An Analysis of Customer Satisfaction towards Online Shopping with Special Reference to Madurai City

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Abstract

In recent days, online marketing is a great revolution in the world. Over the last decade, most business organizations are running with modern technological change. The advanced technology getting better marketing performance. In this society, retailers are devising strategies to meet out the demand of online buyers. Online retailers are studying buyer's behavior and perception of the consumer in the field of web shopping. Therefore, we have also chosen to analyses consumer's attitudes towards online shopping and also studying the factors influencing consumers to buy their product on the web in this busiest fast-moving world. The population selected for the research is Madurai city, and narrowed down to buyers who are using the internet to buy online, includes students, homemakers, professionals; the sample size selected for this analysis is 50, and we have used the convenience sampling technique.

Keywords: Internet users, Online buying, Consumer behaviors, Buyer's attitude, Online sellers, Customer perception

Introduction

In modern days, electronic commerce is increased rapidly in the past years with the development of technology and due to the easy accessibility of internet usage. Online buying is one of the processes whereby consumers directly get goods and services from seller interconnectivity without an intermediary service. Sellers have to sell their products to customers who used the Internet regularly. Consumers buy a variety of products from web stores anywhere they are. Especially during the holidays and any festivals, they are using the web to buy things from online sites. It allows customers to enjoy a variety of products not only from a specific store but from diverse storage that includes all kinds of needed products. It also provides customers with good customer service, many people around the world preferably to shop and get products from several brands and various companies that they cannot find or are not available for purchase in their domestic countries. In recent days with the help of affordable technology and the support of the internet, various people worldwide started their purchase online. Purchasing products over the Web is very convenient for us. It is now playing a very important role in every human's life, especially senior citizens, as well as people who are busy with their work. It usually provides the most comfortable service to customers; they able to save their time in the personal shopping bag, and get desired product at their convenient time; buying online using a valid credit card or a debit card. When they are making an account for an online purchase, they should create safety information while making payments through debit cards or credit cards.

Online sellers offer some safety procedures through personal accounts already shoppers created on a distinct webpage. In the majority of online shopping websites and portals, that safety is considered the main factor, and several safeties and security-based questions should be answered by the customer. After the person is done with completing the credit card information then they are ordering needed products. After ordering the products, the customer needs to wait for a few more days to receive their products. Delivery time depends on location, as well as the provided home address of the customer.

Scope of the Study

The study was dealt with the customers' satisfaction towards the following aspects of online shopping and the presence or lack of these aspects in an online shopping environmental factors that affect customer satisfaction. That is 1) Product categories that customers purchase online; 2) Quality & availability of the product 3) Quick delivery of the product and 4) Product Cost & Offers provided for online shoppers.

Objectives
- To study the socio-economic status of the respondents
- To know the satisfaction level of the online shoppers
- To identify the specific reasons for choosing the online purchase by the respondents
- To find out the customer's satisfaction level towards the services provided by online shopping

Importance of Online Shopping

In the web stores, a lot of options available for all types of product, because different sellers are running on the same shopping sites, thus giving people's affability to choose items based on their budget level. Shoppers also get the availability of comparing prices from different retailers. One of the things about online shopping is that it gives people the option of buying any time of the day or the night. Online portals are available 24/7 during normal working hours. The majority of the online portals deliver products within three working days and most of the time without any shipping costs included.

Review of the Study

Andrews (2004), says that, the factors that have a contradictory impact on consumers' desires to shop do not take it into part to be very different from the considerations encountered in direct shopping environments. However, individuals display for each variable might be varying in online marketplaces. Similarly, factors are price sensitive, the importance attributed to brands and choice are to be considered whether go online and offline environments. The convenience and economic utility. They wish to choose from electronic shopping determine the costs and benefits basis for their convenience and economic utility

E-marketer (2005) showed that the web applied a major influence than for offline era for electronics compared to that clothing, beauty product, home appliances as would be expected. The Web that is open source Marketing has changed their buying and selling goods and services. It has helped to more convenient and easy to get the whole process of buying. Internet buying plays the highest level in the United States. In this study, they were analyzed 93% of Web users have used the online shop.

Research Methodology
Design for the Study

We are used a descriptive research design for this study. Descriptive research studies are concerned with describing the characteristics of a particular person or group of person. The studies were included with a prediction with the narration of facts and characteristics of individual groups or situations in the selected Region of Madurai City.

Sample Size

This refers to the number of people to be selected from the total population to constitute the sample. The sample size used for the study is 50 in the selected region.

Sample Design

It is a definite plan for obtaining a sample from a selected population. The technique that the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling.

Statistical Tools

The data collected through a questionnaire and the tools that I have used simple percentage analysis and ranking methods were data tabulated and analyzed.

Data Analysis and Interpretation

Table 1: Socio-economic Status of the Respondents

Particular	Category	Frequency	%
Gender	Male	18	36
	Female	32	64
Age	Below 20 years	18	36
	21-30 years	20	40
	31-40 years	8	16
	Above 40 years	4	8
Location	Village	12	24
	Town	16	32
	City	22	44
Profession	Student	10	20
	Business	12	24
	Professional	28	56
Education	School	7	14
	Graduate	16	32
	Post Graduate	20	40
	Illiterate	7	14
Family level	Nuclear family	20	40
	Joint family	30	60
Income level	Below Rs.15,000	11	22
	Rs.15,001 - Rs.25,000	11	22
	Rs.25,001 - Rs.40,000	14	28
	Above Rs.40,000	14	28
Websites	Flipkart.com	34	68
	Amazon.com	16	32
	E-Bay.com	08	16
	Myntra.com	05	10
	Snapdeal.com	14	28
	Olx.com	08	16
	Others	12	24
Mode of Payment	Credit cards	11	22
	Debit cards	11	22
	Online bank transfer	08	16
	Cash on delivery	20	40

	Category	Frequency	%
Products purchased	Gadgets	21	42
	Home appliances	06	12
	Garments	05	10
	Footwear	05	10
	Watches	07	14
	Jewels	03	06
	Books	03	06
Products purchased	Time saving	28	56
	Available information	05	10
	Less Stress	09	18
	Less Expensive	06	12
	Best Offers	09	18
	Ordinary System	02	04
	Helpful for disabled	04	08
	Service Quality	02	04
Frequency of purchase	Daily	06	12
	Weekly	09	18
	Monthly	21	42
	Yearly	13	26

Table 2: Satisfaction Level of the Respondents

Factors	Category	No. of Respondents	%
Getting product on time	Strongly Disagree	01	02
	Disagree	06	12
	Neither Agree nor disagree	13	26
	Strongly Agree	06	12
	Agree	24	48
Quality of information in web page	Strongly Disagree	02	04
	Disagree	02	04
	Neither Agree nor disagree	12	24
	Strongly Agree	09	18
	Agree	25	50
Immediately searching Website layout	Strongly Disagree	07	14
	Disagree	02	04
	Neither Agree nor disagree	06	12
	Strongly Agree	16	32
	Agree	19	38

Table 3: Respondent faced Problem during Online Shopping

Factors	Category	No. of respondents	%
1	Delivery of products in improper time	12	24
2	Product arrived in damaged condition	11	22
3	Getting Wrong product	11	22
4	Bad quality goods & services	13	26
5	Others	03	06
	Total	**50**	**100**

Table 4: Ranking based on Services

S. No	Ranking of the services	Total score	Rank
1	Secured payments	156	8
2	Delivery period	174	7
3	Personal information privacy	176	6
4	Warranties, return policies	182	5
5	Convenience	215	1
6	Mode of payment	203	2
7	Time-saving	195	3
8	Attractive offers at festivals time	188	4

Findings

- It was observed that 64 percent of the respondents are female.
- Forty percent of the respondents are coming under the category of below 21 to 30 years.
- Forty-four percent of the respondents belonged to the city.
- Fifty-six percent of the respondents are engaged in the professional category.
- Out of selected people, 60 percent of them from joint families.
- Their monthly income level is 25,000 and above.
- Our respondents are the majority, 68 percent of people choosing only flipkart.com websites.
- Fourteen percent of the respondents said watches and 12 percent were home appliances, twelve percent opinion that electronic gadgets purchased in their convenient mode.
- Fifty-six percent of the respondents preferred online shopping for time-saving.

- Forty-two of the respondents purchase Online Shopping once a month.
- Forty-eight percent of the respondents were Agree with the choice of products available in online shopping.
- Fifty-four percent of the respondents agree with the detailed information about the products in online shopping.
- Twenty-four percent of the respondents agree with the easy to make comparisons with other products in online shopping.
- Twenty-five percent of the respondents agree with the Quality of Information provided in online shopping.
- Thirty-eight percent of the respondents agree with the Website layout helps in searching the products easily.
- Twenty-six percent of the respondents face problems in online shopping related tothe quality of goods and services, in proper and delivery of product in a needed time.
- The First rank is given by the respondents for Convenience in online shopping.

Conclusion

In recent days, online buying is becoming more popular day by day with the increase in choosing a web host and site. Buyer's need for online selling has become the biggest challenge for producers and marketers. Especially Better understanding the consumer's attitudes towards online shopping, creating improvement in the factors that influence consumers to online buying, working on factors that affect consumers to online purchasing will help marketers to gain the competitive edge over among the competitors. Here the conclusion, having access to online shopping has mainly influenced our society as a whole. This use of modern technology has opened new doors and opportunities that enable a more convenient lifestyle today. Variety of products, quick delivery, immediate service, relevant prices are influenced people from all over the world to buy the online product. However, this concept of online shopping is to the possibilities of fraud and privacy conflicts. Unfortunately, it is possible to manipulate the system and access personal information but with the help of the latest features of advanced technology,

measures have been taken to stop hackers and criminals from inappropriately accessing private databases. Moreover, customers prefer online buying in their comfort zone in different online sellers in open online markets worldwide, which will allow it to remain a tremendous success in the future.

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