

## A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN TENKASI TOWN

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### **Abstract**

*In today's scenario, online Shopping is one of the most fascinating 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 online Shopping. Snow ball sampling technique is used to collect data. Both primary and secondary data were used. 50 samples were collected through a structured questionnaire. Data were analyzed through statistical methods like Co-efficient of correlation, Rank correlation, and Likert scale with neutral score. The major findings of the study is that majority of the customers are satisfied.*

**Key words:** *Online shopping, Customer satisfaction, online stores*

### **Introduction**

Online shopping is a form of e-commerce, in which consumer can buy goods or service directly from the seller using a shopping browser. Similar terms used for online shopping are e- shopping, net shopping, and virtual store shopping. Online shopping was invented by Michael Aldrich in the year 1979. In 1980, Redifon's office revolution was launched by him, which enabled the distributor, supplier, consumer, customer and agents to connect with the corporate system over the internet and carry on transactions electronically.

When you buy a product or a service over the internet, instead of going to a traditional brick-and-mortar store, it is called online shopping. Globally, an increasing number of people are buying over the internet because it is more convenient. Online shopping is also a time saving way of shopping for customers. These days, the choice of products and brands is increasing at online shopping with development in market span of the companies at global level. The social media and advertisement on internet has also increased the number of customers doing online shopping<sup>1</sup>. To mention a few, [www.jabong.com](http://www.jabong.com), [www.myntra.com](http://www.myntra.com), [www.yebhi.com](http://www.yebhi.com), [www.pepperfry.com](http://www.pepperfry.com), [www.fashionara.com](http://www.fashionara.com), [www.fashion and you.com](http://www.fashionandyou.com), [www.shopnineteen.com](http://www.shopnineteen.com), [www.koovs.com](http://www.koovs.com), [www.shoppersstop.com](http://www.shoppersstop.com), [www.cilory.com](http://www.cilory.com), [www.zovi.com](http://www.zovi.com), [www.craffts.com](http://www.craffts.com), [www.urbantouch.com](http://www.urbantouch.com), [www.lenskart.com](http://www.lenskart.com), [www.watchkart.com](http://www.watchkart.com), [www.bagskart.com](http://www.bagskart.com), [www.inkfruit.com](http://www.inkfruit.com), these are some popular websites of online shopping. This paper highlights the level of Customers' satisfaction towards Online Shopping.

**Statement of the problem**

Customers attitude, satisfaction level can change by demographic, geographic or security reasons. At present, they may feel shopping in customary brick-and-mortar store is a very old trend, so they may expect new method of purchasing or shopping. Consequently, marketers can promote their products and services using internet over a wide geographical area. Today, online shopping has become a booming industry in India. India stands at fifth place in e-commerce in the world. In Asia, it holds second position. Hence, the researcher has attempted to analyze the level of satisfaction regarding online shopping.

**Objectives of the Study**

- To examine the factor influencing the online purchase.
- To analyze the spending pattern of the online shoppers.
- To know the reason for augmentation of online shopping
- To analyze the customer satisfaction level of online shopping in the study area.

**Research Design**

**Data Collection:** Primary data were collected through Email using a well structured Questionnaire

Secondary data collected from various magazines and websites (international journal of Economic and Business & <http://timesofindia.indiatimes.com/>)

**Sampling Design:** A sample of 50 respondents were taken on the basis of snow ball sampling method.

**Statistical Tool:** Co-efficient of correlation, Rank correlation, Likert scale with neutral score has been used.

**Factor Influencing the Online Purchase**

- The vast majority of online stores offer prices that are much lower than what the customer will find at a physical store.
- After long and irregular working hours or very busy daily schedules, a person does not have the time to visit the store. Shopping online allows buying things without hurting the daily chores / schedule.
- Shopping online allows the buyer to find many products that wouldn't be found in a physical store.
- Physical stores are made to lure the people into buying more things. In online store there is no pressure to buy other things.
- When buying items online, there are no long lines to endure, just to buy the merchandise.

- One of the advantages of shopping online is that there is no need for vehicles, so no purchase of fuel necessary. Moreover, time is also saved as the purchase is done with a couple of click of the mouse.
- Online shopping stores are open round the clock of 24×7, 7 days a week and 365 days. It is very rare to find any conventional retail stores that are open 24×7.

#### Monthly income and expenditure of online shopping

$H_0$ : There is no relationship between monthly income and average expenditure on single online purchase.

Table 1

		X	0-1000		1000-2000		2000-3000		3000-4000					
		Mid point	500		1500		2500		3500					
Y	Mid point	Dx	-1		0		1		2		f	fdy	fdy <sup>2</sup>	Fdx dy
		Dy												
0-5000	2500	-1	5	5	0	-	0	-	0	-	5	-5	25	5
5000-10000	7500	0	6	0	2	0	1	0	1	0	10	0	0	0
10000-15000	12500	1	10	-10	4	0	1	1	0	0	15	15	225	-9
15000-20000	17500	2	4	-8	9	0	3	6	4	16	20	40	1600	14
		F	25		15		5		5		50	50	1850	10
		Fdx	-25		0		5		10		-10			
		fdx <sup>2</sup>	625		0		25		100		750			
		fdx dy	-13		0		7		16		10			

Source: Primary Data

X = expenditure; Y = income

$$r = \frac{N \sum f dx dy - (\sum f dx) (\sum f dy)}{\sqrt{N \sum f dx^2 - (\sum f dx)^2} \sqrt{N \sum f dy^2 - (\sum f dy)^2}}$$

$$= \frac{50 \times 10 - (-10) (50)}{\sqrt{50 \times 750 - (-10)^2} \sqrt{50 \times 1850 - (50)^2}}$$

$$r = 0.017$$

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The coefficient of correlation between monthly income and expenditure of online shopping is +0.017 (less than +1). It indicates that there is no relationship between the two phenomena. Hence, the null hypothesis is proved.

#### Reasons for augmentation of online shopping:

$H_0$ : There is no significance between Reasons for augmentation of online shopping

Reasons	1	2	3	4	5
Attractive design of website	23	5	16	3	3
Provide best offer & discount	33	6	2	4	5
Easy ordering system	18	6	7	12	7
Convenient	30	9	6	4	1
Round the clock service	35	5	5	3	2

Source: Primary Data

Table 2: Correlations

			Design	Offer	Easy	Convenient	full hour
Spearman's rho	Design	Correlation Coefficient	1.000	.359	.289	.872	.947*
		Sig. (2-tailed)		.553	.637	.054	.014
		N	5	5	5	5	5
	Offer	Correlation Coefficient	.359	1.000	.205	.600	.462
		Sig. (2-tailed)	.553		.741	.285	.434
		N	5	5	5	5	5
	Easy	Correlation Coefficient	.289	.205	1.000	.205	.289
		Sig. (2-tailed)	.637	.741		.741	.637
		N	5	5	5	5	5
	Convenient	Correlation Coefficient	.872	.600	.205	1.000	.975**
		Sig. (2-tailed)	.054	.285	.741		.005
		N	5	5	5	5	5
	full hour	Correlation Coefficient	.947*	.462	.289	.975**	1.000
		Sig. (2-tailed)	.014	.434	.637	.005	
		N	5	5	5	5	5

\* Correlation is significant at the 0.05 level (2-tailed).

\*\* Correlation is significant at the 0.01 level (2-tailed).

In this output Spearman correlation coefficient is given at the point of intersection between design, offer, Easy, Convenient and round the clock service which have the significance value for 2-tailed are greater than the 0.05, except Convenient and round the clock service (full hour), the correlation coefficient are insignificant and it is inferred that the Reason for augmentation of online shopping is not related to design, offer discount, Easy ordering system.

### Level of satisfaction towards online shopping

H<sub>0</sub>: There is no relationship between levels of satisfaction towards online shopping

**Table 3**

Factors	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Score above Neutral
Wide varieties of products are available	25	15	2	8	0	207
Desired products are available	35	5	5	5	0	220
Online shopping saves time and money	35	15	0	0	0	235
Payment procedure is secured	25	10	5	10	0	200
Convenient	40	10	0	0	0	240

Source: Primary Data

(Neutral score  $50 \times 3 = 150$ )

In the table 3 reveal that, the respondents' have satisfied opinions on online shopping, it is proved that the total score exceeds the neutral score (150). The total score given to the factor "Payment procedure is secured" is less than others. This result supports the recent decision taken by the E-commerce sector to take necessary step to enhance the "secured Payment procedure".

### Summary of Finding

- There is no relationship between monthly income and average expenditure on single online purchase. It is proved by Co-efficient of correlation ( $0.017 < 1$ )
- Convenient and round the clock service are main reason for augmentation of online shopping
- Majority of the respondents had satisfied opinion on online shopping except the payment procedure; it is proved by Likert scale with neutral score.

### Suggestions

- The websites can be made user friendly to attract more customers.
- The ordering method and the procedures involved should be simplified.
- A secured payment gateway should be ensured while purchasing a product.

### Conclusion

The present study concludes that online customers are satisfied. Moreover, this research explicitly indicates that online marketer should give more importance on secured payment procedure. 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 every day to attract the new customers.

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