

## A Study on Consumer Satisfaction towards Online Shopping

B.Arthi<sup>1\*</sup>, M.G.Jeyalakshmi<sup>2</sup>

<sup>1\*</sup> Department of Commerce, Urumu Dhanalakshmi College. Kattur. Trichy.

<sup>2</sup> Department of Commerce, Urumu Dhanalakshmi College. Kattur. Trichy

Available online at: [www.ijcseonline.org](http://www.ijcseonline.org)

**Abstract**— Customer being the centre point of business, the focus on attracting and satisfying the customers had become challenging task in the present cut-throat competition. In this context the reach and satisfying customers has changed its face from personal to impersonal. Growth of technology changed the pace of business and its scenario. E-commerce is playing a major role in present day business that implies buying and selling of goods and services online for which internet has become the best source to use this tool today. The objective of the study is to find out the consumer satisfaction towards Online Purchase and Digital Marketing, to know the awareness level of customers towards online shopping in Trichy region and to identify the source that influences consumer to buy online. The research was conducted in Trichy City. The sample size is used 150 respondents. The data collection tool was done through the response given by the customers are analyzed and interpreted using percentage analysis.

**Keywords**—: Consumer satisfaction, Online Purchase, Digital marketing.

### Introduction

The term Internet is as a business tool for companies and individuals. Internet became a new mediator between companies and their customers. Today, the Internet is a public, cooperative and self sustaining facility accessible to hundreds of millions of individuals worldwide. The life content of products, transactions security, price, vendor quality, IT education and Internet usage significantly affect the initial willingness of consumers to shop on the internet. The factors that influenced or prevented online consumer behaviors need to be carefully concerned by the online retailers, who can utilize the appropriate marketing communications to support the customers purchase decision making process and improve their performance. The consumers perception on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The satisfaction of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people rarely use online shopping much as compared to the younger ones.

### Review of literature

**Kapoor** (2012), online decision making and online shopping phenomena are governed by a number of consumer acceptance and behavior characteristics and grounded in theoretical aspects of consumer decision making. There are number of factors that affect what we buy, when we buy, and why we buy. In reference to buying online, the factors that influence consumers are

marketing efforts, socio-cultural influences, psychological factors, personal questions, post decision behavior, and experience.

**Dr.R.Shanthi, Dr. Desti Kannaiah** (2015), state that mostly the youngsters are attached to the online shopping and hence the elder people rarely use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 20-30 are mostly poised to use the online shopping.

**Vidya S Gurav, Vinay R Patil** (2016) State that the growth of internet and advancement in technology and the awareness of advantages of online shopping consumers of all age classes prefer on line shopping. It can be concluded that people consider cost saving to be important factor to purchase online.

### Statement of the problem

In this modern era almost every one of us are using internet and smart phones but many are using the internet to use social media accounts such as Face book, You tube, Twitter and internet surfing and only some are aware about E commerce and online shopping. This study has been made to find out how many of them are aware about online shopping and how many are not aware and this study is done only in Trichy region.

### Objectives of the Study

- To know the awareness level of customers towards online purchase.

- To identify the source that influences consumer to buy online.
- To find out the satisfaction level of the customers for online purchase.

### Scope of the Study

The study is confined to Trichy City only. The study based upon the consumer behavior of online shipping, to see whether there is any potential this might have for changing their behavior.

### Research Methodology

This study is based on both primary and secondary data. The primary data were collected using well structured questionnaire. Details of demography characteristics, awareness and knowledge, preposition attitudes and intention of the sample respondents towards online were included in the questionnaire. The secondary data were collected from web sites and publications.

### Sampling design of the study

The sampling technique in this project is convenient sampling. The sample size comprises of different types of users who are using online for purchasing. A sample of 150 respondents was taken for the study.

### Data Analysis and Interpretation

The analysis and Interpretation section of this analysis consist two sections namely socio- demographic variables and perception awareness and satisfaction level of online consumers

#### A-Socio-demographic variables

**Table -1 : Gender of the Respondents**

S.No	Gender of the Respondents	No of Respondent	Percentage
1	Male	87	58
2	Female	63	42
	<b>Total</b>	150	100

Source Primary Data

**Table -2 : Age of the Respondents**

S.No	Age group of the Respondents	No of Respondents	Percentage
1	Below 20 Years	54	36
2	20 to 30 Years	75	50
3	31 to 40 Years	3	2
4	Above 40 Years	18	12
	<b>Total</b>	150	100

Source Primary Data

**Table -3 : Education level of the Respondents**

S.No	Education level of the	No of	percentage
------	------------------------	-------	------------

	respondents	respondents	
1	School	27	18
2	Graduate	48	32
3	Post Graduate	60	40
4	Illiterate	15	10
	<b>Total</b>	150	100

**Table-4 : Occupation Status of the Respondents**

S.No	Occupation of the respondents	No of Respondents	Percentage
1	Student	69	46
2	Business	30	20
3	Service	24	16
4	Professional	27	18
	<b>Total</b>	150	100

Source Primary Data

**Table -5 : Monthly income of the respondents**

S.No	Monthly income of the respondents	No of Respondents	Percentage
1	Below Rs 10,000	27	18
2	Rs 10,000 to 20,000	33	22
3	Rs 20,001 to 30,000	33	22
4	Above 30,000	57	38
	<b>Total</b>	150	100

Source : Primary Data

**Table :1** reveals that 58% of the respondents are male and 42 % of the respondents are female. **Table: 2** reveals that 36% of the respondents are below 20Years, 50% are between 20 to 30 years, 2% belongs to 31 to 40 years and 12% are above 40 years. **Table- 3** reveals that 18% of the respondents are School level, 32% are graduate, 40% are post graduate and remaining 10% are illiterate. **Table-4** reveals that 46% of the respondents are Student, 20% are Business people, 16% are service personnel's and remaining 18% are professionals. **Table- 5:** reveals that 18% of the respondents are earning monthly income below Rs 10,000/, 22% are earning monthly income Rs 10,000 to 20,000, 22% are earning Rs 20,001 to 30,000 and remaining 57% are earning above Rs 30,000 per month.

#### B- Awareness and satisfaction factors of on line consumers

**Table -6 : Online shopping visited by the respondents**

S.No	Online Shopping Websites	No of respondents	Percentage
1	Flipkart.com	54	36
2	Amazon.com	30	20
3	eBay.com	18	12

4	Myntra.com	12	08
5	Snapdeal.com	15	10
6	Olx.com	15	10
7	others	06	04
	<b>Total</b>	150	100

Source Primary Data

**Table - 7 : Sources of awareness of respondents to visit on line websites**

S.No	Sources of awareness	No of respondents	Percentage
1	Online advertisement	63	42
2	Offline advertisement	21	14
3	Friends	45	30
4	Newspaper	9	06
5	Television	12	08
	<b>Total</b>	150	100

Source Primary Data

**Table - 8 : Product purchased by the respondents**

S.No	Products purchased by the respondents	No of respondents	percentage
1	Electronics items	27	18
2	Mobiles phones	42	28
3	Home appliances	12	08
4	Men's accessories	24	16
5	Women's accessories	15	10
6	Footwear	09	06
7	Toys	3	02
8	Baby Care	3	02
9	Jewels	6	04
10	Books	9	06
	<b>Total</b>	150	100

Source Primary Data

**Table - 9 : Preference of the respondents on line shopping**

S.No	Preference	No of respondents	percentage
1	Time saving	42	28
2	Information availability	25	17
3	Less stress	20	13
4	expenses	18	12
5	offers	30	20
6	Service quality	10	07
7	Helpful for aged people	5	03
	<b>Total</b>	150	100

Source Primary Data

**Table - 10: Frequency of purchase through online shopping**

S,No	Frequency of purchase	No of Respondents	Percentage
1	Daily	18	12
2	Weekly	30	20
3	Monthly	63	42
4	Yearly	39	26
	<b>Total</b>	150	100

Source Primary Data

**Table - 6:** reveals that 36% of the respondents visited flipkart.com, 20% Amazon.com, 12% eBay.com, 08% Myntra.com, 10% Snapdeal.com, 10% Olx.com and 04% others. **Table - 7:** reveals that 42% of the respondents are get awareness through on line advertisement, 14% from offline advertisement, 30% through friends, 06% by reading newspapers and 8% from watching television. **Table - 8:** reveals that 18% respondents are purchased electronic items, 28% are purchased mobiles phones, 08% are purchased home appliances, 16% are purchased men's accessories, 10% are purchased women's accessories, 06% are purchased foot wear, 02% are purchased Toys, 02% are purchased Baby care items, 04% are purchased jewels and 06% purchased books. **Table - 9:** reveals that 28% respondents are prefer on line shopping for time saving, 17% are prefer information availability, 13% are prefer less stress, 12% were prefer expenses, 20% are prefer offers, 07 % are prefer service quality and 03 % are prefer helpful for aged people. **Table -10:** reveals that 12% respondents make purchase on online shopping daily, 20% were purchasing weekly, 42% were purchasing monthly and 26% were purchasing yearly.

**Table -11: Visiting Retail store before online shopping**

S,No	Visiting retail store	No of Respondents	percentage
1	Yes	78	52
2	No	72	48
	<b>Total</b>	150	100

Source Primary Data

**Table - 12 : Opinion Level regarding information of product**

S.No	Opinion	No of Respondents	Percentage
1	Strongly Disagree	3	2
2	Disagree	12	8
3	Neither Agree Nor Disagree	12	8
4	Strongly agree	52	28
5	Agree	71	54
	<b>Total</b>	150	100

## Source Primary Data

Table - 13 : Opinion of quality of information

S.No	Opinion	No of Respondents	Percentage
1	Strongly Disagree	13	08
2	Disagree	12	07
3	Neither Agree Nor Disagree	43	28
4	Strongly agree	40	26
5	Agree	47	31
	<b>Total</b>	150	100

## Source Primary Data

Table - 14 : Opinion regarding easy in searching websites

S.No	Opinion	No of Respondents	Percentage
1	Strongly Disagree	6	4
2	Disagree	-	-
3	Neither Agree Nor Disagree	39	26
4	Strongly agree	30	20
5	Agree	75	50
	<b>Total</b>	150	100

## Source Primary Data

Table - 15 : Opinion regarding safety in online shopping

S.No	Opinion	No of Respondents	Percentage
1	Strongly Disagree	12	08
2	Disagree	21	14
3	Neither Agree Nor Disagree	37	25
4	Strongly agree	63	42
5	Agree	17	11
	<b>Total</b>	150	100

## Source Primary Data

Table - 16 : Reason for Keeping away from on line shopping

S.No	Barriers	No of respondents	Percentage
1	Safety payment	33	22
2	Low trust level on line store	33	22
3	CST/Vat/GST	24	16
4	High shipping cost	12	08
5	Late delivery	48	32
6	others	Nil	Nil

	<b>Total</b>	150	100
--	--------------	-----	-----

## Source Primary Data

Table - 17: Satisfaction regarding shopping experiences of the respondents

S.NO	Shopping experiences	No of respondents	percentages
1	Highly satisfied	45	30
2	Satisfied	52	35
3	Neutral	28	18
4	Dissatisfied	15	10
5	Highly dissatisfied	10	07
	<b>Total</b>	150	100

## Source : Primary Data

**Table -11:** reveals that 52% of respondents visiting retail store before online shopping, and 48% are not visiting retail stores.

**Table -12:** reveals that 2% of respondents are strongly disagree the detailed information about product, 08% are disagree, 08% are neither agree nor disagree, 28% are strongly agree and 54% are agree. **Table -13:** reveals that 8% of respondents are strongly disagree the detailed quality of information about product, 07% are disagree, 28% are neither agree nor disagree, 26% are strongly agree and 31% are agree. **Table -14:** reveals that 4% of respondents are strongly disagree regarding easy help in searching websites, no one disagree, 26% are neither agree nor disagree, 20% are strongly agree and 50% are agree. **Table -15:** reveals that 08 % of respondents are strongly disagree regarding safety in online shopping easy help in searching websites, 14 % are disagree, 25% are neither agree nor disagree, 42% are strongly agree and 11% are agree. **Table -16:** reveals that 22 % of respondents are safety payment for keeping away from on line shopping, 22 % are low trust level on line store, 16 % are CST/VAT/CST, 08 % are High shipping cost, 36 % are late delivery, Nil % are others. **Table - 17 :** reveals that 30 % of respondents are highly satisfied, 35% are satisfied, 18 % are neutral, 10 % are dissatisfied and 07% highly dissatisfied.

## Findings

- It is concluded that majority 58% of the respondents are male.
- The higher 50% of respondents falling under the category of 21 years to 30 years.
- Majority 36% of respondents are students.
- Majority 40% of respondents are post graduate.
- Majority 38% of respondents family monthly income is above Rs30,000
- Majority 68% of respondents visiting Flipkart.com
- Majority 42% of respondents get awareness about online shipping through online advertisement
- Majority 62% of respondents purchasing mobile through online channels

- Majority 52% of respondents prefer on line shipping for time saving
- Majority 52% of respondents visiting retails store before purchasing on line shopping
- Majority 42% of respondents make purchase monthly
- Majority 54% of respondents are agreed regarding the information of online shopping.
- Majority 31% of respondents are agreed for the quality of information.
- Majority 50% of respondents are agreed for easy search of websites.
- Majority 42% of respondents are agreed with the safety of online shopping
- Majority 32% of respondents are convey the reason for keeping away from online shopping is delay in delivery.
- Majority 35% of respondents are satisfied with the on line shopping.

- International Marketing Review, 25(2). 166-182. Michigan State University (2009) "Internet emerges as social research tool", retrieved from [www.physorg.com/news153834869.html](http://www.physorg.com/news153834869.html),
- [8]. Sridhar Balasubramanian, and Bart J. Bronnenberg (1997). "Exploring the Implication of the Internet for Consumer Marketing," Journal of the Academy of Marketing Science,

### Conclusion:

The Present study attempted to know the customer buying behavior on on-line shopping in Trichy region. Respondents were quite interesting in expressing their opinion who felt that online shopping is comfortable and easier when compared to past as internet, e-commerce and e-banking is improvising day by day. Respondents expressed their opposition to on-line shopping for certain category of products like furniture, groceries and high valued electronic products which they felt comfortable with physical touch and practical viewing of these products. Though the online shopping is not on par with the off-line marketing but the scenario has changed with positive orientation to shop on-line for which the marketers have to take the advantage of internet to impress the customers and reap fruits in growing the on-line business.

### References

- [1]. Agarwal, A., Hosanagar, K., & Smith, M. D. (2011). "Location: An analysis of portability of position in online advertising markets", *Journal of Marketing Research*, 48(6), 1057-1073.
- [2]. 2. Chen, J., Liu, D., & Whinston, A. B. (2009). "Auctioning keywords in online search", *Journal of Marketing*, 73(4), 125-141.
- [3]. Douglas, S. P., & Craig, C. S. (2006). "On improving the conceptual foundations of international marketing", *Journal of International Marketing*, 14(1), 1-22.
- [4]. Ger, G. (1999). "Localizing in the global village: Local Firms competing in global markets", *California Management Review*, 41(4), 64-83.
- [5]. osiassen, A. (2011). "Consumer dis identification and its effects on domestic product purchases: An empirical investigation in the Netherlands", *Journal of Marketing*, 75(2), 124-140.
- [6]. Kursan, M. Mihić(2010). "Business Intelligence: The Role Of The Internet in Market Research and Business Decision-Making", *Journal of Management*, Vol. 15, 1, pp. 69-86.
- [7]. Merz, M. A., He, Y., & Alden, D. L. (2008). "A categorization approach to analyzing the global consumer culture debate",