



AN ANALYTICAL STUDY OF CONSUMERS SATISFACTION LEVEL IN THE DIRECTION TO ONLINE SHOPPING

Abstract

Global marketing environment is effects by high-speed enlargement of the internet. Nowadays it is very beneficial for business and consumers also in many ways. The internet took us far away from the traditional shopping era to a new and well-organized era. This study focused upon to identify which factors are influencing consumer's online shopping satisfaction. Usually, the success of any business is basically depends on the consumers satisfaction. Nature of this research is investigative and graphic. Findings have been made through depth analysis which consisted of 216 consumers from online questionnaire. The questionnaire planned for this purpose to know about the Consumer Satisfaction Level in the Direction to Online Shopping. Finding of this study is that most of the consumers are satisfied with online shopping.

Keywords: Consumers Satisfaction, Global market, Online Shopping.

Introduction

The internet took us far away from the traditional shopping era to a new and well-organized era called "e-commerce". Internationally, consumers are earning great benefits from purchasing goods and services from cyberspace. The internet facilitates the 24/7 and 365 day's availability of goods and services with nominal or free of cost. Nowadays online shopping has become very frequent and with the help of online shopping websites more and more number of customers can be involved.

Most of businesses have universalized their sales and marketing efforts for their products and services all through the internet. It comprise transferring online funds, management of supply chain, and marketing through internet. The use of internet by the young generation in India is really helpful for online retailers. If the factors touching Indian consumer's buying behavior are recognized by the online retailers then they can expand their marketing strategies to exchange possible customers into active ones.

In the modern time consumer is king of market. The consumers plays three types of roles i.e. User, payer and buyer. All of the activities of marketing is consumer oriented, in fact the slogan of marketing is also satisfaction of consumer. It always concentrates on the requirements of consumers, services and protection. Therefore, Consumers satisfaction is the key factor for consumer's maintenance and achievement in online shopping system.

Review of literature

Title	Authors	Publication year	Sample size (Respondents)	Techniques	Conclusion
Customer Satisfaction Towards Online Shopping with Special Reference to Teenage Group of Jorhat Town.	Adrita Goswami Pallavi Baruah Sarat Borah	May 2013	46	Percentage method	The final conclusion of this study is that almost of the consumers are satisfied.
The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand	Taweerat Jiradilok, Settapong Malisuwan, Navneet Madan, and Jesada Sivaraks	February 2014	400	quantitative method Anova,	This research exposed that most of people who are internet users that are users with experience in purchasing and users with no experience in purchasing they are effected by price guarantee and Understanding .therefore these are the most important dimensions.
Customers Satisfaction on Online Shopping in Malaysia	Md. Aminul Islam, Ku Halim Ku Ariffin, Anayet Karim,	October 1, 2011	100	a Pearson's correlation Regression Analysis Correlation Analysis	Findings of this research gives a benchmark to online shopping and consumer satisfaction based on a variety of problems related to advertisement, brand, shopping experience, time, trust etc.
A Study on Customer Satisfaction towards Online Shopping	P.Jayasubramanian, D. Sivasakthi, Ananthi Priya K	2015	50	Percentage analysis and ranking analysis.	Finally conclusion of this research is consumers are satisfied with Variety of products, quick service and reduced prices From online shopping but fraud and privacy conflicts from online shopping should be

					kept away.
A study of customer satisfaction with online shopping: evidence from the UAE	Marwan Mohamed	August 2010	242	Anova	The final analysis of This study is the consumer behavior towards online shopping and their purpose to shop online in the UAE is affected by many kind of factors such as simplicity of use, usefulness, enjoyment, perceived Web-store traits, channel traits and consumer traits etc.
Online Shopping' Customer Satisfaction and Loyalty in Norway	Pervaiz Ali ,Sudha Sankaran	23-06-2010	104	Graph and percentage method	The final conclusion of the study is most of Norwegians are satisfied with online shopping and they are also satisfied with providing many kind of facilities such as detail about product information on websites, customer service, quality and timely delivery of goods and importantly effective website designs etc.

Research Methodology

Methodology

The nature of this research study is descriptive. For the analysis and collection of required primary data, a well online questionnaire was prepared. For measuring the basic spending of online shopping multiple choice questions were asked in the questionnaire.

Statement of Problem

Online fraud and cheating activities has created fear in the minds of consumers and also an unpleasant effects in the mind-set of consumers towards online purchasing.

Demographic report of Consumers

It was under taken as Gender Wise (Male & Female), Age Wise, Monthly Income Education, Qualification and Occupational status.

Major Factors identified for detailed study includes

Availability of our choice products, appropriate information available about products, easy choose and comparing facilities, problems faced in online shopping etc.

Sample Size: - 216

Methods of Data collection

Primary Data - Primary Data was necessary to identify the consumer's satisfaction level in the Direction to Online Shopping. Primary data was collected by using online questionnaire prepared.

Secondary Data - All related secondary data is collected from different sources like Internet, and Articles etc.

Objectives of the paper:

1. To examine the satisfaction level of online consumers of online shopping.
2. To study the main issues which has great effect on consumer's satisfaction in online shopping.

Method of analysis and statistical tools

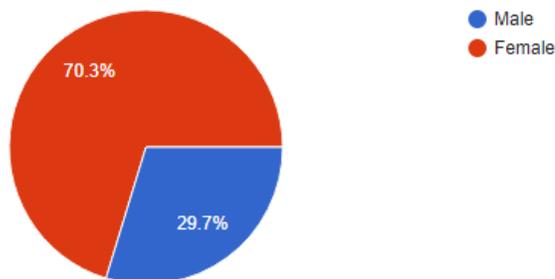
A well-structured questionnaire is used to gather the data. For collection of reliable data Questionnaire is said to be the best tool. The questionnaire consists of multiple choice questions in order to achieve the objectives of research. Graphs were also used to analyze the data.

Limitations of the Study

- The study is based upon the consumers' satisfaction level in the Direction to Online Shopping.
- The data collected for the research is totally based on primary data collected from the respondents. There is full chance of personal bias. therefore the correctness might not be true

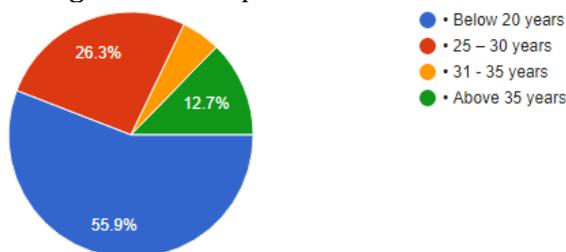
Data analysis and interpretation:

1. Gender of respondents.



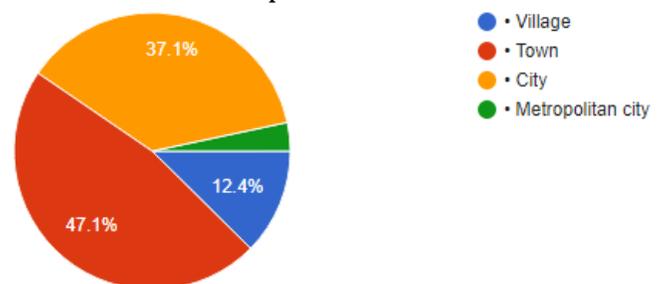
The above graph shows that respondents are based on gender female covered large proposition in companion to male.

2. Age of the Respondents



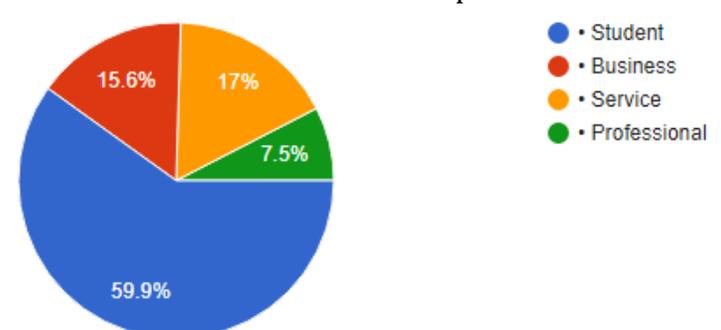
Coming to the criteria of age the Above chart shows that the respondents highly fall under below 20 years and it is 26.3 % they belong to 25- 30 year age group and the other come under 30 plus.

3. Place of the Respondents



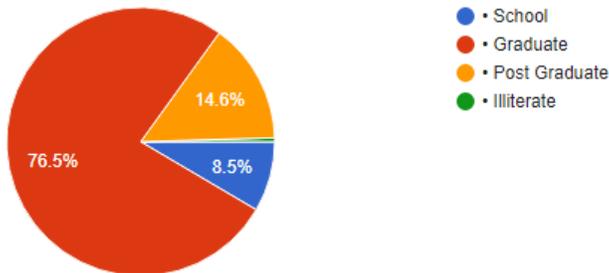
Above chart present that Nativity of respondents is most willingly seen from town which was 47.1% and where it was 37% from cities, remaining respondents are 12% from villages and rest from metro.

4. Professional Status of the Respondents.



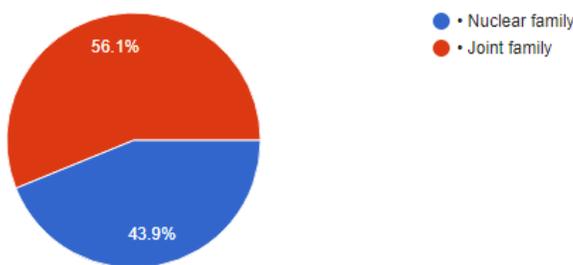
As the graph shows that most of respondents are students i.e. Near about 59.9% on the average, 15.6 % were business people and 17% were service men and nearly 7.5 % were professional.

5. Educational Level of the Respondents



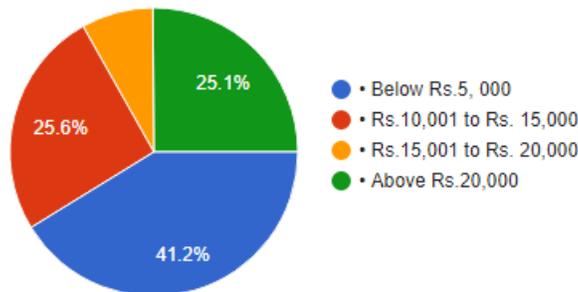
Above graph proves that the educational level of respondents 76.5% were graduates and 14.6% were post graduates and 8.5% were from school and a little bit are illiterate.

6. Family Status of the Respondents



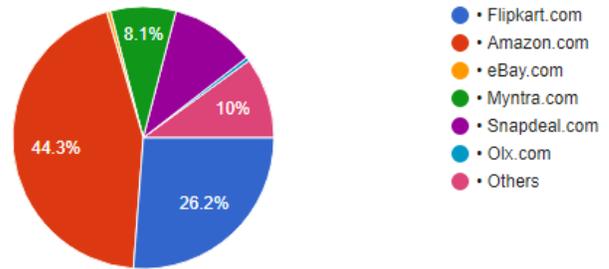
From the above graph researcher reveals that most of online shopping respondents were belong to nuclear families and rest from joint families.

7. Earnings per month of the Respondents.



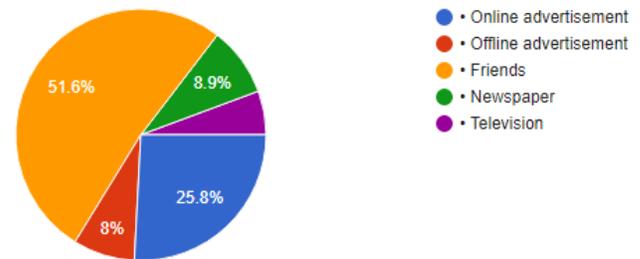
Above graph reveals that Most of respondents per month earnings were only Rs 5000 and they covered 41.2% and 25.6 % were belonging to Rs 10000 to 15000 and 25.1% were belonging to above Rs 20000 and rest were belonging to Rs 15000 to 20000.

8. Online Shopping Websites visited by respondents.



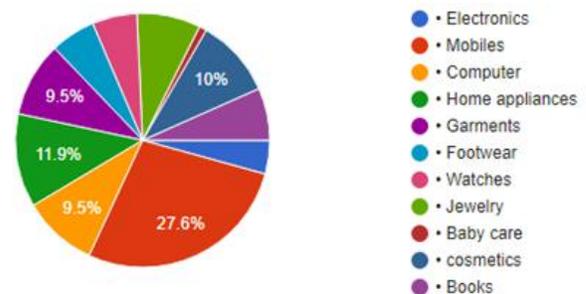
Above graph reveals that website preference of people are as follows 44.3% of people prefer amazon.com and 26.2% prefer flipkart.com and only 8.1% people prefer myntra.com and rest 10% prefer other websites.

9. Sources of Awareness of respondents to visit Online purchasing Websites.



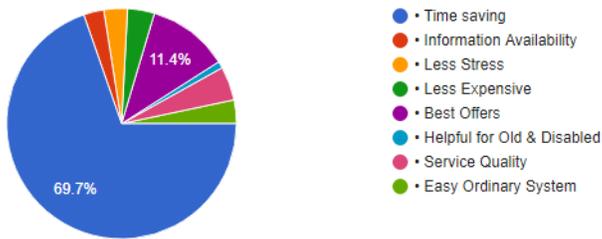
People acknowledge with online purchasing by various sources the survey shows that nearly 75% depended on offline and other sources such as 51.6% on friends, 8.9% from newspapers and 8% from offline advertisement and 5.7% from television. On the other side the remaining 25.8% depends on online advertisement.

10. Products purchased by respondents



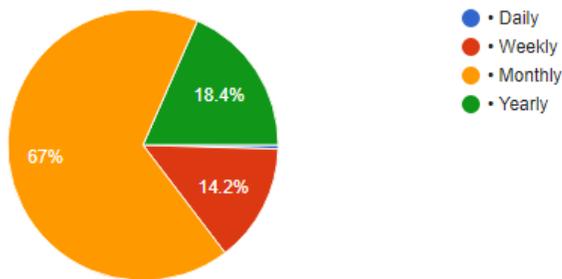
This survey says that Online shopping sites offers a wide range of products. According to list of products placed in the survey. Mobile 27.6%, second Home Appliances 11.9%, Cosmetic 10 % then other.

11. Preferences of respondents to online shopping



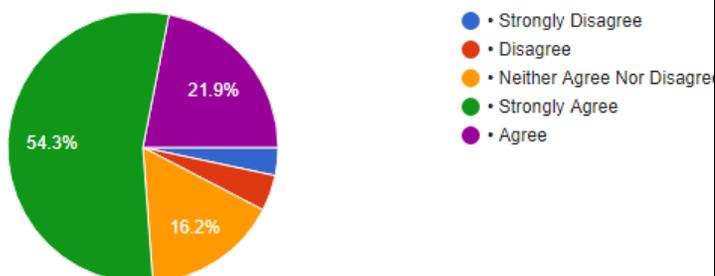
This chart shows that There are many reasons for online shopping these days such as information availability, less stress, less expensive, helpful for old and disable, service quality, easy ordinary system which covered 9% where best offers occupied 11.4% ,the highest proposition depends because of the reason that online shopping saves the time i.e. 69.7% in this survey.

12. Frequency of Purchase of the respondents through online shopping.



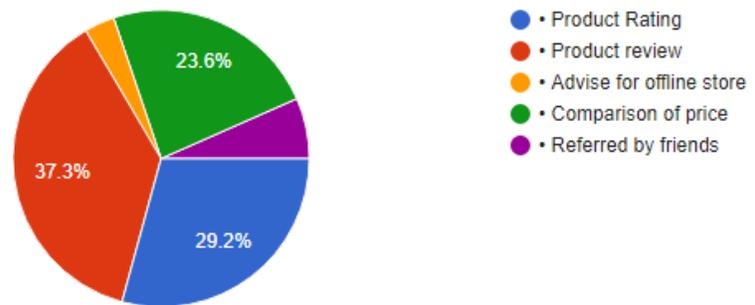
This survey present that Purchasing power and duration of people vary depending on many reasons this survey reveals that 67% of people purchase online on monthly basis and 14.2% shop online on weekly base and very little person do it daily .there are few people says like 18.4% buy online on yearly basis.

13. Choice of Availability Products.



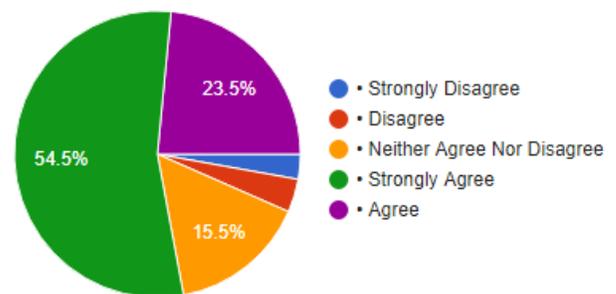
Above graph says that Most of the respondents strongly agree that they final their choice products online which amounts to 54.3% of total respondents.21.9% agreed normally to this view but 16.2% gave reply like they neither agree nor disagree to it. The remaining respondents disagree for the above cause.

14. Facts consider by the respondents before Online Shopping.



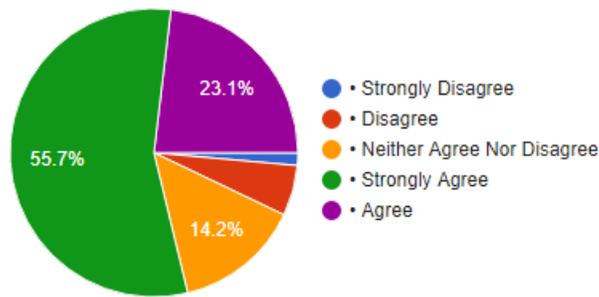
Many factors pass in mind before shopping whether it's online or offline. the survey shows that online shoppers rate 37.3% for reviews i.e. they purchase basing on reviews,29.2% depend on product rating,23.6% do price comparison, the rest of respondent depend on advice of offline stores and friends references.

15. Details information about products.



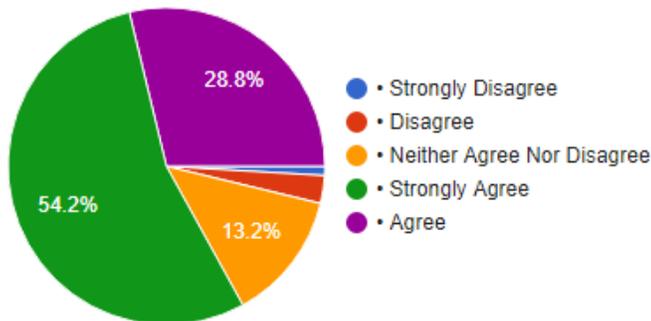
The above graph shows that 54.5% of respondents strongly agree as they get all the require details of products available on the online shopping sites.23.5% simply go with this and 15.5% says on neither nor condition. Rest disagrees.

16. Easy to choose and Compare with other products.



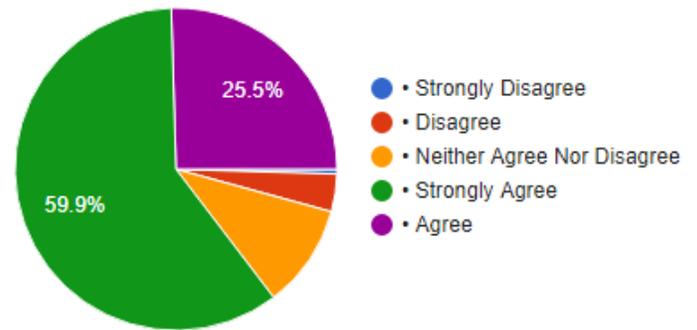
The above graph shows that People can choose and compare their products with other products. 55.7% strongly agree for above statements and 23.1% agree this and 14.2% stay on neither agree nor disagree statement and the other remaining people say they strongly disagree.

17. Quality of Information Provided In Online Shopping.



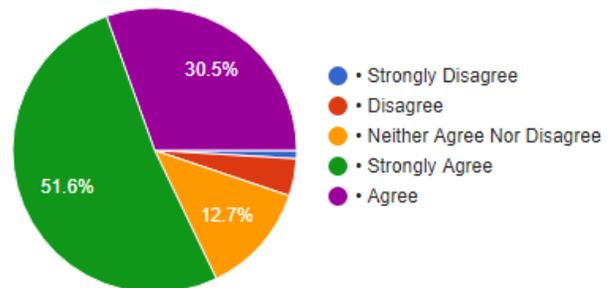
The above graph concluded that the reliability of information provided in online shopping sites. Showcased in the chart was 54.2% people strongly agree, were 28.8% only agree and 13.2% neither agree nor disagree. The remaining stay on the other side they oppose this information and disagreed the statement.

18. Website Layout Helps in Searching the Products Easily



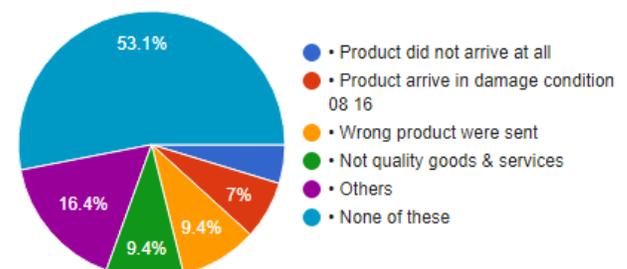
Above graph presents that Mostly 59.9% respondents says that the layout and the other details in the website helps them in searching products easily. 23.1% simply agree and remaining say that they are not satisfied with this.

19. Safe and Secured Online Shopping.



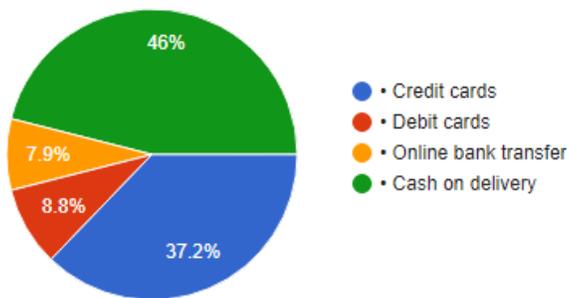
These days' social media and online networking sites have more insecurity. the review of the answers according to the survey chart shows 51.6% strongly says that they agree with it and 30.5% simply agree with this that it is safe enough. 12.7% Of respondents say neither yes or no to this and rest of the respondents strongly disagree this.

20. Problems Faced by the respondents while online Shopping.



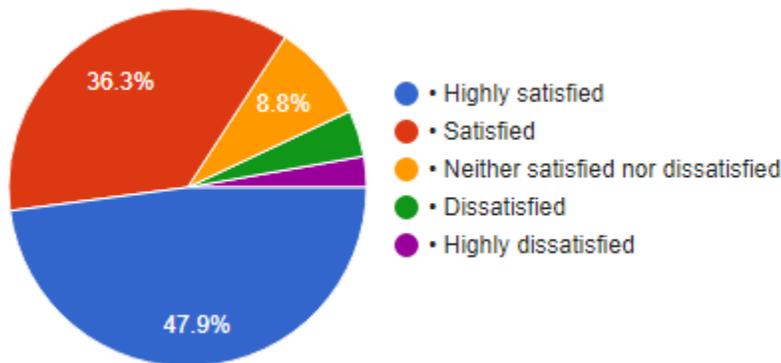
This graph shows that For every instances of our move we need to consider positive and negative side of it to step ahead, in such a way the problems that respondents generally face while shopping online are like product availability which is 9.4% view, other 9.4% says product quality matters, few says like 7% told they received damaged products and 16.4% say other reasons and 53.1% say that none of these. I.e. there are no problems for them in online shopping.

21. Mode of Payment preferred by the respondents



Respondents generally make payments online. here in the chart of respondents says only 46% make cash on delivery while 37.2% pay by credit

23. Online Shopping Experience of respondents.



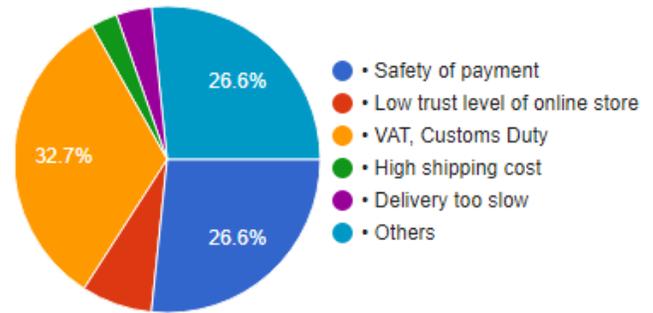
Satisfaction level of consumer vary depending on various circumstances they come from respondents of this survey says 36.3% of them are satisfied and 47.9% are highly satisfied,8.8% says neither satisfied nor dissatisfied.

Findings of study:

- ❖ It is concluded that 70.3% of the respondents are female.
- ❖ The highest 55.9 % of the respondents are coming under the class below 20 years age group.
- ❖ The highest 47.1 % of respondents are coming under the class of town area.
- ❖ It is revealed that 59.9 % of the respondents are occupied on in the students.

cards when 8.8% pay by debit card and 7.9% pay through bank transfer.

22. Difficulties which Keep respondents Away From Online Shopping.



There are few things why the respondents stay away from online shopping. the rating of our chart shows the various causes and their ratios.32.7% says vat and customs duty,26.6% says for safety, few says high shopping cost and little says delivery too slow,26.6% told other reasons.

- ❖ The greater part of 76.5 % of respondents are from graduate level.
- ❖ The greater part of 56.1% of the respondents are belonging to joint families.
- ❖ The greater part of 41.2% of the respondents are earning monthly income below RS 5000 only.
- ❖ The greater part of 43.3% of the respondents visited Amazon. in.
- ❖ The greater part of 51.6% of the respondents get the awareness about website through friends.
- ❖ The greater part of 27.6% of the respondents purchase mobiles via online shopping websites.
- ❖ The greater part of 69.7% of the respondents prefer online shopping for time saving.
- ❖ The greater part of 67% of the respondents make purchase on online shopping monthly.
- ❖ The greater part of 54.3 % of the respondents strongly agree with the choice of products available in online shopping.
- ❖ The greater part of 37.3% of the respondents products review before online shopping.
- ❖ The greater part of 54.5% of the respondents strongly agree with detailed information about products in online shopping.
- ❖ The greater part of 55.7% of the respondents strongly agree with the easy to choose and make a comparison with other products in online shopping.
- ❖ The greater part of 54.2 % of the respondents strongly agree with the quality of an information provided in online shopping.
- ❖ The greater part of 59.9 % of the respondents strongly agree with websites layout which helps them in searching the products easily.
- ❖ The greater part of 51.6% of the respondents strongly agree with the safe and secure with online shopping.
- ❖ The greater part of 53.1% of the respondents did not faced any kind of problems in online shopping.
- ❖ The greater part of 46% of the respondents make payment through cash on delivery in online shopping.
- ❖ The greater part of 32.7 of the respondents have problems of vat custom duty in online shopping.
- ❖ The greater part of 47.9% of the respondents are highly satisfied with online shopping.

Conclusion

Nowadays, online shopping is trending with increased use of World Wide Web. Acknowledging the consumers need for online purchasing has become a challenge for dealers. The amount of vat and custom duty should be lessen. Online shopping is easy and convenient for the house wives who don't step out for shopping they can easily get whatever they want with many brands, different prices and as per their test & it is time saving system. There should be proper security as many people are scared of online shopping because of fraud and cheating. The final conclusion of this study is that almost of the consumers are satisfied.

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