A Study on Customer Satisfaction towards Online Shopping

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Abstract
Online shopping has a product catalogue in which the customer can browse the search criteria by type, price, material, age etc., and information a seller without any brokers on intermediary over the internet. This from is known as about the product, the seller and the service center. Online shopping has become very popular, especially with the life styles of business people who are always busy and are looking for a convenient way to shop.
Keywords: Customer Satisfaction, Online Shopping, Product, Price, Place, Purchase, Sales.

Introduction

One of the earliest forms of trade conducted in online was online transaction processing which is development in 1960 it is a process of financial transactions. In the year 1991, worldwide web opened for commercial use. Online shopping which we know today developed with the emergence of the internet. At the initial stage , this platforms used for advertisement tool for companies by providing information about its products or services. Due to the development of interactive web pages and secure transmissions, we moved on from this simple utility to actual online shopping. A secure shopping channels has developed by the growth of internet.

Customer satisfaction is a metric for how well requirement and replies are coordinated and provided in order to meet or exceed customer expectation. It can only achieved if the customer and the supplier have a positive overall relationship. Customer happiness is a crucial performance indicator and a fundamental differentiator or corporate strategy in today competitive business environment. As a result, the higher customer satisfaction , the higher business and the customer bonding. The customer's perception of a supplier aids in the selection of a supplier based on price and how well the provided products meet the entire requirement.

Statement of the Problem

This survey's problem area is customer satisfaction with online purchasing. It identifies the elements that encourages people to shop online, and those factors will aid markets in formulating their online market strategy.

Objectives

- To find out the important reason on customer satisfaction towards online shopping.
- To identify the factors influencing the level of satisfaction towards online shopping.
- To analyze the most purchasing goods in online
- To know the problems they face during online shopping.
- To find out the consumer satisfaction level for service provided by the online shopping.

Methodology

Primary data are used for data collection. The defendant for collecting primary data filled out the questionnaire. The questionnaire comprise of College students. The sampling method is simple random sampling and the sample size is 122.

Scope

- To know there brand loyalty
- To know about which purchase type people prefer most.
- To find out the reason for buying products.
- To find out the price range that people prefer most
- To know which features they admire in their product.

Review of the Literature

Nikhil Abdallah (July 2021), "Customer satisfaction towards online shopping" a study of due to the pandemic, which has virtually halted many traditional modes of buying that we are accustomed to, online shopping become even more crucial than before. This makes it critical to research the aspects that influence customer satisfaction in an online setting on order to better understand customer behavior and tailor our services to meet their demands.

Joselin Steffi (2019), "A study on customer satisfaction in online shopping with special reference to Coimbatore City" This study shows that understanding client needs for wed-based selling has progressed to being a test for advertising. Understanding customers attitudes towards online purchasing, improving the factors that influence buyers to shop online, and dealing with the variability that affects consumers to shop online can help advertisers achieve a competitive advantage over their competitors.

SJ Suriya (May 4, 2018), "Customer satisfaction in online shopping" . A study of process whereby consumer directly buy goods, service etc., from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and service from merchants who sell on the internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes and nowadays, online is a fast growing phenomenon; growing numbers of consumer shop online to purchase goods and service, gather product information or even browse for enjoyment.

Companies

Amazon company product lines available on its website include several media, apparel, baby products, gourmet food, groceries, beauty products, health and personal-care items, jewel, watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items, and toys and games. Flipkart is an India e-commerce company, headquartered in Bangalore. The company initially absorbed on online book sales before expanding into other product categories such as customer electronics,fashion,home essentials,groceries and life style products. Meesho: Meesho stands for Meri e-shop Established by IIT Delhi Students in late 2015. Its India first social commerce platform where small businesses and any individual can do trade from home with zero

expense. In 2016, Y combinatory selected three Indian companies and Meesho was one of them. Meesho targets tier two and three towns and claims of having more than 17 million resellers, 15 million of them are women. They also have sixty thousand suppliers.

Data Analysis and Interpretation

In this analysis and interpretation of customer satisfaction towards online shopping is presented based on the opinion of samples of 110 respondent selected from shopping through a questionnaire containing were analysed. Gender of the respondents could be observed that 54.5% and 56 frequencies of the respondents are female and 45.5% and 67 frequencies of the respondents are male. Age of the respondents 123 . Age is in between 18-20 is 50 frequency with 40.7 percentage age is in between 21-30 is 69 frequency age is in between 31-40 is three frequency with 2.4 age is in between above 40 is 1 frequency with 8 percentage. Marital status of the respondents are 123. Married is 13 and 10.6%.Bachelor frequency is 110 and 89.4%.Educational qualification of the respondents is 123.School level frequency is 6,Under graduate is 58, PG is 58, Professional is 6 and other is 4.

Findings

- Majority (56%) of the responds to female
- Most (56%) of the responds are belongs to the age group of 21-30 years
- Majority(89.4%)of the responds are bachelor
- Most (47%)of the responds are belongs to under graduate student
- Majority(72%) of the responds needs customer satisfaction feature
- Most(65%)of the responds know their offer through online advertisement
- Majority (45%) of the responds are frequently once in a month purchase things in online
- Most (70%) of the respondents are use full for online shopping

Suggestions

- Respondents are satisfied with the service provided by online but some respondents are not satisfied and therefore steps should be taken to make the customer satisfied
- Most of the customer suggestion is to reduce the shipping charges.
- Some of the customers expects to improve the quality of the product and have more collection
- From the above study, it is noted that online shopping is highly satisfied the customer. Hence, this should be maintained to retain customer.

Conclusion

From this study, it is concluded that most of the customers are satisfied with the online shopping. It is identified that online shopping provides security at satisfactory level to the respondents. Most of the respondents purchases cloth items. Therefore , it should focus on the cloth items to satisfy the customer. More number of customers felt that quality of the product is needed. Therefore,it should maintain the quality of the product to retain its customers.

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