



A STUDY ON CONSUMER SATISFACTION TOWARDS E-COMMERCE

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ABSTRACT

Internet has become an important medium for doing global business based on the state of the art technology. Global business was conducted in a new way: electronically, using networks and the Internet. The availability of Internet has led to the development of E-Commerce (Electronic commerce), in which business transactions take place via telecommunication networks. E-Commerce has two major aspects: economic and technological. The stress of this course will show you how to get started in the complex and exciting world of Electronic Commerce. New standards and new facilities are constantly emerging and their proper understanding is essential for the success of an operation and especially for those who are assigned a duty to select, establish, and maintain the necessary infrastructure. The main edge for business these days is e-trade. Full form of E-Commerce is Electronic Commerce. It implies managing in stock and administrations through the electronic media and web. On the web, it identifies with a site of the merchant, who offers item or administrations on to the customer from the gateway utilizing an advanced truck or computerized crate framework and licenses installment through MasterCard, Debit Card or other installment frameworks. E-Commerce includes carrying on a business with the help of the web. Basically, E-Commerce is that the development of business in web. In the past individuals used to purchase merchandise, for example, garments, gems, nourishment and so forth from outside. In any case, because of the development of E-business individuals are currently ready to purchase those things specifically from online sites with no bother. Presently, neighborhood business people to new companies, everybody is purchasing from online sites and sparing their time. Web has turned into the most utilized media for looking, exploration and now it is giving individuals a chance to purchase and offer things without being available before the merchant, customers/client. In this report, we will think about the investigation of E-Commerce in India. We will likewise see study results and discover the relationship between site qualities and consumer loyalty.

KEYWORDS: *E-com purchases, global business, marketing, technology development all over the world.*

INTRODUCTION

E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. The term was coined and first employed by Dr Robert Jacobson, Principal Consultant to the California State Assembly's Utilities & Commerce Committee, in the title and text of California's Electronic Commerce Act, carried by the late

Committee Chairwoman Gwen Moore (D-L.A.) and enacted in 1984. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E-commerce is in turn driven by the technological advances of the semiconductor industry, and is the



largest sector of the electronics industry. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail. Typical e-commerce transactions include the purchase of online books (such as Amazon) and music purchases (music download in the form of digital distribution such as iTunes Store), and to a less extent, customized/personalized online liquor store inventory services. There are three areas of e-commerce: online retailing, electronic markets, and online auctions. E-commerce is supported by electronic business.

OBJECTIVES OF THE STUDY

- To analysis the satisfaction level of consumer towards the e-commerce.
- To analysis the factors influencing online buying behavior of the consumer.
- To identify the problem in the e-com purchase.
- To analysis features that consumers expect in e-com purchase.
- To analysis the socio economic background of consumer.

RESEARCH METHODOLOGY

Research methodology is the way to evaluate the research problem scientifically. Primary data: It is collected through questionnaire.

Secondary data: collected from journals, books and websites.

TOOLS USED IN THE STUDY

The data collected by the respondents are first classified into two things like in tabular and inference. Further, the following specific tools were used,

- Simple percentage
- Chi – square

LIMITATION OF THE STUDY

1. The data was collected from the respondents of Coimbatore district. So that findings may not consider for other district.
2. The information can be based due to the questionnaire. Time and cost factors which have limited the size of samplings as 125.

REVIEW OF LITERATURE

According to (Melao, 2008), the clear commonalities among these definitions, include the improvement of business processes and the use of ICT in intranets, extranets and the Internet to conduct business. He defines e-Business as the use of ICT as an enabler to (re)design, manage, execute, improve and control business processes both within and between organizations. Thus, front and back-office integration and multi-channel integration become crucial in e-Business, which requires a challenging process improvement approach to support the necessary organizational, technological and social changes.

The article published by Rahmath Safeena, Hema Date and Abdullah Kammani in January 2001, states that, the various areas where the banks are preparing to use e- business approach include familiar and relatively mature electronically based products in developing markets, such as telephone banking, mobile banking, credit cards, ATMs, and direct deposit. This means that most of the banks have recognized the need to change their business process to conform to changing business trends in order to keep up with competition.

E-COMMERCE MEANING

In the era of economic liberalization and increased competition, Indian industry is attempting to harness technology to succeed in achieving its business objectives. In doing so, it has focused on balancing the benefits provided by new technologies with the associated risks in having one's business depend on it. This has resulted in a race to be the first to be second in implementing new technologies with most organizations waiting for their peers to explore new areas before venturing into them. The basic elements required for successful business engagement are changing rapidly. Pressures to economize, speed up operations, and supply superior service are constant. One of the most visible, challenging, exciting, and ill-understood means of responding to these pressures is the use of a number of electronic channels, particularly the Internet and its offshoots.



E-COMMERCE IN INDIA TODAY

Today E-commerce is a word in Indian society and it has become an integral part of our daily life. There are websites providing any number of goods and services. Then there are those, which provide a specific product along with its allied services.

POTENTIAL OF E-COMMERCE IN INDIA

Microsoft Research India was inaugurated in January 2005 in Bangalore, as the sixth MSR laboratory in the world. The arrival of a giant like Microsoft itself speaks of India’s potential as a world-player in the field of Information Technology and e-commerce; and others will soon follow. Indian researchers and technicians can further the fast emerging world of E-commerce in India and take it to greater heights.

SIMPLE PERCENTAGE ANALYSIS

AGE OF THE RESPONDENTS

AGE	NO OF THE RESPONDENTS	PERCENTAGE
BELOW 20 YEARS	49	39.2%
21 – 30 YEARS	58	46.4%
31 – 40 YEARS	14	11.2%
ABOVE 40 YEARS	4	3.2%
Total	125	100%

SOURCE: Primary data

INTERPRETATION

The above table that, 39.2% of the respondents are below 20 years, 46.4% of the respondents are from

DIFFERENT TYPES OF E-COMMERCE

- B2B - Business to Business
- B2C - Business to Consumer
- C2B - Consumer to Business
- B2E - Business to Employee
- C2C - Consumer to Consumer

DATA ANALYSIS AND INTERPRETATION

The analysis and interpretation of the study is based on the informationsupplied by a sample of 125 respondents.

- Simple percentage analysis
- Chi-square analysis

21-30 years, 11.2% the respondents are from 31-40 years and 3.2% the respondents above 40 years.

PREFERENCES IN ONLINE SHOPPING

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
VERY CONVENIENCE & TIME SAVING	37	29.6%
LOW PRICE	29	23.2%
CAN BUY RARE PRODUCTS	33	26.4%
OTHERS	26	20.8%
TOTAL	125	100%

SOURCE: Primary data

INTERPRETATION

The above table shows that 29.6% of the respondents choose because it’s very convenience & time saving; 23.2% of the respondents choose because of low price; 26.4% of the respondents choosebecause they can buy rare products and 20.8% of the respondents choose others.

CHI-SQUARE ANALYSIS

The chi-square test of independence can only compare categorical variables. It cannot make comparisons between continuous variables or between categorical and continuous variables. Additionally, the chi-square test of independence only assesses associations between categorical variables, and cannot provide any inference about causation.



TABLE: 1 - RELATIONSHIP BETWEEN AGE AND FREQUENCY OF E-COMPURCHASE

AGE	FREQUENCY OF E-COM PURCHASE				TOTAL
	WEEKLYONCE	MONTHLYONCE	3 MONTHONCE	RARELY	
BELOW 20YEARS	7	4	7	9	27
21 – 30 YEARS	10	16	16	6	48
31 – 40 YEARS	4	16	9	5	34
ABOVE 40YEARS	0	11	4	1	16
TOTAL	21	47	36	21	125

To find out the association between the age and frequency of e-com purchase of the respondents on price stability, chi square test is used and result is given below.

HYPOTHESIS

There is significant relationship between the respondent’s age and frequency of e-com purchase.

CHI – SQUARE TEST

FACTOR	CALCULATED VALUE	D. F	TABLE VALUE	REMARKS
AGE	20.537 ^a	9	16.92	ACCEPTED

INTERPRETATION

It’s clear from the above table show that, the calculated value of chi-square is more than the table

value. Hence, the hypothesis is accepted stating that there is significant relationship between the age and frequency of e-com purchase.

TABLE: 2 - MONTHLY INCOME AND PREFERENCE OF PURCHASE

MONTHLY INCOME	PREFERENCE OF PRUCHASE				TOTAL
	LOW PRICE	OFFER	VARIETY OF PRODUCTS	DISCOUNT	
BELOW 10000	6	10	19	8	17
10000 – 20000	7	15	17	5	47
20000 – 30000	2	8	12	3	34
ABOVE 30000	1	6	5	1	27
TOTAL	16	39	53	17	125

To find out the association between the respondents monthly income and their preference of purchase, chi-square test is used and given below.

HYPOTHESIS

There is no significant relationship between the respondent’s monthly income and preference of purchase.



CHI – SQUARE TEST

FACTOR	CALCULATED VALUE	D.F	TABLE VALUE	REMARKS
MONTHLY INCOME	4.763 ^a	9	16.92	REJECTED

INTERPRETATION

It's clear from the above table show that, the calculated value of chi-square is less than the table value. Hence, the hypothesis is rejected stating that there is no significant relationship between the monthly income and preference of purchase.

CHI – SQUARE ANALYSIS

- There is no significant relationship between respondent's age and frequency in e-com purchase.
- There is no significant relationship between respondent's monthly income and preference of purchase.

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Majority of the respondent's age belongs to 21-30 years (46.4%).
- Majority of the respondent's choose because it's very convenience and time saving (51.2%).

SUGGESTIONS

- Improve in the quality of the product.
- Display security badges.
- Make fast delivery.
- Use video demonstration.
- Accept all type of payment.

CONCLUSION

It has brought a massive change in our country and is changing the way businesses used to be. Every day new technology is brought and is also evolving. E-Commerce is the future of shopping and services. With the development of internet communication technologies, users of internet are growing in a massive way in India. In the next 5 to 10 years, Digital India surely will be established if this pace and progress of E-Commerce is maintained. India would also surpass various countries. Internet economy will grow day by day with the rapid expansion of internet. E-commerce plays a very important role in this era and it is introducing new methods. If these technologies and methods are accessible to large and small companies, the economy of India will boom. Government should take necessary steps to help the young entrepreneurs and provide internet even in the rural areas of India. We have seen clearly in this research that if websites have well attributes, customers are affected in a positive way. There are several factors and variables that need to be considered and decided upon when starting an e-commerce business. Some of these include: types of e-commerce, marketing strategies, and countless more. If the correct methods and practices are followed, a business will prosper in an e-commerce setting with much success and profitability.