



A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

In this pandemic situation people started to use online shopping for the safety purposes. So I decided to do the project as "A study on customer satisfaction towards online shopping". The main objectives of this study is to find out the prominent reason on customers satisfaction towards online shopping. To identify the factors influencing the level of satisfaction towards online shopping. To analyze the most purchasing goods in online. To know the problems they face during online shopping. Tools used in this project is Simple percentage analysis, Ranking Analysis and Likert scale Analysis. Most of the customers suggestion is to reduce the shipping charges. Some of the customers expects to improve the quality of the products. Most of the customers prefer home delivery. Online shopping is highly satisfied the customers. From this study it is concluded that most of the customer are satisfied with the Online shopping. It is identified that online shopping provides security at satisfactory level to the respondents. Most of the respondents purchases cloth items. So, it should focus on the cloth items to satisfy the customer. So, it should maintain the quality of the product to retain its customers.

KEY WORDS: Online shopping, Customer satisfaction, Customer expectations.

1. INTRODUCTION

Online shopping is the process of purchasing or buying the products or services directly from Electronic commerce. the activity or action of buying products or services over the internet. good online store is a website which is easy to navigate and browse for possible purchases. It is the platform of purchasing and the selling of goods/products or administration over the electronic means of frame work.. This is considered as a fastest purchase and also exchange of goods and products.

2. STATEMENT OF THR PROBLEM

The problem area of this survey is customer or consumer's satisfaction towards online shopping with determines the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

3. OBJECTIVES OF THE STUDY

- To find out the prominent reason on customers satisfaction towards online shopping.
- To identify the factors influencing the level of satisfaction towards online shopping.
- To analyze the most purchasing goods in online



- To know the problems they face during online shopping.

4. RESEARCH METHODOLOGY DATA COLLECTION

Primary data: Primary data is that which is collected for the first time. It is original data for the purpose of collection of primary data.

Secondary data: It is collected from various articles, journals and websites.

5. TOOLS

- Simple percentage analysis
- Ranking Analysis
- Likert scale Analysis

6. REVIEW OF LITERATURE

Persson 2000 Studied that “Strategies for enhancing customer interaction in electronic retailing”. The objectives of his study were to examine the potential for e-commerce by identifying and analyzing factors that are important for the consumers in making use of the new medium.

Shippa Gupta (2000) ‘Indian online shoppers believed there was a wider purchase choice online rather than offline, That shopping online was extremely convenient and easy, and the most goods were cheaper online than they were offline,’ says, country manager, west Africa, Master card worldwide.

Muthupriya(2019) This study is taking place to identify the factors that may influence the customer’s online shopping satisfaction. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase.

7. TABLE

• SIMPLE PERCENTAGE ANALYSIS TABLE: RESPONDENT TRUST THE SECURITY OF ONLINE SHOPPING

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Yes	73	81
2	No	17	19
Total		90	100

INTERPRETATION

From the above information, it shows 81% of the respondents are trusting the security in online shopping, 19% of the respondents are not trusting the security in online shopping.

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Majority (81%) of the respondents are trusting the security in online shopping.

• RANKING SCALE ANALYSIS

TABLE : RANKINGS OF THE FACTORS ACCORDING TO RESPONDENTS

S.NO	FACTORS	1	2	3	4	TOTAL	RANK
1	Quality	34(4)	25(3)	19(2)	10(1)	259	1
2	Price	20(4)	37(3)	22(2)	10(1)	245	2
3	Delivery date	22(4)	26(3)	20(2)	14(1)	220	4
4	Collections	24(4)	26(3)	21(2)	17(1)	233	3

INTERPRETAION

From the above table ranks that quality is marked as first rank, Price is ranked as second, Collection is ranked as Third and Delivery date is ranked as fourth according to the respondents.



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According to the satisfaction of the customer quality is ranked first in online shopping.

• LIKERT SCALE ANALYSIS

TABLE: SATISFACTORY LEVEL OF THE QUICK DELIVERY

S.NO	FACTORS	NO. OF RESPONDENTS(F)	LIKERT SCALE VALUE (X)	TOTAL SCORES (FX)
1	Highly satisfied	16	5	80
2	Satisfied	19	4	76
3	Neutral	33	3	99
4	Dissatisfied	17	2	34
5	Highly Dissatisfied	3	1	3
TOTAL		90		292

$$\begin{aligned} \text{Likert Scale} &= \frac{\sum (fx)}{\text{Total number of respondents}} \\ &= \frac{292}{90} \\ &= 3.24 \end{aligned}$$

INTERPRETATION

The likert scale value is 3.24 which is greater than the mid-value (3) which shows that the customers are satisfied with the service delivered through the online shopping is quick.

8. SUGGESTION

- Most of the customers suggestion is to reduce the shipping charges.
- Some of the customers expects to improve the quality of the products.
- Most of the customers prefer home delivery.
- Online shopping is highly satisfied the customers.

9. CONCLUSION

From this study it is concluded that most of the customer are satisfied with the Online shopping. It is identified that online shopping provides security at satisfactory level to the respondents. Most of the respondents purchases cloth items. So, it should focus on the cloth items to satisfy the customer. So, it should maintain the quality of the product to retain its customers.

10. REFFERENCE

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