



**ORIGINAL RESEARCH PAPER**

**Commerce**

**ANALYSIS OF CUSTOMER SATISFACTION TOWARDS ONLINE PURCHASE WITH REFERENCE TO ERODE CITY, TAMILNADU, INDIA**

**KEY WORDS:** Electronic Commerce, Online Shopping, e-store, Online Purchase.

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**ABSTRACT**

The introduction and implementation of internet technologies has created new market for manufacturers and service providers and also has provided new arena for innovative marketing strategies of the professionals. The prospect of online marketing is growing in India with the increasing internet literacy. The trend of online shopping is increasing especially among the young generations. They prefer their shopping at home and get benefits of discounts, saving of time, fuel, and energy. Technology would be the competitiveness of online shopping. So the study is essential to know more about online shopping with customer satisfaction.

**INTRODUCTION**

The trend of enlargement in online shopping is also increasing in the metropolitan cities. It has been also very successful in various foreign countries. The social media and advertisement on internet will also increase the customers for online shopping. Online shop, e-shop, e-store, internet shop, web shop, web store, online store, virtual store evokes the physical analogy of buying product or services at a bricks-and-mortar retailer are in a shopping Centre. The process is called Business-to-Customer (B2C) online shopping. This is the type of electronic commerce conducted by companies such as amazon.com, flipcart.com, snapdeal.com, alibaba.com etc., Almost all big retailers are now electronically present on the WorldWideWeb.

**STATEMENT OF THE PROBLEM**

Online shopping is becoming more popular and improving every single day. Knowing the advantages of online shopping and its disadvantages is additional knowledge for the online shoppers that are useful before shopping in online. Hence the problems are

- What are the factors that influence the customer satisfaction towards online shopping?
- What is the level satisfaction of customer while making online purchase?

**OBJECTIVES OF THE STUDY**

- To examine the demographic profile of the respondents which influence towards online purchase.
- To determine the factors that influence the customer satisfaction towards online purchase.
- To find out the level of satisfaction of the respondents regarding online purchase.

**SCOPE OF THE STUDY**

This study covers the behavior of customer towards online shopping and influencing factors. It also deals with respondent's level of satisfaction.

**RESEARCH DESIGN**

The study describes the level of satisfaction towards online shopping in erode city. The research constitutes the collection of data, measurements and analysis of data. The data are collected in both way i.e. primary and secondary data.

**Statistical Tools Used For Analysis**

Data collected through questionnaire. In order to analyze and interpret the data, following tools were applied.

- Simple percentage analysis is used to analyze the profile of the respondents.
- Weighted average score ranking technique is used to determine the factors influencing the customer's to purchase online.
- Chi square test has been applied to determine the satisfaction level of the respondents.

**LIMITATIONS OF THE STUDY**

- The samples are drawn on convenience; the results are based on the data.
- Sample size has been restricted to 100 due to lack of time.
- As the analysis is based on questionnaire, the may vary according to the opinion of the customer.

**ANALYSIS AND INTERPRETATIONS**

**Table 1: Profile of the Respondents**

Aspects	Factors	Percentage
Frequency of Purchase	Once in a month	29
	6-10 times a year	12
	2-5 times a year	30
	Once in a year	29
Mode of Payment	Invoice	5
	Internet banking	27
	Debit/credit card	21
	Cash on delivery	47
Benefits of Online Purchase	Save time	55
	Freedom of choice	16
	Freedom of price privacy	11
		18
Customers Attitude Towards Online Purchase	Intention	6
	Perceived benefit	16
	Perceived reputation	18
	Experience	29
	Life style	31

- Majority (30%) of the respondents are purchase product through online 2-5 times in a year.
- Majority (47%) of the respondents are preferred cash on delivery as mode of making payment.
- Majority (55%) of the respondents are making online purchase to enjoy the benefit of saving time.
- Majority (31%) of the respondents' attitude towards online purchase is for life style.

**Table 2: Factors Influencing to Make Online Purchase**

Weighted Score Points (W)	Rank Factors	7	6	5	4	3	2	1	Total Score (ΣWX)	Weighted Average Score	Rank
		I	II	III	IV	V	VI	VII			
Transaction security	X	11	10	25	21	12	9	12	412	14.71	III
	W	77	60	125	84	36	18	12			
	X										
Customer privacy	X	16	20	22	14	10	14	4	40	16.43	II
	W	112	120	110	56	30	28	4			
	X										
Vendors reliability	X	7	20	11	11	1	19	13	346	12.36	VII
	W	49	120	55	44	57	38	13			
	X										
Company reputation	X	14	8	9	16	22	13	18	365	13.04	IV
	W	98	48	45	64	66	26	18			
	X										

Product variety	X	40	11	8	8	16	6	11	489	17.46	I
	W	280	66	40	32	48	12	11			
	X										
Delivery time and fee	X	6	17	10	15	12	18	22	348	12.43	VI
	W	42	102	50	60	36	36	22			
	X										
Customer service	X	6	15	15	15	9	20	20	354	12.64	V
	W	42	90	75	60	27	40	20			
	X										

The above table reveals that the most influencing factor for online purchase is product verity with weighted average score of 17.46 followed by customer privacy (16.43), transaction security (14.71), company reputation (13.04), customer service (12.64), delivery time and fee (12.43) and vendor's reliability (12.36).

**HYPOTHESIS**

There is no significant relationship between age, gender, marital status, educational qualification, occupation, monthly income and level of satisfaction of the respondents.

**Table 3: Association between Level of Satisfaction and Independent Variables**

Factor	Calculate d value	Degrees of freedom	p-Value	Result
Age	1.016	6	12.592	Insignificant
Gender	4.520	2	5.991	Insignificant
Marital Status	3.335	2	5.991	Insignificant
Educational Qualification	3.335	2	5.991	Insignificant
Occupation	6.032	6	12.592	Insignificant
Monthly income	4.361	6	12.592	Insignificant

The calculated value of chi-square is less than the table value, the null hypothesis is accepted. Hence it is inferred that the respondents' level of satisfaction is not influenced by age, gender, marital status, educational qualification, occupation and monthly income.

**SUGGESTIONS**

- The majority of the products and services demanded by youngsters only. So, the online marketers have to concentrate more on other segment people.
- Youths are familiar with online shopping because of their awareness in using modern technology. But still some fear about the payment mode. Implementing preventive steps to solve these problems shall create customers confidence on online shopping.
- Online vendors should open various service centers in different places. This will create consumer confidence on online vendors and service providers.
- Some people are not preferred online shopping because of frauds and malpractices. Efforts need to be taken to educate the online buyers while making online purchase.

**CONCLUSION**

The role of technology is inevitable and increasing day by day. This analysis has documented that the Indian customers are also getting addicted to the online shopping but the results reveals that Indian market is still not a fully developed market for e-tail stores. Efforts need to be taken to educate the online shoppers on the steps that need to be undertaken while making an online purchase. The quality of the product offered in the online and procedures for service delivery yet to be standardized and more over the online buyer are in the threat of fraud.

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