



Customer Satisfaction Towards Online Shopping with Special Reference to Teenage Group of Jorhat Town.

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ABSTRACT

In today's scenario, Internet marketing is one of the most interesting topics especially for researchers in the marketing field. It is a modern way of marketing a product or service to the targeted market around the world. This paper is an attempt to analyze customer satisfaction level in internet marketing.

Non probabilistic convenience sampling technique is used to collect data. Both collected primary and secondary data were used. 46 samples are collected through a structured questionnaire. Data were analyzed through simple statistical methods like percentage. The major findings of the study is that majority of the customers are satisfied.

Keywords : Internet marketing, Customer satisfaction, Traditional markets.

1. 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. It includes transferring of funds online, supply chain management, marketing over internet. It is the use of technology for better marketing performance. Through online shopping different type of business and organizations has gained a tremendous opportunity to increase their sale and to maintain a direct relationship with its customers. The increasing use of internet by the young generation in India provides an emerging prospect for online retailers. 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 behaviour 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. Customer satisfaction with respect to online shopping is the extent to which customer's perception of the online experience confirms their expectation.

2. Relevance of the study:

Online shopping is on the rise, showing fabulous potential growth. Due to the availability of convenience in online shopping the teenage groups are getting highly attracted toward this modern method of shopping. From the review of literature it has been found that till now no research has been done in this field on Assam. Thus in the light of this background, the research has been made with an attempt to evaluate the customer satisfaction towards online shopping of teenage group of Jorhat district.

3. Review of literature:

Alam and Yasim (2010) reported that that website design,

reliability, product variety and delivery performances are the four key factors influencing consumers' satisfaction of online shopping.

Vyas and Srinivas (2002), in their paper stated that majority of the internet users were having positive attitude towards online buying of products/services. There exists a need for developing awareness about consumers' rights and cyber laws. They also emphasized on better distribution system for online products.

Crawford, (1997) in his paper said that traditional consumer behaviour shopping has its own model, which the buying process starts from the problem recognition, information search, evaluation of alternatives, then purchase, and at last post-purchase behaviour. Ahn et al. (2004); Lee and Joshi (2007); found that delivery performance has significant influence on customer satisfaction.

4. Objectives of the paper:

The present study seeks to achieve the following objectives:

1. To analyse the satisfaction level of online customers of e-marketing.
2. To investigate the major factors that has the maximum impacts on customer satisfaction of e-marketing.

5. Research methodology:

5.1 Research settings

The study was conducted in the Jorhat town, a commercial and educational town of Assam. Data for this study was gathered in March 2013 by primary data collection method through questionnaire administered among undergraduate students of two colleges located at Jorhat town, that have purchased at least one item through online within the last six months.

5.2 Universe of the study:

For the purpose of the study, the universe consists of all the undergraduate students of JB College, Jorhat and CKB Commerce College, Jorhat, Assam.

5.3 Sample size:

A total of 50 questionnaires were distributed out of which 46 questionnaires were usable. Majority of the respondents were female, more than half were between the age group of 20 to 25. Students of CKB Commerce College were the highest contributors (30) of the total respondents and the second highest group is represented by Students of JB College, Jorhat (16).

5.4 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 of two parts, i.e. part-I and part-II. The part I includes background details of the respondents and the part-II various information related to customer satisfaction regarding online shopping. To supplement the primary data, the secondary information was collected from internet and various Journals.

5.5 Statistical tool used:

Simple statistical tool were used to analyse the collected data.

Analysis of data and results:

As mentioned above, the study is based on a sample of 46 respondents. The demographic profile of sampled customer is shown in table 1.

Table-1: Demographic characteristics of sample customers (n=46)

Demographics	JB College	CKB Commerce college	Total
Gender			
Male	16(80)	20(77)	36(78)
female	4(20)	6(23)	10(22)
Fathers occupation			
Service	11(55)	15(57)	26(57)
Self employed	5(25)	7(27)	12(26)
Profession	3(15)	3(12)	6(13)
Others	1(5)	1(04)	2(4)
Mothers occupation			
Service	4(20)	2(08)	6(13)
Self employed	-	2(08)	2(4)
Profession	4(20)	2(08)	6(13)
Others	12(60)	20(76)	32(70)
Residence			
Rural	6(30)	12(46)	18(39)
Urban	14(70)	14(54)	28(61)

Source: field survey (Figures in parentheses show percent-age)

It is revealed from the table-1 that 78% of the respondents is male and 22% are female. Most of the respondents (57%) father's occupation are service, followed by self employed (26%), profession (13%) and others only 4%. It is also seen that most of the respondents (70%) mother's occupation are others, others occupation means housewife. Only 13% of the total respondent's mother's occupation is service. Table-1 also illustrate that most of the respondent (61%) are belong to urban areas.

Table-2 Shopping place

Place	Frequency	Percent
Home	36	78%
Café	6	13 %
Library	0	0 %
Others	4	9 %

Source: field survey

The table-2 reveals that 78% of the respondents have done their online shopping from own home, 13% have done from internet cafe and only 9% from other place, i.e. from friend house, relative's house and it is interesting that no one used library for their online shopping.

Table-3 Frequency of purchase

	Frequency	Percent
Occasionally	28	61 %
Frequently	8	17 %
Once in a month	6	13 %
Others	4	9 %

Source: field survey

From the table -3 it is seen that most of the respondent (61%) occasionally purchase through online, 17% of the respondents purchase frequently and 13% of the respondents purchase their products once in a month through online shopping.

Table-4 Online shopping experience

Experience	Frequency	Percent
6 Month	16	35%
1 Year	20	43 %
More than 1 Year	10	22%

Source: field survey

From the above table it is cleared that 43% respondents have 1 year online shopping experience, 35% of the respondents have 6 month and only 22% of the respondents have more than 1 year experience of online shopping.

Table-5: Items purchase through online shopping

Items	Frequency	Percent
Books	16	35 %
Gifts	6	13 %
Garments	14	30 %
Others	10	22 %

Source: field survey

From the above table it is revealed that most of the respondents (35%) purchase books, 30% of the respondents purchase readymade cloths, 22% of the respondents purchase other items (i.e. electronics goods, pen drives, cell phone etc.), and only 13% of the respondents purchase gift items through online shopping.

Table-6: Use of web site

Web site	Frequency	Percent
FLIPKART	11	24%
JABONG	12	26%
MYNTRA	9	20%
More than one website(others)	14	30%

Source: field survey

From the table 6 it is seen that majority of the respondents (30%) use more than one web site for their online shopping.

Table-7: Mode of payments

Payment mode	Frequency	Percent
NET Banking	20	43 %
ATM	18	39 %
Cash on Delivery	16	35 %
Others	0	0.00 %

Source: field survey

Above table reveals that majority of respondents' i.e 43% use net banking as their mode of payment during their shopping.

Table-8: Recommended to others or not

	Frequency	Percent
Yes	42	91 %
No	4	9%

Source: field survey

It is cleared from the above table that 91% of the respondent will recommend online shopping to other; it implies that customers are satisfied with the services of online shopping.

Table-9: Distribution of customers according to their individual perception.

C o d e No.	Attributes	SD	DA	NANAD	A	SA
A1	Price of products are costlier than traditional market	10(22)	22(47)	10(22)	4(9)	0
A2	Payment procedure is secured	0(0)	2(4)	2(4)	30(66)	12(26)
A3	Payment procedure is convenient	0(0)	0 (0)	4(9)	34(74)	8(17)
A4	Ordered products and supplied products are different	22(47)	16(35)	4(9)	4(9)	0(0)
A5	Quality of product purchase through online is unquestionable	4(9)	6(13)	6(13)	24(52)	6(13)
A6	Delivery on time	0	12(26)	6(13)	22(48)	6(13)
A7	Cost of delivery is reasonable	0	0	8(17)	28(61)	10(22)
A8	Wide varieties of products are available	0	0	0	20(43)	26(57)
A9	Desired products are available	2(4)	2(4)	4(9)	18(39)	20(44)
A10	Online shopping saves time and money.	2(4)	0	4(9)	14(30)	26(57)
A11	After sales services are satisfactory	0	6(13)	10(22)	20(43)	10(22)
A12	Packaging of product is satisfactory	0	0	2(4)	28(61)	16(35)

Source: field survey (*Figures in parentheses show percentage*)

(Note: SD- Strongly disagree; DA- Disagree; NAND-Neither agree nor disagree; A-Agree; SA- Strongly agree)

7. Findings:

The study observed that, most of the customers are satisfied with online shopping. The distribution of customers according to their individual perception with respect to different attributes/statements is (table-9):

- (i) It is found that customers are satisfied in all the 12 statements. The statements A1 (Price of products are costlier than traditional market) and A4 (Ordered products and supplied products are different) are negatively worded statements. 47% and 35% (respectively) of the total respondents are simply dissatisfied with these two statements, which clarifies that they are satisfied with the price and products supplied during online shopping.
- (ii) 100% respondents are satisfied with the statement A7 (wide varieties of products are available).
- (iii) 96% respondents are satisfied with packaging of the products (A12).
- (iv) More than 90% are satisfied with the statement A2 (Payment procedure is secured) and A3 (Payment procedure is convenient).
- (v) Out of the total respondents, 87% are satisfied with the statement A10 (Online shopping saves time and money).
- (vi) More than 80% are satisfied with statement A7 (Cost of delivery is reasonable) and A9 (Desired products are available).

(vii) 65% of the respondents are satisfied with A5 (Quality of product purchase through online is unquestionable) and A11 (After sales services are satisfactory).

(viii) Out of the total respondents 61% are satisfied with the delivery time of the products (A6).

8. Conclusions:

On the basis of the present study concludes that online customers are satisfied. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor. In this competition era all the online marketers should have to concentrate on the customer's satisfaction to retain the existing customers and have to offer new scheme day by day to attract the new customers.

9. Limitation of the study:

9.1 The study was confined to the customers of two colleges of Jorhat only. So the finding may not be generalized in a broader perspective.

9.2 Some of the respondents did not read the questionnaire carefully and as a result, they may have been marked some answer incorrectly.

9.3 The study is restricted to only teenagers. In making more generalize, reliable and significant conclusions, a study employing larger samples from all colleges and all section of customers are needed.

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