	17	15
5	Others	04	04
6	None of these	53	48
	Total	110	100

Interpretation

Above table 15 reveals that 08% of the respondents faced the problem of product did not arrive at all in online shopping, 17% of the respondents faced the problem of product arrive in damage condition in online shopping, 08% of the respondents faced the problem of wrong products were not sent in online shopping, 15% of the respondents faced the problem of product were not of quality in online shopping, 04% of the respondents faced other problems in online shopping, 48% of the respondents did not face any of the above problems in online shopping

Table 16: Ranking Of the Services in Online Shopping

S. No.	Ranking of Services in Online Shopping	Total Score	Rank
1	Payment security	352	6
2	Product delivery	376	4
3	Personal information privacy	312	8
4	Warranties, return policies	364	5
5	Convenience	430	1
6	Mode of payment	348	7
7	Time saving	406	2
8	Attractive offers	390	3

Interpretation

Above table 16 reveals that first rank given by the respondents for the Convenience in online shopping. Second rank given by the respondents for the Time saving in online shopping and third rank given by the respondents for the Attractive offers in online shopping, fourth rank given to the Product delivery in online shopping, fifth rank given by the respondents to the Warranties, return policies in online shopping, sixth rank given by the respondents to the payment security in online shopping, seventh rank given by the respondent to the mode of payment in online shopping and finally eight rank given by the respondents to the personal information privacy in online shopping

FINDINGS

- Majority 68% of the respondents visited Flipkart.com.
- Majority 42% of the respondents get awareness about websites through online advertisement
- Majority 62% of the respondents purchased Mobiles via online channels.
- Majority 56% of the respondents Prefer online shopping for time saving.
- Majority 52% of the respondents visiting retail store before online shopping.
- Majority 42% of the respondents make purchase on Online Shopping Monthly.
- Majority 54% of the respondents strongly agree with the choice of products available in online shopping.
- Majority 40% of the respondents consider product review before online shopping.
- Majority 54% of the respondents Agree with the detailed information about the products in online shopping.
- Majority 52% of the respondents Agree with the easy to choose and make comparison with other products in online shopping.
- Majority 50% of the respondents agree with the Quality of Information provided in online shopping.
- Majority 50% of the respondents Agree with the Website layout helps in searching the products easily.
- Majority 42% of the respondents Strongly Agree with the Safe and secure with online shopping.

- Majority 52% of the respondents did not face any of the problems in online shopping.
- First rank given by the respondents for the Convenience in online shopping.
- Majority 76% of the respondents make payment through Cash on delivery option.
- Majority 36% of the respondent have barrier of delivery too slow in online shopping.
- Majority 76% of the respondent satisfied with online shopping

CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

LIMITATIONS OF THE STUDY

- The study is based upon the consumer behaviours of online shopping in different situations.
- The data collected for the research is fully on primary data given by the respondents. There

is chance for personal bias. So the accuracy is not true.

▪ Few renowned shopping websites are considered at the time of asking the questions.

SCOPE FOR FURTHER RESEARCH

The increasing reach of the Internet and internet savvies among customers has resulted in more and more. Retailers are providing online avenues for customers to make purchases at the click of the mouse. Customers not only use the internet to make purchases but also to search for information about the product or service being purchased. Internet has changed the way of conducting business. Many businesses have started building up their strategies around the internet.

Scope of this research study is wide other variables which are not studied in this study, can be considered for further research. This study deals with the customers' perceptions towards the following aspects of online shopping and how the presence or lack of these aspects in an online shopping environment affects customer satisfaction.

● Product categories that customers purchase online
● Quality & availability of the product
● Mode and Speed of delivery of the product
● Product price / Offers provided for online shoppers
● Payment options available for the customers
● Shipping, Return and Exchange policies
● Features of the shopping website such as
  o Design
  o Information provided
  o Accessibility
  o Ease of use

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