Research Paper Computer Science

# A Study on Customer Preferences and Satisfaction Towards Selected Online Websites With Special Reference to Coimbatore City

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**ABSTRACT**

Online shopping has grown in popularity over the years mainly because people find it convenient from the comfort of their home or office. One of the most enticing factor about online shopping is popularity during a holiday season, it alleviates the need to wait in long lines or search from store to store for a particular item.

The main scope of the study is to know about customer satisfaction towards online shopping. The present study reveals about reasons for preferring an online website and satisfaction towards online websites.

**KEYWORDS** 1.Online Marketing, 2. Consumer preference, 3.Online shopping, 4. Online store

**Introduction:**

Internet has been constantly gaining importance nowadays. The number of people preferring internet for their day to day activities also keeps on increasing. People today are doing most of their domestic works online. Few examples are electricity payments, mobile bill, taxes, insurance payments through online. In today's world people are running out of time for doing normal activities like shopping. Internet and online shopping is been a boon to people to manage their shopping and work equally. Online shopping allows the consumers to directly buy goods from the seller through Internet. It is also called as web-store, e-shop or online store. . Online customers must have access to the internet to buy goods from online. People can look at these websites of online stores and purchase products in comfort from home.

For this study few well known websites such as Flipkart, ebay, Amazon, Snapdeal, Myntra and jabong are taken.

**Statement of the Problem**

People are getting busy with their own work. In their busy schedule they don't find time for shopping. Online shopping can save a lot of time for them. They can do this from their office or home by browsing on the net. This study is to analyze how the consumers are satisfied out of the online services.

**Objectives of the Study:**

1. To k now about the most preferred website among the selected websites and reasons for preferring them
2. To know about the satisfaction levels of the customers of the selected websites.
3. To know the problems faced by respondents in online shopping.

**Research Methodology:**

The study is conducted in Coimbatore city by taking 200 respondents using convenient random sampling method. To collect data a structured questionnaire was framed containing both personal and topic related questions. Percentage analysis and ranking score analysis were applied to come out with the findings.

**Analysis and interpretation:**

**Table no1. Websites preferred by respondents**

| S.no | Websites | No of respondents | Percentage (%) |
|---|---|---|---|
| 1 | Flipkart | 90 | 45 |
| 2 | Amazon.com | 52 | 26 |
| 3 | E-bay | 26 | 13 |
| 4 | Snapdeal.com | 12 | 6 |
| 5 | Jabong.com | 6 | 3 |
| 6 | Myntra.com | 14 | 7 |
| | TOTAL | 200 | 100 |

The above table indicates that most of respondents (45%) taken for the study use flipkart for their online shopping. Next to flipkart, amazon(26%), ebay(13%), myntra(7%), snapdeal(6%), jabong(3%) are used respectively.

**Table no2.Reasons for choosing online shopping**

| s. no | Factors | Rank-1 | | Rank-2 | | Rank-3 | | Rank-4 | | Rank-5 | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | No | % | No | % | No | % | No | % | No | % |
| 1. | Time saving | 126 | 63 | 14 | 7 | 18 | 9 | 24 | 12 | 18 | 9 |
| 2. | Comparison | 10 | 5 | 122 | 61 | 24 | 12 | 24 | 12 | 16 | 8 |
| 3. | Price | 46 | 23 | 24 | 12 | 110 | 55 | 14 | 7 | 12 | 6 |
| 4. | Availability | 6 | 3 | 28 | 14 | 26 | 13 | 118 | 59 | 22 | 11 |
| 5. | Convenience | 12 | 6 | 16 | 8 | 18 | 9 | 22 | 11 | 136 | 66 |
| | Total | 200 | 100 | 200 | 100 | 200 | 100 | 200 | 100 | 200 | 100 |

From the above table it is inferred that Majority of the respondents choose online shopping for time saving(63%)and Price(23%).

**Table no 3.Satisfaction of respondents**

| s.no | Services | Highly satisfied | | Satisfied | | Neutral | | dissatisfied | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | | No | % | No | % | No | % | No | % | % |
| 1. | On time delivery | 172 | 86 | 28 | 14 | - | - | - | - | 100 |
| 2. | Guaranty & Warranty | 72 | 36 | 100 | 50 | 28 | 14 | - | - | 100 |
| 3. | Security | 96 | 48 | 88 | 44 | 16 | 8 | - | - | 100 |
| 4. | Choice availability | 64 | 32 | 96 | 48 | 40 | 20 | - | - | 100 |
| 5. | Door delivery | 80 | 40 | 104 | 52 | 16 | 8 | - | - | 100 |
| 6. | Discounts& offers | 52 | 26 | 92 | 46 | 56 | 28 | - | - | 100 |
| 7. | After sale service | 40 | 20 | 84 | 42 | 52 | 26 | 14 | 7 | 100 |

It is found from the above table that the respondents are highly satisfied for ontime delivery, security, door delivery, Guaranty schemes and discounts. Responses show dissatisfaction only in after sale service.

**Suggestions:**

- Online companies must focus on providing extra facilities like goods exchange policy to online shoppers so that shoppers will have easy to purchase products over online.
- They should try to reduce the cost and introduce many cheap plans to make it affordable to those who cannot afford it which will in turn help them to increase their customers.
- They must focus on providing better security to the online shoppers so that customers feel secured by making an online purchase as there are lots of malpractices going on.
- They can provide more information about the product and service availability which will improve the knowledge of the customers and help them shop easily.
- Most of the educated people are familiar with online shopping and so they can try focusing on people who are less educated by creating awareness and educating them.
- As the distribution and logistics in India is not very well organized and prone to fraud hence buying of high value items involves huge risk and it is necessary for the companies to find a better and safe way of delivery these kind of goods
- Convenience of shopping can be developed by bringing in user friendly methods of making purchase online easier.
- Formalities & forms to be filled during payment can be minimized, by recording the personal details of the customers. So that when a customer gives his name or mail id for shopping his personal information will appear by default

**Conclusion:**

The project reveals that mainly college students prefer purchasing on online. Most of the customers are satisfied by online shopping, but the only hinder is that they are not fully secured. The customers also feel that it is very easy to purchase goods online rather then to move shop to shop. From the research it can be set that in today's fast moving world people don't have time to travel to buy goods and other factors like distance, traffic make it even more difficult for a person to manually go to shops and buy goods and hence people have started using online shopping for purchasing and because of payment modes like cash on delivery has rapidly increased the number of the online shoppers and this list will keep on increasing. Government has to improve security laws related to online websites so that the online customers feel secured in case of debit card, credit card or online payments.

## REFERENCES

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