



CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN COIMBATORE CITY

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ABSTRACT

Online shopping is also known as online buying. Purchasing of goods and services through online mode with the help of internet is known as online shopping. Customer uses web browser with internet connection along with search engine to make online shopping. There are several online shopping websites which helps the customer to see the product availability, price, shape and color etc. Customer uses different devices like computers, tablets, laptops and smart phones for online shopping.

Customers access the internet to purchase and make payments to complete the transaction. Medium of education and income of the customer forces to use the online shopping. Development of technologies helps the customers to make easy purchase of goods and services through online shopping. In June 2017 analysis, it was surveyed that 3500 online shoppers were using online transaction to make online payment for purchasing the goods and services through online and there was high growth in online transactions during the summer season shopping season.

KEYWORDS : Online Shopping, Customer Satisfaction, Online Transaction.

INTRODUCTION

In the era of globalization and with the wonderful expansion of the Internet, various businesses have globalized their sales and marketing efforts for their products and services all through the net. Over the decades maximum business organizations have been providing various products like books, hardware, software, toys, household appliances etc to their customers through online. Online shopping is the process of buying and selling of the goods and services through online. Unlike traditional marketing, online marketing has many advantages like global reach, availability of wide variety and cheaper products, 24X7 timing etc. If online retailers know the factors affecting Indian consumer's buying behavior they can further develop their marketing strategies to convert potential customers into active ones. Customer satisfaction is the key factor for customer retention and acquisition in online shopping system.

The growth of the internet as a secure shopping channel has developed since 1994. The internet has played a significant role in our daily life in that people can talk through the internet to one who is actually on the other side of the Earth, can send email around the clock, can search information, can play game with others, and even can buy things online. Generally speaking, the trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage.

Internet shopping has been widely accepted as a way of purchasing products and services. It has become a more popular means in the Internet world. It also provides consumer more information and choices to compare product and price, more choice, convenience, easier to find anything online. There should be interactivity customer service in the website, so that customers can contact with the seller anywhere and anytime.

Online Shopping Websites: Cool Bay, Flip kart, Massmart, Amazon, Snap deal, Jabong, EBay homeshop18 etc.

OBJECTIVES OF THE STUDY

1. To study the impact of variables that customer uses in online shopping.
2. To know the types of products customers select to purchase through online shopping.
3. To find out the average purchasing power of customers through online shopping.

SCOPE OF THE STUDY

1. Selected users were taken to the study.
2. The details were collected from the respondents of Coimbatore city.
3. Structured questionnaire was used to collect the data.

LIMITATIONS OF THE STUDY

1. Only 100 respondents were taken for the research.
2. The study area limits with Coimbatore city.
3. All figures, data are framed with the information given by the respondents.

RESEARCH METHODOLOGY

The chapter provides a brief description of the variables used for the study and provides details about the various tests employed to establish the reliability and validity of the data collected for the purpose of the analysis.

RESEARCH DESIGN

The purpose of the research work is to analyze and describe the existing characteristics and nature of the customer satisfaction towards online shopping. Hence the proposed research work is descriptive in nature.

STUDY AREA

Coimbatore, also known as the Manchester of South India, with an area of 3670 sq.km and 3.4 million people is one of the most industrialized states in the TN. Coimbatore, an industrially developed and commercially vibrant city, has traditionally been an entrepreneurial home ground for TN.

RESEARCH INSTRUMENT

Well-structured questionnaire has been used to collect primary data, which was administered personally to the in house guests. Personal Interview method was employed to collect primary data. The questionnaire consisted of both quantitative and qualitative aspects relating to the customer satisfaction towards online shopping.

RESEARCH TOOL

The simple mean is the commonly used measure of central tendency used in the present research on many occasions like demographic details.

SAMPLE SIZE

For the purpose of the study, the researcher has to select 100

Respondents.

TOOLS USED FOR THE STUDY

The following tools are used for the purpose of the study:

1. Percentage Analysis

FINDINGS

- Majority (52.4%) of the respondents are female.
- Majority (56.4%) of the respondents are coming under the age group of 19 to 30 years.
- Majority (38.4%) of the respondents completed their UG Degree.
- Majority (35.2%) of the respondents are students.
- Majority (56%) of the respondents are unmarried.
- Majority (27.6%) of the respondents are coming under the category of Rs.20001 to 30000.
- Majority (100%) of the respondents are using internet access.
- Majority (46.0%) of the respondents are using internet more than 2 years.
- Majority (34.0%) of the respondents are come to know through Advertisement.
- Majority (58.4%) of the respondents are mostly influenced by Television
- Majority (58.4%) of the respondents are had an online shopping.
- Majority (33.6%) of respondents are shopping online during last one year at 7 to 9 times.
- Majority (55.6%) of respondents are shopping online by using cell phones.
- Majority (32.0 %) of respondents are purchasing cloths in online shopping.
- Majority (39.6%) of respondents are spending Rs.6001 to Rs.7000 at a single purchase.
- Majority (48.8%) of respondents prefer online shopping for time saving.
- Majority (71.2%) of the respondents are feeling satisfied after online shopping.
- Majority (70.4%) of the respondents are having Debit/Credit card.
- Majority (64.0%) of respondents are making their payments through cash on delivery.
- Majority (64.0%) of the respondents will recommend others for shopping in online.

SUGGESTIONS

1. Most of the people excluding students are not having awareness about online shopping.
2. Size of the products should be properly displayed by the online sellers.
3. The number of orders placed should be delivered at the time by one agent of the particular area than collecting products from different persons at different time.
4. Most of the consumers who have experienced online shopping are very satisfied.
5. The company should come up with innovative ways of service at their door steps this may be a costly affair but will surely give positive results in the long run
6. The companies have to introduce many schemes to attract the customers.
7. The company should focus on the advertising strategy and also the marketing of the product.
8. Advertising plays a very important role in influencing customers towards online shopping.
9. Cash on delivery and return policy must be promoted at a higher level to attract large number of customers.
10. Installment payment facility can be provided to attract and increase the tendency of shopping especially at the time of offers and discounts.
11. Size of the products should be properly displayed by the online sellers.
12. The number of orders placed should be delivered at the time by one agent of the particular area than collecting products from

different persons at different time.

CONCLUSION

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.

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