



CUSTOMER SATISFACTION TOWARDS SELECT E-COMMERCE PLATFORMS DURING PANDEMIC SITUATION

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ABSTRACT

Online shopping is a form of e-marketing which let consumers buy products directly without a physical presence in the shops. The pandemic situation made a digital move to purchase products online. The top 4 online companies analyzed here are amazon, flipkart, myntra and zomato. This study aims to know the satisfaction level of consumers buying products online especially during covid-19.

KEYWORDS : E-commerce, Covid, Consumer satisfaction, pandemic situation, amazon, flipkart, myntra , zomato etc...

INTRODUCTION

Online shopping is a form of electronic marketing which allows consumers to directly buy goods or services from a seller over the internet using a web browser. A person or company from any part of the world can buy products via online. The pandemic has impacted the nations worldwide restricting the movements of people to cease the spread of corona virus and has changed the regular schedules of people across the nation. The consumers of India have avoided leaving their homes, avoided public places and transportation, maintaining social distancing norms, concerned about the economy and worried about their health for their safety purpose. The consumers were offered with variety of choices on various platforms for buying the essential items and the essential goods can broadly divided into four categories: 1) Groceries 2) Readymade food Products 3) Personal Care and 4) pharamauticals. Now a day, consumers are depending on the digital world more than before and businesses are forced to adapt their plan of action and shift toward digital transformation.

STATEMENT OF THE PROBLEM

In online shopping, consumers have wide opportunity to choose the web portals where goods are offered at low price, delivery of goods at shorter span of time; discounts offered etc., Customer retention is a challenging task for all E-Commerce operators. Thus, customer retention solely depends on customer's satisfaction. Once the customer's expectations are not fulfilled by the E-Commerce operators, they may switch their choice to new E-Commerce operators. This study investigates online shopping motives of consumers during the COVID-19 shutdown in April 2020. Hence, in this study an attempt has been made to ascertain the features that enhance customers' satisfaction towards online purchase and factors influencing customers' satisfaction on online purchase especially during COVID-19.

OBJECTIVE OF THE STUDY

To find out the consumers satisfaction level of services provided by the online shopping.

REVIEW OF THE LITERATURE

Tabassum and et.al.(2017), in their article "Attitude towards online shopping among urban Bangladeshi Youth: Factor Analysis of the influencing Parameters", showed that most of the respondents were age group of 23-27 years. High income group mostly use online shopping. Study also revealed that attitude play very important role towards online shopping, followed by price, trust and convenience

Rudresha and et. al.(2018), in their article "Consumer's Perception towards Online Shopping", this study aims to examine the buying behavior and degree of satisfaction of

consumers on online shopping. Sample size of the study is 100 and convenience random sampling methods have been adopted to collect the primary data. In order to collect the primary data, questionnaire has designed for measure the behavior and degree of satisfaction of consumers. As result of survey it was able to conclude that majority of people positive attitude to do online shopping, even if they felt some problems.

Priya (June 2019), in her article "A Study On Customer Satisfaction Towards Online Shopping In Sivaganga District", to know the specific reasons for which purpose customers purchase in online. The research design used for the study is descriptive. The sample size used for study is 50. Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers.

Rani and et. al.(2020), in their article "Customer Perception Towards Online Shopping: A Study Of Gurugram", to investigate the factors that drives women consumers towards online shopping and also to know the problems faced by women online shoppers. Data Collection Method: In Present study both type of data is used. Primary data is collected from 108 respondents of Gurugram, India with the help of questionnaire. The study revealed that online shopping saves time, free from children pressure, provide heavy discounts and offers, availability of easy product rating, expert feedback, return policy, provide easy claim handling .Delivery time, goods are not supplied as per order, cumbersome return process, incomplete and inappropriate information are some problems which are faced by women online shoppers.

RESEARCH METHODOLOGY

The chapter research methodology is highly significant because it details the means through which samples will be collected and analyzed in order to achieve results that fulfills the research objectives. A primary data source is an original data source, i.e., one in which the data are collected first hand by the researcher for a specific research purpose or project. A questionnaire is a series of questions asked to individuals to obtain statistically useful information about a given topic. The sample size collected with the help of questionnaires is 170. The sampling method used to collect data is convenience sampling method.

SUMMARY OF FINDINGS

S.N	CATEGORIES	FREQUENCY	PERCENTAGE
O			

1	Age	16-25	108	63.53
		26-35	39	22.94
		36-45	13	7.65
		45 above	10	5.88
2	Gender	Male	87	51.18
		Female	83	48.82
3	Educational qualification	School level	12	7.06
		UG	103	60.59
		PG	34	20.00
		Professional level	14	8.24
		Others	7	4.12
4	Occupation	Student	96	56.47
		Employee	34	20
		Business	24	14.12
		Professional	16	9.41
5	Family size	Up to 2	12	7.06
		3 to 4	109	64.12
		Above 4	49	28.82
6	Monthly income	10000-20000	48	28.24
		20000-30000	28	16.47
		30000-40000	24	14.12
		Above 40000	70	41.18

SOURCE: Primary data

FREQUENCY OF ONLINE SHOPPING

S.NO	FREQUENCY	NO OF RESPONDENT	PERCENTAGE
1	Often	23	13.53
2	Quite often	40	23.53
3	Moderate	85	50.00
4	Not at all often	22	12.94
	TOTAL	170	100

SOURCE: Primary data

It is found from the table that 50% of the respondent's moderately buy products in online, 23.53% of people quite often buy products, 13.53% of them often buy products and 12.94% of them buy products not at all often.

Most (50%) of the respondents moderately buy products online.

Respondents' Behavior When Government Announced To Deliver Essential Products

S.NO	BEHAVIOR	NO OF RESPONDENT	PERCENTAGE
1	Convenient	121	71.18
2	Inconvenient	49	28.82
	TOTAL	170	100

SOURCE: Primary data

From the table it is found that 71.18% of the respondents felt convenient when Indian government announced only to deliver essential products and 28.82% felt inconvenient with the announcement.

Majority (71.18%) of the respondents felt convenient with announcement of government.

Satisfaction Level On Online Shopping During Pandemic Situation

S.N	FACTORS	HS	S	N	DS	HDS	TOTAL	AVERAGE SCORE	RANK
1	Availability of payment method	315	340	48	12	0	715	47.67	1
2	Timely delivery	180	328	132	12	2	654	43.60	4
3	Safety	185	312	153	8	0	658	43.87	3

4	Various range of products	275	336	81	8	0	700	46.67	2
5	Product conditions	130	356	153	8	0	647	43.13	5
6	Reputation of the product's brand	170	340	138	10	0	658	43.87	3

SOURCE: Primary data

The above table it is reveals the satisfaction level of the factors of online shopping during pandemic situation. From the survey done availability of payment method has been ranked first with the weighted average score of 47.67, various range of products has been ranked second with the weighted average score of 46.67, safety and reputation of the product's brand has been ranked third with a weighted average score of 43.87, timely delivery has been ranked fourth with weighted average score 43.60, product conditions has been ranked fifth with a weighted average score of 43.13.

Availability of payment method has been ranked first for the satisfaction level among the online shopping factor.

SUGGESTION

- It will be good if only quality products available for shopping. So people can trust the website even more.
- Would be good if clothing sites brings virtual trial room for instance, user can enter their measurements and we get suggestion for dresses as per the size and a virtual model(as per our size).
- Let customers know if an item is in stock, or what the backorder date is, right on the product page.
- Collect feedback and focus on customer retention strategy.
- Can use the approach of credit points that is if one purchase for the first time they get credit points due to which if they purchase for the second time they can get discount of that much points. Due to this repurchase will be increased.
- Connect with needs and wants of customer to improve sales during covid-19.

CONCLUSION

The COVID-19 pandemic is assumed to have affected consumer behavior worldwide, impacting local and global economies. Studies have shown that consumer behavior has changed in response to the pandemic. Thus, many companies are (have) innovating (innovated) to adapt to the new circumstances. Notably, technology has become more influential in the daily lives of consumers and businesses. According to the survey it is found that most respondents are very much satisfied with availability of payment method in online shopping.

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