



A STUDY ON CONSUMER'S SATISFACTION TOWARDS ONLINE SHOPPING IN COIMBATORE CITY

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ABSTRACT

This study is fully focused on consumer's satisfaction towards online shopping. Online shopping is the utilisation of the technology for promoting marketing activities and selling products. One can buy any products through online with most affordable price. On the basis of this study it is found that consumers get satisfied with variety of products provided in online shops and they feel it is convenient to do online shopping with time saving and door step delivery because of fast moving world there is no much time for the consumers to do traditional shopping. The only thing is to be improved in online shopping is need of credibility for the risk, problems in credit or debit card payments and also guarantee for the products purchased by the consumers in online shopping because the products may have defects so it is needed. These are some of the finding from this study online shops can take into knowledge to avoid these kind of problems so that the online business will run in successful manner and consumers will get satisfied and do online shopping regularly.

KEYWORDS: *Consumers perception and satisfaction.*

INTRODUCTION

Online shopping is web based shopping type of electronic trade which permits customers to straight forwardly purchase merchandise or administrations from a dealer over the Internet utilizing an internet browser. Customers discover a result of enthusiasm by visiting the site of the retailer straightforwardly or via looking among elective sellers utilizing a shopping web search tool, which shows a similar item's accessibility and valuing at various e-retailers. Consumer perception means the expectation towards what they need and satisfaction refers to the level of utilization of the product consumer use.

STATEMENT OF THE PROBLEM

There are many problems in online shopping as compared to the traditional one. So all consumers are not become the online shopper. Thefts in giving the bank details (debit or credit card) and personal details of the consumers, improper delivery of placed order

and complicated return cum replacement policies of the online shops become the major disinclination for consumers to do online shopping. To overcome these problems this study will help by knowing the consumers satisfaction towards shopping through online.

SCOPE OF THE STUDY

From this study, online shops can get knowledge about what factors influence consumer's perception and their satisfaction towards online shopping. The study helps to know about the opinion of the consumers about online shopping. It helps the online shops to carry out their business successfully in online by understanding consumer's perception, taste, preference and satisfaction towards online shopping and through this consumer's will get benefit by doing purchases in online shops.

**OBJECTIVES OF THE STUDY**

- To identify the factors influencing the consumer's to buy in online.
- To understand the various problems faced by the consumer's in online shopping.
- To identify the consumer's perception in online shopping.
- To examine the consumer's satisfaction in online shopping.

LIMITATIONS OF THE STUDY

- The study is confined to Coimbatore city. Hence the finding and suggestions are applicable only to Coimbatore.
- The data collected for the research is fully on primary data given by the respondents.
- The accuracy depends upon the respondent's information.
- The sample size is limited to 150 respondents due to the limitation of the time.

REVIEW OF LITERATURE

Dr. B. Veerraju, (March 2019), in this study, it was found in the investigation that there was no huge contrast among age and web based shopping. It was additionally discovered that there is no noteworthy contrast among pay and recurrence of internet shopping. It was finished up from the examination that 65% respondents are happy with internet shopping.

Muruganatham S, Nandhini S, Nivetha B and Nandhini A, (2017), in their study, the outcome presumed that fate of e-tailors in India particularly in urban areas looking extremely brilliant. Web based shopping offering best value, great items and totally simple shopping experience for our clients. The achievement of any e-tailor organization in India is relying on its popularity. Online customers hope to envision reasonable arrangements online in the midst of free or appallingly low value shipping. Purchasers are searching for trust, security and more extensive decision all through web based shopping.

RESEARCH METHODOLOGY

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 which concerning individual group or situation are all examples of descriptive research studies.

DATA ANALYSIS AND INTERPRETATION

The data collected from the samples have systematically applied and presented in the tables under various headings in the following pages. They were also arranged in such a way that, a detailed analysis can be made so as to present suitable interpretation for the same. The data have been analysed using the following statistical tools.

- Simple percentage analysis
- Ranking analysis

SIMPLE PERCENTAGE ANALYSIS

The percentage analysis is mainly employed to find the distribution of different categories of Respondents. As the value are expressed in percentage it facilities comparison and standardisation. The analysis describes the classification of the respondents failing under each category.

FORMULA

$$\text{Percentage} = \frac{\text{No. of respondents}}{\text{Total no. of respondents}} \times 100$$

TABLE NO: 4.1.1
TABLE SHOWING GENDER OF THE RESPONDENTS

Sl. No	Gender	No. Of Respondents	Percentage %
1.	Male	83	55
2.	Female	67	45
	TOTAL	150	100

Source: Primary data

INTERPRETATION

The above table 4.1.1 shows the out of 150 respondents highest 55% of respondents belong to the category of male and the lower 45% of respondents belong to the category of female.

**INFERENCE**

Majority 55% of the respondents are MALE

RANK ANALYSIS

A rank analysis is any of several satisfies that measures an ordinal association. The relationship

between ranking of different ordinal variables or different ranking of the same variable, where a “ranking” is the assignment of the label “first”, “second”, “third”, etc. To different observations of a particular variable. A rank analysis measures the degree of similarity between two rankings, and can be used to assess the significance between them.

TABLE NO: 4.2.1**TABLE SHOWING SATISFACTION LEVEL OF RESPONDENTS IN ONLINE SHOPPING**

SI.NO	PARTICULARS	RANK I	RANK II	RANK III	RANK IV	TOTAL SCORE	RANK
1.	Very convenience and time saving	75(4) 300	25(3) 75	30(2) 60	20(1) 20	455	1
2.	low price	20(4) 80	60(3) 180	50(2) 100	20(1) 20	380	2
3.	products variety	31(4) 124	45(3) 135	40(2) 80	34(1) 34	373	3
4.	you can buy rare product here	20(4) 80	35(3) 105	45(2) 90	50(1) 50	325	4

Source: Primary data

INTERPRETATION

The above table 4.2.1 shows the out of 150 respondents highest rank 1 is secured for very convenience and time saving by respondents, rank 2 is secured for low price, rank 3 is secured for product variety and the lower rank 4 is secured for you can buy rare product here by respondents.

INFERENCE

It resulted that highest rank 1 is secured for very convenience and time saving by the respondents in online shopping.

FINDING, SUGGESTIONS AND CONCLUSION**FINDINGS****SIMPLE PERCENTAGE ANALYSIS**

- Majority 55% of the respondents are Male.
- Majority 36% of the respondents are in the age group of 18 – 27 years.
- Majority 27% of the respondents are Private employee.
- Majority 27% of the respondents monthly income is less than Rs.20,000.

- Majority 53% of the respondents marital status is Married.
- Majority 34% of the respondents do shopping in online regularly (at least once in a month).
- Majority 33% of the respondents gather the source of information from friends and family.
- Majority 32% of the respondents do payment for online shopping is cash on delivery.
- Majority 19% of the respondents purchase major product in online is Electronic gadgets.
- Majority 20% of the respondents prefer in online shopping is Ease of finding product and Ease of comparison.
- Majority 23% of the respondents think feature necessary for online shopping site is Credibility.
- Majority 30% of the respondents influenced by the factor from online shopping is Door step delivery
- Majority 20% of the respondents are satisfied towards online shopping is variety of product.



- Majority 21% of the respondents says that poor product guarantee is the problem in online shopping.

RANKING ANALYSIS

- It resulted that highest Rank 1 is secured for very convenience and time saving by the respondents in online shopping.

SUGGESTIONS

From the above analysis it can be understand that attitude, perception and satisfaction of the consumer towards online shopping, lots of experience was gained from the research.

From this findings it is observed that:

- Consumer's prefer cash on delivery for the payment in online shopping instead of using credit or debit cards because of the problem raise in refunds and loss of money from account, so this can be avoided by consumers being aware of online sites.
- Consumer's prefer online shopping due to ease of finding products and ease of comparison because the consumers prefer to buy product at good quality and reasonable price, so online shopping helps consumers to choose the best products they need at expected price by comparison.
- Consumer's think feature necessary for online shopping site is credibility and the major factor influencing the consumers to do shopping from online shops is door step delivery so that the online shops can give hopeful credibility to the consumers and because of door step delivery with credibility consumers will do online shopping regularly.
- Based on the study consumer's says that the major problem faced in online shopping is poor product guarantee, but in online shopping it is not upto the level, so the improvement for product guarantee can be provided for the products sold in online to consumer's.
- Major suggestion for this study is to now the consumers satisfaction towards online shopping and it results that consumers get satisfied by purchasing variety of products in online, door step delivery and also they gave rank 1 for very convenience and time saving by doing shopping through online.

CONCLUSION

On the basis of this study it is found that consumers get satisfied with variety of products provided in online shops and they feel it is convenient to do online shopping with time saving and door step delivery because of fast moving world there is no much time for the consumers to do traditional shopping. The only thing is to be improved in online shopping is need of credibility for the risk, problems in credit or debit card payments and also guarantee for the products purchased by the consumers in online shopping because the products may have defects so it is needed. These are some of the finding from this study online shops can take into knowledge to avoid these kind of problems so that the online business will run in successful manner and consumers will get satisfied and do online shopping regularly.

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