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A Study on Customer`S Satisfaction Towards Online Shopping with Special Reference to Coimbatore City

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ABSTRACT

The rapid development of the internet has strongly impact upon the worldwide marketing environment. Currently it has become one of the popular approaches for business and customers to perform trade over the internet. Businesses have been coming up with creative ways to promote their product via online. Thus it describes how modern market is replacing the traditional markets. This study is taking place to identify the factors that may influence customer's online shopping satisfaction. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase. This is the study about that satisfaction level of online shopping. Data are collected from 120 respondents through objective type questionnaire. Data were analyzed through simple statistical methods like percentage and chi square test method. The majority of the customers are satisfied through the online shopping.

KEYWORDS : Online shopping, e-shopping, customer satisfaction.

INTRODUCTION

Internet marketing plays a vital role in our world. It is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet. Many of the people don't have a time to go to shopping & choose the product. In fast running world they like to purchase all the things at their door steps within short time. There are many website available for online shopping with 24X7 timings. The customers in online shopping multiplying day by day. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Now day's internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as a channel to continue relationship with existing customers. As for the retailer's internet marketing is becoming a more and more crucial strategy to advertise their products and attract potential customers. Moreover, it is important for the retailers to ensure that the customers have a good shopping experience that meets up to their requirements during their purchasing period. Thus, that the retailers can expect the customer to visit their site again in the future, as well as attract new or potential customers. In addition, retailers can also work towards developing and expanding their business in a larger scale.

OBJECTIVES

1. To know the satisfaction level of customer.
2. To analyze which factors influencing to by online shopping.
3. To know that what kind of people maximum using the online shopping.
4. To know the expectations from the consumers to develop that online shopping.

STATEMENT OF THE PROBLEM

In the earlier days people were spend more time to purchase anything from particular shop only. The after the launch of online shopping the time is more saver than the regular shopping. Because all the necessary products available under one roof. So we can buy which you want. It is more convenient than the other mode of purchases. In this study reveal what are the changes expecting from the consumer & what steps to be taken to attract more customer.

SCOPE OF THE STUDY

This study shows that the satisfaction level of the online buyers. As an outcome, It is expected that the study would be useful to the various online marketers like flipkart, Jabong, Snapdeal etc. can be gather the information about the various attitudes of consumers & make that marketing growth too.

LIMITATIONS OF THE STUDY

1. As the time is limited, convenient sampling technique is used to select the respondents in Coimbatore city.
2. Since the sample size is very small the conclusions may not reflect the opinions of the consumers in the universe.
3. Some of the respondents did not read the questionnaire carefully and as a result, they may have been marked some answer incorrectly.

RESEARCH METHODOLOGY

SAMPLE SIZE:

A total of 130 questionnaires were distributed out of which 120 questionnaires were usable. Majority of the respondents were male, more respondents' were between the age group of 25 to 35years.

SOURCES OF DATA:

The primary data were collected with the help of a questionnaire framed keeping in view the objectives of the study. The questionnaire consists information related to customer satisfaction regarding online shopping. To supplement the primary data, the secondary information was collected from internet and various Journals.

STATISTICAL TOOLS USED:

Simple statistical and Chi-square tools were used to analyses the collected data.

ANALYSIS & INTERPRETATIONS

PERCENTAGE ANALYSIS

TABLE NO: 1

CLASSIFICATION OF RESPONDENTS ACCORDING TO THEIR DEMOGRAPHIC PROFILE & STUDY FACTORS

VARIABLES	CATEGORIES	PERCENTAGE
Age	Up to 20 yrs	14
	21-25 yrs	21
	25-35 yrs	69
	35 & Above	16
Gender	Male	70
	Female	50
Products	Books	63
	Gift Items	17
	Cell Phones, Digital Cameras	13
	Others	27

Payment Mode	Net Banking	28
	Credit/Debit Card	17
	Cash on Delivery	75
Website	Flipkart	43
	Ebay	23
	Snapdeal	37
	Myntra	17

Source: *Primary Data*

INTERPRETATION

From the above table shows that the majority of respondents are 25-35yrs (69% of respondents), the majority of respondents are Male (70 respondents), the majority of respondents are purchase Books (63% of respondents), the majority of respondents are prefer for cash on delivery (75% of respondents) and finally the majority of respondents are using Flipkart website (43% respondents).

CHI-SQUARE ANALYSIS:

Chi-square is used to test whether the two factors are independent or not. In other words this tests it to find whether a factor has significant influence over the others in this section.

The chi-square test has been applied between level of satisfaction and Online shopping experience to find out whether the level of satisfaction have significant influence over the Online shopping experience. The chi-square test has been applied with 5% level significance.

The following is the formula for chi-square test:

$$\text{Chi-square} = \frac{\Sigma(O - E)^2}{E}$$

Where,

O = Observed frequency

E = Expected frequency

Degree of freedom = (C – I) * (R – I)

Where,

C = Columns

R = Rows

Hypothesis;

The factors are the null hypothesis is framed to test the significance. There is no significant relationship between the Online shopping experience and their satisfaction level to the sample respondents.

TABLE NO: 2

Distribution of sample respondents according to online shopping experience and their level of satisfaction

Online shopping experience	Level of satisfaction		Total
	High	Low	
Three Months	16(94.1)	1(5.9)	17(100)
Six Months	68(91.9)	6(8.1)	74(100)
One year	23(92.0)	2(8.0)	25(100)
Above one year	3(75.0)	1(25.0)	4(100)
Total	110(91.7)	10(8.3)	120(100)

(Source: Primary data)

INTERPRITATION:

From the table No.2 it is clear that the online shopping experience out of 120 sample respondents 17(100) respondents are Three months, 74(100) are Six months, 25(100) are One year and 4(100) are Above one years. Out of total Three months experience respondents 16(94.1)have high level of satisfaction, Six months experience respondents 68(91.9) have high level of satisfaction, One year experience respondents 23(92.0)have high level of satisfaction and Above one year experience respondents also 3(75.0) having high level of satisfaction.

Further it is text the null hypothesis. There is no significant difference between Online shopping experience and level of satisfaction.

Calculated value x2	degree of freedom	Level of significance	Table value	Result
1.597	3	5%	7.815	Accepted

The calculated value of x2 (1.597) is less than the table value at 7.815, degree of freedom is 3 and 5% level of significance. Hence the null hypothesis is accepted. It is concluded that there is no relation between Online shopping experience and level of satisfaction.

FINDINGS

1. Majority of the respondents belong the age group of 25-35years.
2. Majority of the respondents choose for "Convenient and Time Saving".
3. Majority of the respondents like to pay Cash on delivery only.
4. Majority of the respondents are purchase Books Only.
5. Majority of the respondents like to purchase from Flipkart.com.
6. There is no relation between Online shopping experience and Level of satisfaction.

SUGGESTIONS

1. Major factors which they want to be short the period of delivery.
2. Consumer were also encountered some problems like mostly need products are out of stock but images can view, they feel what in stock that only shown to sell.
3. Purchase above the particular value the marketer can give any free gifts to increase customers.

CONCLUSION

Usage of internet marketing increasing day by day & consumers expected more than the current services. So it should develop more facility to cover the maximum number of customers. Customers are willing to wait for their packages, but need to know what is happening, they want estimated delivery time clearly stated and they want e-mail or SMS alerts about their delivery. The Online marketers have to offer the schemes to attract many customers.

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