

The Study on Customer Satisfaction Towards Online Shopping

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Abstract:

Online shopping is the activity of buying goods and services directly from seller through internet using web browser or mobile app. It is a form of electronic commerce which made shopping easier and convenient for the customer through the internet E-shop, E-store, internet shop, web store or virtual store propose the physical similarity of buying goods or services at a retailer or shopping epicenter. Online shopping saves time and effort as there are no times to wait, as we have 24*7 opportunities to shop online.

Keywords: E-shop, Virtual Store, Convenient

INTRODUCTION

Online shopping was introduced as a medium for transactions between consumers and firms. The overall expansion of the scope in marketing a product is making the conventional marketing approaches more ordinary. As a result, the online marketplace is booming and consumers are now showing a differential of behavior towards their nature of placing orders online and buying online. Online retailing (also known as e-tail) is a web-enabled interface between a retailer and its target consumers for selling products and services on the web with the facility of ecommerce. As an example consumers can shop with increased knowledge of products through online research and place less reliance on salespersons. With the growth of online shopping, comes, the concepts of satisfaction and loyalty for website are involved in providing services on the website and transacting online.

The online shopping are important for people because it's very easy for the people to buy goods with the help of internet while they at home, office, college and anywhere. They buy their favorites items without going to shops. Online shopping imparts a huge impact on customer satisfaction. Online shopping is the main part of electronic commerce and many customers are guided by this electronic commerce regarding the way of buying products from the companies. If the company is capable to attract more customers and to satisfy more customers through the process of online shopping, then the company will provide a strong competition to the other strong companies in the business market.

One of the most alluring factors about online shopping, particularly during holiday season is that it eases the need to wait in long lines or search from a store for a particular item. Now a day the life style of the people is different. People feel uncomfortable and time consuming for going in crowded markets. So, Online-Shopping is a boon as it saves lot of time. Revolutionary change in the development of online shopping is due to varying lifestyle of the consumers in and expansion of online activity.

Major e-shoppers grab online opportunities since different products get better discounts. Much above that, it saves time and gives total relief from the crowd. Everything has merits and demerits. Approach of

Indians is more tending towards real shopping where they can actually touch, and compare products before buying. Therefore Indian society faces difference in people's opinion towards online shopping. Covid-19 has changed the life style of the people. Now people feel more comfortable by sitting back home and shop online rather than going out and shop in the traditional way.

In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the internet and search for need related information. However, rather than searching activity, at times potential consumers are attracted by information about products or service associated with the felt need. They evaluate alternatives and choose the one that best fits their criteria for meeting the felt need.

Across the demographics, a huge number of buyers are shopping online because of the changing lifestyles and shopping habits. The emergence of online shopping had developed with the emergence of the internet facility. Initially, it functioned as an advertising tool for the companies by providing information about its products to the customers. These quickly moved on from simple utility to actual online shopping transactions with the development of interactive web pages and secure payment transmissions.

Currently, numerous online shopping platforms, marketplaces and websites are in the service and the sphere is booming increasingly. Although the appeal of the physical stores is still quite apparent and according to market specialists this will last for an even longer period, the option of shopping online will become more convenient and handy as people are becoming busier with day to day activities and everyone wants to avoid hassle of tolerating time-losses on the way to the market. Ordering from home with a preferable payment method and get them at hand at prefixed time is becoming a major reason to lean on to the online shopping approach. Customer satisfaction is eminent topic in several fields like marketing, consumer research and psychology. The satisfactions a feeling which is a consequence of the assessing process which notifies what has been received against what was expected, including the purchase decision and needs associated with the purchase. Internet has been constantly gaining importance nowadays.

The number of people preferring internet for their day to day activities also keeps on increasing. People today are doing most of their domestic works online. Internet and online shopping is been a boon to people to manage their shopping and work equally.

A phrase commonly used in ads is customer loyalty. This measures how the goods and services provided match or exceed the expectations of customers. Customer satisfaction is described as "the amount of customers or the percentage of total customers whose reporting experience with a company exceeds its product or service objectives" "They noticed that consumer loyalty matrices were very helpful in management and tracking their enterprise in a study conducted by senior marketing managers. Client loyalty is seen as a crucial distinction which becomes more and more a key aspect in corporate strategies in a dynamic marketplace where industry competes for consumers. Companies ought to handle consumer loyalty efficiently. In order to achieve this, companies need accurate and representative consumer satisfaction measurements in Flipkart's online products in the Coimbatore district.

1.1 Background of the study

This research paper is based on the topic of the impact of online shopping on improvising the Customer satisfaction in the retail company. Nowadays, people cannot think about their life without online shopping. Online shopping is a unique process of shopping by which people can purchase the products

within a very short time. Online shopping is very convenient, and it is one of the biggest parts of any business. This convenience quality of online shopping makes the customers more comfortable. The customers can avoid waiting for a long time in the queue due to the facility of online shopping. The companies maintain customer satisfaction by seeking the feedback of the customers asking some questions to the customers and analyzing the online comments. Based on these comments the company can bring some changes and innovation in their performances which help in satisfying the customers. Thus, it can be stated that online shopping can improve customer satisfaction in the retail company in this way. Online shopping has brought great success in the business of retail companies. If the customers do not like any particular brand' product then they can go for another option without wasting any time. The purchased products are also delivered to the customers' door by the company and it is one of the biggest facilities of online shopping. Thus, it can be stated that online shopping imparts a great impact on customer engagement and improvement of customer satisfaction as well.

1.2 Significance of the research

The constructive idea of the benefits of online shopping in the retail business will be provided by this research paper. In addition, the detail explanation of the strategies of customers' satisfaction will be also provided by this research paper. In this research paper, it will be also explained that the impact of online shopping on improvising the satisfaction of the customers in the retail organization. The assistance will be provided by this research paper for the future studies. It will also help the customer for online shopping.

1.3 Research Aim

The focus of this research paper is to identify the impact of online shopping on the retail business. Apart from this aim, the research paper also has some other aims which such are as to determine the customers' satisfaction towards the products as well as services of the retail companies. The research study also aimed at identifying the impact of online shopping on the improvement of customers' satisfaction in the retail companies.

1.4 RESEARCH OBJECTIVES

- First of all, to understand consumer awareness and preferences towards various products available online. we need to know about that customer preferences regarding the online shopping.
- Secondly, to understand the amount that people of India like to spend on a single purchase . To know about which purchase type people prefer most and how much people satisfied and not satisfied with product.
- Thirdly, to understand the factors affecting online purchase and choice of payment gateways. To find out the satisfaction level of the customer for online purchase.
- To know the specific reasons for which customers purchase online shopping.
- To find out the consumers' satisfaction level for services provided by the online Shopping.
- Makes company to more about current trend and requirements. To identify the impact of online shopping on the business of the organization.
- To determine the customers' satisfaction towards the products as well as services of the companies.

- To identify the impact of online shopping on the improvement of customers' satisfaction. so that we know that customer satisfied or not if not satisfied than what problem faced by the customer while online shopping.
- To suggest some future recommendation to the retail companies for implementing the online shopping in their business. so that people take more advantage of online shopping.

1.5 RESEARCH QUESTION

As per the research objectives of this research paper, some questions have been formulated by the research constructor of this research paper. These research questions are mentioned Below.

- What are the impacts of the online shopping on the business organization ?
- How the customer are satisfied with the products as well as services of the company?
- What are the impacts of online shopping on the improvement of customer's satisfaction in retail companies?
- What are the future suggestions for retail companies to implement online shopping?

1.6 Research scope

The increasing reach of the Internet and internet savvies among customers has resulted in more and more retailers providing online avenues for customers to make purchases at the click of the mouse. Internet has changed the way of conducting business. Many businesses have started building up their strategies around the internet. Internet has changed the way of conducting business. Many businesses have started building up their strategies around the internet.

This study deals with the customers' perceptions towards the following aspects of online shopping and how the presence or lack of these aspects in an online shopping environment affects customer satisfaction.

1.7 Summary

As online shopping is the part of electronic commerce thus every small and big retail company need to implement electronic commerce. The innovation and changes can be brought in the retail sector by the help of online shopping. Online shopping helps in saving the time wasting and for this reason, the customers can purchase several products within a very short duration. The customers can have the opportunity to review checking about the products and brands through this online shopping. The Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenience and day by day increasing its popularity. Not only benefits but also risk is associated with online shopping. Generally speaking internet users avert online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. Concerned authorities are devising policies to minimize the risk involved in e-business. As online shopping is the part of electronic commerce thus every small and big retail company need to implement electronic commerce. The innovation and changes can be brought in the retail sector by the help of online shopping. Online shopping helps in saving the time wasting and for this reason, the customers can purchase several products within a very short duration. The customers can have the opportunity to review checking about the products and brands through this online shopping. The customers can access various companies' websites without physically visiting their stores. Another main

facility of online shopping is that the products are reached by the company to the customers' door. Therefore, it can be mentioned that the main difficulties of customers while shopping is managed by online shopping that means the customers; satisfaction is greatly managed by online shopping. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available in online. So the researcher want to know the preference of the consumers. So fifty respondents were met and data were collected regarding their preference towards shopping online. Customer satisfaction is the degree of how the needs and responses are team up and transported to excel customer anticipation. Customer satisfaction is a part of customer's knowledge that disclosures a supplier's performance on customer's anticipation. Customer satisfaction is the complete essence of the imprint about the dealer by the customers.

This impress which a customer makes concerning provider is the sum total of all the process he goes through, right from shared supplier before doing any marketing to post sending options and services and managing queries or grievances post-delivery. During this process t he customer comes across working situation of various sections and the type of approaches involved in the association. This helps the customer to make strong opinion about the supplier which lastly marks in satisfaction or dissatisfaction. The online shopping environment has gone through a lot of transformation and today it is still developing in a much diversified way. It has become very popular in the areas of apparel, arts and handicrafts, books, car rentals, computers and electronics, cosmetics, financial services, gifts and novelties, etc. Some of the major advantages of e-retailing which makes it popular among the retailers are: low investment cost, direct access to target customers, quick return on investment This kind of retail format helps the retailers to serve their customer quickly and more efficiently by offering them a detailed portfolio of products and services. On the other hand, availability of the point of transaction data helps the retailers to analyze and interpret their target customers. It has become the most efficient way to offer valuable information to the customers like discounts, promotions, new and existing products as per the customer requirements and past shopping 2 M. Rajeswari Impact Factor (JCC): 5.3064 Index Copernicus Value (ICV): 3.0 behavior. Availability of plenty of information about the products has increased the confidence level among the consumers. The increasing purchasing power of the Indian customers is set to bring online shopping boom in India. One of the latest additions to online retail is advertising through social media websites like Facebook, Twitter, Google+, etc. Apart from website technologies, retail leaders are trying to adopt video, mobile and social media strategies with a view to provide richer, more engaging and user friendly experience.

Nowadays, the shopping experience has become the most important differentiating factor for retail companies. Previous research has shown that when customers are satisfied with a company or service, there is high possibility that they will share their experience with other people (Nelson, 2012). For example, in Motorola company, the retailers need to offer their customers the best possible customer service as well as ensure a smooth transition between shopping on the Internet and in the store if they want to provide a unique shopping experience and resulting customer retention to ultimately increase sales. Online shopping experience moderates the effect of the perceived usefulness of behavioral intentions (Hsieh and Liao, 2011). Frequency of purchases is positively related to the online shopping, tendency and negatively related to the likelihood to abort an online transaction. Thus, the more experienced consumers are with online shopping and the more satisfied they are with past online

transaction experiences, the higher their purchase amounts and the more likely they are to be repeated purchasers and the lower likelihood of them aborting an intended online transaction.

1.8 Research structure



CHAPTER-2 REVIEW OF LITREATURE

2.1 REVIEW OF LITREATURE

In India, traditionally people used internet to compare and evaluate options and went back to traditional approach for the actual purchase. But this trend is changing now. Several factors like the increasing internet awareness and availability, PC penetration etc have caused an increase in online shopping. This is the very essential chapter of any dissertation as this chapter provides the effect as well as concrete knowledge regarding the research topic. In this chapter, several kinds of literature and journals are reviewed as per this topic. The research constructor has created this research paper according to the topic of the impact of online shopping on the improved customer satisfaction in the retail sector. Sometimes more customer engagement into the company can hinder the customers' satisfaction. In such a condition, the retail industry needs to implement electronic commerce where online shopping plays the biggest role. The retail companies need to focus on that the good quality products are provided along with several options and affordable product price. Literature review is necessary to understand the research subject properly and gathering the information available researched previously by other authors.

- Richards Sarah (2005)[2] studied on Internet shopping by carrying out a worldwide Survey of 1001 adults. The Survey aimed to identify why people do or don't shop online, what they buy and how much they spend, if they have encounter any problems and what proportion of their shopping they intend to do online in the future.

- Pooja Mordani (2008)[4] explored the study on investigation of consumer's perception towards internet based e-shopping and the study involved an experiment in which the respondents were asked to go through the online shopping process and relate their experiences
- (2013)6 Rashed Al Karim, in his article from the IOSR. journal of Business and management with the title "customer satisfaction in online shopping: A study into the reasons for motivations and inhibitions," describes that nearly 90% of respondents use internet daily but most of them do not use it to buy products.
- Prashant Singh(2014)[10] in his article "Consumer's Buying Behaviour towards Online Shopping A case study of Flipkart.Com user's in Lucknow City" published in Abhinav stated that future of e-retailers in India looking very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience.
- (2015)3 Money Today (magazine) produced an article which describes about the risks involved in online shopping and various suggestions to overcome it. The risks associated with the e-Shopping are lack of tangibility, dubious websites, refund blues and faulty delivery. The suggestions are buying from trusted websites, check the websites privacy policy, refund policy, use cash on delivery option and many others.
- (2013)1 Adrita Goswami, Pallavi Baruah and Sarat Borah in their research paper titled "customer satisfaction towards online shopping with special reference to teenage group of Jorhat town" stated that vast number of teenage groups is highly attracted towards online shopping due to the availability of enormous convenience. They also suggest that online marketers should have a deep concern on the customer's satisfaction to retain the customers
- (2003)10 Karayanni, in her article titled web shoppers and non-shoppers compatibility, relative advantages and demographics stated the marketability of online shopping. She observed that consumer focus on the avoidance of quos and time efficiency.

In India, traditionally people used internet to compare and evaluate options and went back to traditional approach for the actual purchase. But this trend is changing now. Several factors like the increasing internet awareness and availability, PC penetration etc have caused an increase in online shopping. The research constructor has created this research paper according to the topic of the impact of online shopping on the improved customer satisfaction in the retail sector. Sometimes more customer engagement into the company can hinder the customers' satisfaction. In such a condition, the retail industry needs to implement electronic commerce where online shopping plays the biggest role.

2.2 Concept of customer satisfaction:

According to Ashim, any business runs because of customers and consumers are considered as kings. Performance of a business depends on Customer satisfaction. Customer Satisfaction is used to measure how much customer is happy with any product, its quality and overall experience. It reflects if customer is happy to engage with any business or not. It is also an important aspect to Measure success of a business. Prashant Singh(2014)[10] in his article "Consumer's Buying Behaviour towards Online Shopping A case study of Flipkart.Com user's in Lucknow City" published in Abhinav stated that future of e-retailers in India looking very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices

and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer's purchasing or buying behavior and the success of E-tailers in India is depending upon its popularity, its branding image, and its unique policies. Richards Sarah (2005)[2] studied on Internet shopping by carrying out a worldwide Survey of 1001 adults. The Survey aimed to identify why people do or don't shop online, what they buy and how much they spend, if they have encounter any problems and what proportion of their shopping they intend to do online in the future. Pooja Mordani (2008)[4] explored the study on investigation of consumer's perception towards internet based e-shopping and the study involved an experiment in which the respondents were asked to go through the online shopping process and relate their experiences. Due to increasing internet and mobile penetration, growing acceptability of online payments has provided the unique opportunity to companies to connect with their customers. Online shopping creates a craze among both young males and females because previously where they spent a lot of time for shopping, today just by sitting at home they can browse through many sites and choose the best deal and place an order within few minutes.

2.3 Factors affecting the satisfaction of customer in Retail Industry:

The satisfaction of the customers is established while the company can fulfill the demands of the customers. Customers' satisfaction is the most important factor for leading towards the success and competitiveness. Customers' satisfaction explains the way of evaluating continuous performances. If the company wants to develop the customers; satisfaction, then the company needs to focus on the performances of the customer care service department. The department of customer care service in the company needs to properly consider the customers' complaints. On the other side, it has been defined that the company needs to make the fair price of the products (Hanif et al. 2010). If the company properly makes the products' price, then the company can give a strong competition to the other competitive companies in retail business. In a competitive environment, factors such as strong client loyalty and customer satisfaction will make your brand stand out. With excellent product offerings and a good handle on what your clients need, you can differentiate your brand from the rest. You also create future value by forming communities around your brand. Communities of business advocates co-create your brand – think Yelp or Trip Advisor, where a dedicated customer base propels the brand forward with their reviews and ratings. Any organization in any industry has one common goal: to satisfy their customers. Customer satisfaction is a metric that measures how happy customers are with a business's products, services, and capabilities. It's a reflection of how a customer feels when interacting with your brand: poor customer satisfaction leads to negative reviews, while satisfied customers will help you build your brand. Good service is often described as warm, friendly, and polite. It's easy for businesses to meet these factors, but true customer satisfaction takes more than just attentive employees. Excellent customer service is also ensuring that the needs of consumers are met. Most consumers require convenient, intuitive customer service that delivers exactly what they want in a timely manner.

Accessibility: You need to ensure that customer is able to find and access your product and services efficiently without barrier and friction. Accessibility measures ensure that everyone can use your website, whether they require assistance, identify as someone with a disability, or aren't able to use conventional browsing methods like a computer.

Whether you are developer, store builder, or store owner, it's your responsibility to ensure that *everyone* can use your store effectively. This doesn't just make your customers happy: **as the W3C demonstrates, it can have very real impacts on your profitability, search engine visibility, and long-term ROI.**

Accessibility involves a lot more than just adding alt text to images and optimizing your store to load quickly. So you can better understand, let's take a look at how different some of your customers' online experiences might be.

Navigation: Navigating and browsing your store should be a straight forward and simple process. This includes providing users who know what they want with an effective keyword search. Page load and speed: Its simple rule the faster your website loads, the happier your visitors.

Language: Speaking of your customer in their preferences language is pivotal for your business. More than 50% of customer won't make a purchase if information about a product isn't available in their language. Translating content into a local or regional language gives you the opportunity to differentiate yourself from your competitors who may not have bet on those specific languages. Positioning your business on languages that are not dominant will give you an advantage over the competition and you can thus reach a new target that does not yet know your products.

Personalized: By personalizing the experience and sharing the right contact, at the right time with the right people, you can make introduction faster, easier. personalized shopping experience in retail is the result of coordinated sequences across various customer touchpoints, triggered by specific behaviors and assimilated data. This data consists of preferences and actions that indicate a choice in specific product families or attributes (gender, color, style, etc). Highly personalized customer experiences, when offered to millions of individual customers by using proprietary data, are difficult for competitors to imitate. When executed well, such experiences enable businesses not only to differentiate themselves but also to gain a sustainable competitive advantage. Moreover, our research has shown that personalized experiences drive up both customer loyalty and the top line.

Convenience: It is an essential element of a positive customer experiences. It influences how customer makes decision about what to buy, what service to use. There are a lot of benefits gained from buying and selling online. These include the following: Convenience: It is very convenient to shop from where you are located. Cost savings: With ever-increasing gas prices, shopping online saves you the cost of driving to stores, as well as parking fees. Consumers might not always be aware of the role convenience plays in their lives — until it's not there. In fact, most point to quality and price as the two most critical factors in their shopping decisions, yet nearly all have backed out of purchases because they were inconvenient. Consumers are willing to pay more when it comes to groceries, personal care items and pet supplies. And again, parents are significantly more likely to pay more for convenience in these areas.

2.4 Strategies followed by companies to satisfy customers:

Chamhuri and Batt refer that organizations must ensure good targeting and segmentation strategies in order to achieve customer satisfaction level. Additionally, the authors also clear that segmentation strategies will help the organization to differentiate their potential customers into a 22 different group

and targeting help the organization to target their desired customer base in order to achieve financial benefit in the organizational context. Slamet et al. (2015) also describe that the organizations must need to ensure the needs of the customers and plan accordingly. Additionally, the study helps to understand that promotional activities have a huge impact on retaining the customers and it also helps the organizations to felicitate the repeat purchase behavior of the customers

Price is one of the factors which sways customer. If the same product is available at lower price somewhere, it's going to affect the business. Lowest possible price sways the customer towards the business. Low price doesn't imply that customer will be satisfied with cheap products. quality of the product is another major factor which affects the business. Customer expects to get the best deal in lowest price possible. According to Freymann, a direct relationship exists in customer's views towards a retail store's service and continuing to purchase from that store. Additionally, it will create a customer satisfaction and loyalty among the potential customers. Many authors also pointed out the same thing that pricing was a critical firm characteristic that could not be ignored when discussing customer satisfaction.

The organizations must need to ensure additional free services which will help the organization to establish their position in the market and as the world become fast the organizations must need to enhance the technological aspect in the organizational context and it will help the customers to save their time which will create a customer satisfaction.

- **Pricing strategies:**

One of the vital strategies that have been followed by the business organization that is under the industry of retail is that pricing strategy. Customers always scrutinize as well as make the justification that the price of the products that has been allotted by the company is appropriate for the product or not. Therefore, it is to be stated that correctly pricing is approved as an important and crucial step for the retail business organization for achieving as well as maximizing profit by ensuring the loyalty of the consumers along with repurchase Some of the pricing strategies that are considered more popular are stated below: v The strategy of variable price: The regular sale appeal, by which method is getting promoted with the help of sales, is presumed by the strategy of variable price so that the price can be changed in a typical timeframe. This pricing strategy is more popular to the consumers as this strategy can provide more discount on the products to the consumers. Therefore, it is to be stated that this strategy is considered more beneficial to the companies under retail industry as it helps in intensifying of the flow of the consumers in the in-store of the business organization as well as strengthening the loyalty of the consumers as consumers are vulnerable to the prices of the products. v The strategy of fixed price: This strategy is for a long time period, by which long term constant price implementation is presumed. The strategy of fixed price bets 24 on the economies that are created with the help of product management simplification and tight consumers' engagement development as well.

- **Product quality strategies:**

Another strategy that is utilized by the business organization under the retail industry to provide satisfaction to the consumers is that strategy of product quality. Satisfaction of the customers is dependent upon the quality of the products and services that are provided by the companies. From the

research work of Hennig-Thurau and Klee, (1997), it has been analyzed that the perceptions of the consumers on the quality of the products as well as services of the business organization under retail industry is associated regularly in with some properties such as durability, stability etc. Therefore, the organizations under the industry of retail are utilizing the best as well as effective quality in order to formulate the products as well as services with good quality. The consumers always have a progressive perception of the quality of services and products.

Therefore, the products, as well as the services of the retail business organizations, are always evaluated by the consumers positively for the heightening performance of the services or the products. The consumers also have the perception of stable quality as well and for that, the consumers always desire a qualitative continuity of the products. Therefore, this strategy has been vigorously followed by the organizations under the retail industry so that those can be able to provide immense satisfaction to the consumers and stick to the secured place in the competitive market.

- **Marketing strategies:**

Another strategy endured by the retail companies to provide ample satisfaction to the consumers is marketing strategy as it is considered one of the most sustainable ways to provide satisfaction to the consumers. The companies under the retail industry endure this strategy consisting of numerous activities that assist the companies in order to maintain a good relationship with the consumers. As a result, the companies also become able to utilize the capabilities as well as strengths for gratifying the consumers' impulses along with market requirements. In addition, it is to be stated that the presentation, as well as packaging, also influence the engagement as well as the loyalty of the consumers. For that, the companies under the retail industry also spot its light on the presentation as well as the packaging of their products so that it can effectively grasp the attention along with loyalty of the consumers. Moreover, the retail companies also provide proper and correct information of the products as well as services to the consumers that grab the attention of the consumers immensely as well. Retail companies follow many methods to satisfy their customers. They offer discounts as well as roll out special offers for their loyal customers. One common trend these days is introducing offer cards. By this, consumers earn points for every penny spent and these points can be redeemed while shopping further. Using Internet for reaching out to people like starting Facebook page, Instagram handle for the store and advertising via social media too. Referral strategy is used by retailers not only to get new customers but benefitting old customers too with reward points. Another strategy used by retailers to satisfy their customers is introducing many discounts offers like Black Friday (Puccinelliet al. 2009). This not only attracts new customer but also the loyal customer return home happily

2.5 Concept of online shopping

Online shopping, which is also known as electronic purchasing or internet shopping is considered the purchasing of services as well as goods utilizing the web browser over the internet, by the means of a mobile phone, an internet television or a computer. According to the statement of Hooda and Singh, (2018), it has been examined that online shopping is ensured by numerous people, who have a hectic schedule and not having time or energy for spending their precious time in the mall in order to shop their desired products. According to Rowley Jennifer, (1998) online shopping is basically an electronic commerce which allows the potential customers to buy products from a seller through the internet. Additionally, the study of Rowley Jennifer, (1998) also clears that consumers find about their desired

product on the internet and when they find the product in different websites, they compared those similar products and buy that product which felicitates reasonable pricing with good quality. There are two types of online shopping one is B2B and another is B2C. B2b basically refers to business- to- business and B2C refers to Business-to- customers. Business- to- business is basically selling a product to another business and Business-to- customers are basically selling a direction to the customers. Weiber and Kollmann, (1998) refer that online technologies have many competitive advantages like individuality, agility, interactivity, and selectivity. The study of Weiber and Kollmann, (1998) clear that Online shopping becomes the third popular thing after the email service or instant messaging and internet surfing. According to Kotler, (2003) customers buy a product from any online store depending on the review of the other customers, graphic design and extra services. So, the organizations must need to felicitate these things in term of gaining financial benefit in the organizational context. The world becomes so fast due to technology enhancement and as the people become busier day by day, they more depending on online shopping as it helps the customers to save their time and choose from wide range of products. Online shopping or internet shopping has been vigorously escalating at a breakneck speed as well as an immense popularity of it has been fundamentally grownday by day as well. It becomes possible as it is mainly a convenient way as well as easy for purchasing the desired products as well as services. The consumers become able to identify the desired products as well as services using the internet along with web browser from a sales representative when they visit the retailer's e-commerce website directly. In addition, the consumers get assisted as they can compare the products as well as services along with their price as well that have been provided by the different vendors by utilizing a search engine of shopping that helps in displaying the availability of the same products as well as services Online shopping has some benefits over shopping in retail stores, including the ability to easily compare prices from a range of merchants, access to a wide selection of merchandise, being open 24*7 and the convenience of not having to drive to a physical store. But despite that the online shopping cannot replace the experience of shopping in a retail store or the entertainment value of going to a mall or market. A customer who knows exactly what he or she wants can look it up online, read and compare the information, and purchase from the site that offers the best price or service. But a shopper, who is uncertain what to look for, or who just enjoys browsing through items on display, will prefer a retail store where the merchandise can be seen, handled and sampled. The décor, music and arrangement of goods in a retail store create a multi-dimensional shopping environment that cannot be replicated online. For many people, going shopping at a mall, department store or market is a form of entertainment and a social experience. Many people who are currently unfamiliar with computers and do not feel comfortable using the Internet to shop are not likely to change their habits. The growth in future will come through...*show more content...*

Now a days the life style of the people is different. People feel uncomfortable and time consuming for going crowded markets. So, E-Shopping is a boon as it saves lot of time. Online shopping is a process whereby consumers directly buy goods, services etc. from a seller without an intermediary service over the Internet. Shoppers can visit web stores from the comfort of their house and shop as by sitting in front of the computer. Online stores are usually available 24 hours a day and many consumers have internet access both at work and at home. So it is very convenient for them to shop Online. One of the most enticing factors about online shopping, particularly during holiday season is, it alleviates the need to wait in long lines or search from a store for a particular item. Variety of goods are available in online. So

the researcher want to know the preference of the consumers. So fifty respondents were met and data were collected regarding their preference towards shopping online.

2.6 concept of online shopping sites

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2020, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones. **Online shopping** is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery.

The term does not only include buying things online but also searching for them online. In other words, I may have been engaged in online shopping but did not buy anything. Online shopping has been around for about twenty-five years. It has grown in popularity significantly. Today, we can purchase nearly anything online. In fact, retail experts say that online shopping will soon overtake traditional shopping in monetary terms. Today, most stores provide online shopping facilities. In other words, they have a website that allows consumers to purchase from them on the web.

The retailer either delivers to the shopper's home, office, a neighbor, or a nearby store location. Many people do their weekly supermarket grocery shopping online. Some companies, in fact, only sell online. They have no physical shop that people can visit.

AMAZON.IN

Amazon is now one of most successful running online shopping site. More than 20 million of products are available there. Electronics, fashion, Home decoration, kitchen and so many categories have more than thousands of product in Amazon and they are also famous for fastest delivery. Amazon is the number 1 selling website in India now a days. Large number of people buy thousands of product from the festival sale "Amazon Great Indian sale" of Amazon. World leader in e-commerce market recently started operation in India, Now Indians not only can buy physical products at cheaper price from Amzon.in but now can also pay Electricity bill, Recharge Mobile, Book Flight & Train tickets, Send Money, Buy insurance and more. Now in 2021 Amazon is the first name when we think about online shopping. Now Question comes to mind that what makes Amazon special is that it is the number one shopping website? in response to this, we are telling some points.



Amazon.in Marketplace is safe, secure and guaranteed. It provides you with a convenient method of payment and is the only authorised and recognised form of payment on Amazon.in. You should never pay for a Marketplace item outside of the Amazon.in site. Consumers on www.amazon.in and Amazon's mobile shopping application can shop anywhere with ease and confidence from over half a million

products across a broad range of departments including Books; eBooks and Tablets; Movies and TV shows; Kindle Devices, Computers and Accessories; Mobiles and Accessories; Consumer Electronics; Toys and Games; Baby Products; Health and Personal Care products; Watches; Fashion Jewelry; Home and Kitchen products; Beauty Products; Video Games; Music; Luggage and Bags; Handbags and Clutches; Sports, Fitness and Outdoor equipment; Shoes; Men's, Women's and Kid's wear; Pet Supplies; Gift Cards; Large Appliances, Gourmet and Specialty Foods, Kids Party Supplies, Musical Instruments and Professional Audio; Office and Stationary Supplies store and now Precious Jewellery store. Consumers across several cities in India are increasingly enjoying Amazon.in's guaranteed next-day delivery on over a million products fulfilled by Amazon.

All Consumers on www.amazon.in benefit from a safe and secure ordering experience, convenient electronic payments, Cash on Delivery, Amazon's 24x7 customer service support, and a globally recognized and comprehensive 100% purchase protection provided by Amazon's A-to-Z Guarantee.

FLIPKART

Flipkart Private Limited is an Indian e-commerce company established in 2007. It started with a primary focus on online book sales and soon, expanded to lifestyle products, electronics, home essentials and groceries. Today, Flipkart is the biggest online Indian marketplace competing with the world leader Amazon.

Since 2010, the company has made a number of acquisitions including Letsbuy, Myntra, Jabong, eBay India, etc. In addition to its main office in Bengaluru, Flipkart has branch offices at Delhi and Mumbai. Apart from India, the firm is registered in Singapore. In 2018, the US-based retail chain Walmart acquired majority stake in Flipkart.

Recently, Flipkart has opened its R&D centre at Israel. This is in line with its latest acquisition of Israeli start-up Upstream Commerce. The centre is run by talented engineers from across the world.



Now a day the people are use flipkart more for online shopping and people feel relax while online shopping and online shopping is one of them now they don't want to go outside in the market roaming here and there and then do shopping they simply want items at their doorstep in a single click. It completely changes the purchasing habits of people In the comfort of one's home, office or cyber cafe or anywhere across the globe Flipkart, the most prominent eCommerce website in India and is empowering tons of Indian businesses to venture into the competitive online shopping industry. This multi-vendor website serves as the platform for vendors to display their product to the website's visitors. It was initiated in 2007 and recently achieved a [similarweb](#) ranking of 133 globally and 9th amongst the top Indian websites. Flipkart is the first eCommerce website in India that has reached the \$1 billion mark.

Better product assortment, greater brand recall, and lower prices support this eCommerce giant score over its competitors Amazon, Paytm, Snapdeal and Shopclues. A Flipkart spokesperson states Flipkart always focuses on the quality of traffic coming to its websites, mobile sites, and app instead of traffic volume. The traffic from higher quality comes with higher user intent to buy and it directly leads to higher sales. The following figure illustrates the traffic overview of the flipkart.com website.

MYNTRA

Myntra is a one stop shop for all your fashion and lifestyle needs. Being India's largest e-commerce store for fashion and lifestyle products, Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal.



Online shopping allows the consumers to directly buy goods from the seller through internet. It is also called as web-store, e-shop or online store. Online customers must have access to the internet to buy goods form online. People can look at these websites of online stores and purchase products in comfort from home. Computers and the Internet have completely changed the way of peoples doing their day-to-day transactions; online shopping is one of them now they don't want to go outside in the market roaming here and there and then do shopping they simply want items at their doorstep in a single click. It completely changes the purchasing habits of people In the comfort of one's home, office or cyber cafe or anywhere across the globe, one can log on and buy just about anything from apparel, books, music and to digital cameras, mobile phones, MP3 players, video games, movie tickets, rail and air tickets. Ease, simplicity, convenience and security are the key factors turning the users to buy online.

In this research paper, it has been explained that customer satisfaction is improved by the online shopping. The researcher has evaluated that how customers are satisfied by the online shopping. The strategies of customer satisfaction have been also explained in this research paper. And the how to solve the problem faced by customer while online shopping.

2.7 Customer satisfaction models

Customer satisfaction model link People and performance and assesses the impact of Product and its price as well as promotion. This model states that to achieve Customer Satisfaction, retails should exceed expectation of customers in terms of product, its value and quality. Further it states to group the satisfied customer to create a market. And use scale economics and market clout methods to generate profits by leveraging the market.

Kano Model of Customer Satisfaction –

Introduction-

Nowadays, retail business is focusing to maintain the existing customer rather than creating the new base since customer loyalty is more beneficial for the business

According to Kano's Model, customer satisfaction is affected by below attributes-

- **Basic factors-** Basic factors are considered as prerequisites by customers. If these basic factors are not fulfilled it causes dissatisfaction to the customers but the mere fulfilment of these does not cause satisfaction in customers. This attribute is taken for granted by the customers.
- **Performance factors-** Performance factor varies linearly with level of satisfaction. Customer is happy and satisfied if the performance is high and customers are unhappy and dissatisfied if the performance is low.
- **Excitement factors-** The Excitement factor excites the customers and make them delightful. This factor generally satisfies the customers by exciting them with offers but if this factor is unavailable it does not cause any dissatisfaction in the customers. There are three more attributes to Kano's Satisfaction model, but customers are unaffected by those. These attributes are Reverse attribute, Indifferent attribute and questionable attribute.

2.8 Preference of customer for online shopping

The preference of the consumers for online shopping has been upgrading day by day at a whirlwind speed. It becomes possible for so many reasons and some of those reasons are stated below:

Convenience: It is a vital benefit that has been provided by online shopping to consumers. The consumers become able in order to shop for their desired products as well as services without going to any mall or supermarket. As the facility of online shopping has provided the facility of services for 24 hours in a day.

Information: Another advantage that has been provided by online shopping to the consumers is that proper information about products as well as services of the retail business organization. The consumers are provided with proper, adequate as well as more information about the products and services of the companies in the online stores rather than offline stores as the retail companies want to improvise their sale along with profit with the help of electronic purchasing. Shoppers expect online retailers to provide all relevant and accurate information about the product. Since online shoppers rarely have the opportunity to touch and feel the products before making a decision on a purchase, online retailers have to provide information regarding that. Consumers appreciate information that will meet their demands. A number of authors believe that the quantity and credibility of information are key elements in ensuring the quality of service in e-shopping. The quantity of information refers to the ability of accessing the adequate information during online shopping (e.g., price comparison), while the credibility refers to the degree of consumers' confidence in information provided by online vendors. Providing appropriate information can help online retailers to dispel concerns and fears of consumers towards a particular product or online shopping. Instead of byte sounds, consumers want an access to all information that will enable them to make an informed decision about a product, service or supply. Interactive online tools for product and service comparison are considered to be the essential means of obtaining information that will facilitate the decision-making process about buying online, making consumers more satisfied

Competitive pricing: Competitive pricing is the process of selecting strategic price points to best take advantage of a product or service based market relative to competition. Another advantage provided by the online retail stores to the consumers is competitive pricing. It has been analyzed that online retail stores sell the products to the consumers in a lower amount than the offline stores. It has become possible no rent is paid by the online stores and they can endure an effective marketing with the help of social media with lower cost. It helps in reaching more people at a time.

Security: Security is another dominant factor which affects consumers to shop online. However many internet users avoid online shopping because of credit card fraud, privacy factors, non-delivery risk, post purchase service and so on. But transaction security on the online shopping has received attention. Safe and secured transaction of money and credit card information increases trust and decreases transaction risk.

Website design/features: Website design and online shopping activity is one of the vital influencing factors of online shopping. Website design, website reliability/fulfillment, website customer service and website security/privacy are the most attractive features which influence the perception of the consumer of online buying. Website design features can be considered as a motivational factor that can create positive or negative feelings with a website

Time saving : Time savings is one of most influencing factors of online shopping. Browse or search an online catalogue can save time and patience. People can save time and can reduce effort by shopping online. On the other side, some respondent think that it is also time taken for delivery of goods or services over online shopping. Unexpectedly time saving is not the motivating factor for the consumers to shop online (Corbett, 2001) because it takes time receiving goods or delivery. So the importance of the time saving factor cannot be neglected as motivation behind online purchasing

Rating and review: Rating and review are one of the major benefits that have been Analyzed by the consumers and this helps the consumers immensely. The consumers can Examine the rating and reviews of other consumers about the products. Online reviews from customers have created a **new field in marketing and communication** that bridges the gap between traditional word-of-mouth and a viral form of feedback that can influence consumer's opinion. Maybe you are already on board, collecting customer reviews about the level of the service you provide and responding to the valuable feedback of your customers, but let's take a step back to enumerate some reasons that highlight the importance of getting customer reviews for your business.

2.9 Impact of online shopping on customer satisfaction in the retail industry:

In this era of digitalization, the trend of online shopping has been escalating at a breakneck speed. People more prefer online shopping to purchase their desired products as it assists them in several ways. As the online store has no physical outlet in the marketplace, they must provide all the detailed information about the products of the companies. The customers become satisfied as they have been provided with proper information about the products. Moreover, the aspect of time-saving has been

immensely aiding the people with a busy schedule in their life and not having enough time for spending their precious time in the mall for purchasing products.

Possession convenience- Possession convenience is the time, money and ease with which customer can have a product which they desire. Factors which can affect these are stocking policy, production planning and delivery time. So, the consumer must wait until the product is delivered to them for the possession which can last few days whereas in traditional shopping customer gets the product on the payment only. Retail industries are coming with many offers like one day delivery to minimize the time of possessions.

Transaction convenience – Transaction convenience defines the minimum transaction time, ease and smoothness with which consumer can place a transaction or modify any transaction. The faster the transaction, better is the experience. Best quality of online shopping is that customer do not have to wait in any kind of queues.

Attentiveness convenience- Due to growing competition, only going to online mode cannot help the retail industry to survive. They need to personalize the services to their customers. Customers nowadays want to get what they are looking for instantly and retail industry should use the tools to analyze and identify the customer's shopping habits and browsing history. They can even deploy shopping bots to guide the customer to product to which they are searching for.

Access convenience- Access convenience as how soon and how easily customer can access the retail stores. If the consumer is not able to access the retailers, they cannot enjoy the shopping. King and Liou states that accessibility of retailer's websites and app determines consumer's views towards customer satisfaction in online shopping.

Search convenience- search convenience means the ease with which customer can search and identify the product they intend to purchase. Internet has various tools to cater this convenience to users. Retailers can use the services of other companies or use the tools to facilitate easy searching of products. If search convenient is made easy, customer feels happy and satisfied.

2.10 Strategies followed by the companies for promoting the product online:

As per Mooradian et al., 2012 companies must need to ensure good online strategies to promote their product online because now day's customers are depending on the internet and promotion of the product on the internet will help the organizations to share their product information with more customers in short span of time. The study of the author also clarifies that; the organizations must need to ensure a good marketing plan and promotional strategy to promote their products

Effect of inter along with cross-category: One of the vital strategies that has been followed by online retail stores. The online stores screen the value of the products that have been provided by them and try to attract the consumers by showing the good aspects and benefits of their products. They present their substitute as well as complementary products and try to convince people to grab their products for enduring benefits (Jiang et al. 2015).

Loyalty program: Another strategy followed by retail companies to promote their products online is that loyalty program. In these programs, an incentive is provided by the retail companies to the consumers, who repeatedly demonstrate their loyal behavior while buying the products of the company. Moreover, these programs have been designed by the retail companies for motivating the existing consumers in the target market of the business often to return as well as shun the competitors by making frequent purchases. Your loyal customers are a key part of how to promote your product, because they

are most likely to not only buy it, but also promote it to their networks. This can take the form of a private, in-person or virtual pre-launch party, an online tour, preview, or demo. Or, it could even be a special invitation to test it out and give feedback. These exclusive offerings are not only a great customer engagement strategy, but they also reinforce how much you value them—and engagement and loyalty are essential for any successful growth marketing strategy.

Systems of online recommendations: Another strategy followed by the retail companies for promoting their products is that system of online recommendations. They provide information about the opportunities of savings to the consumers and try to grab the attention of the consumers. They try to screen that their product provides economic value to the consumers and recommend for purchasing their products

Allow trade-ins

If your new product is, in fact, an upgrade of an older one, consider a trade-in program. Trade-in promotions are effective because consumers are more likely to buy a new product using a token or credit they already have (in this case, the product they own). You can also resell the old trade-in products (provided they are in good enough condition) or use them for future giveaways.

Dynamic preference of consumers: This is one of the strategies implemented by retail companies for promoting the product online. The consumers sometimes change their preferences of location, purchasing product types etc. The retail companies always are ready to serve the customers as per their preferences

Retail companies are using Internet widely to promote their product. Some strategies used by retail companies to sell product online are

Content Marketing- This marketing is used to create and post contents like videos, images, information on the official site to promote the products and attract the consumers. The content should be carefully picked keeping in mind about target audience.

Email marketing- This strategy is used to promote the product via email. Email should be obtained from person signing into the official site. The prepared email list then can be used to promote the product or even upcoming product. Did you know that 82% of consumers open emails from businesses, and that 76% of email subscribers have made purchases from an email marketing message? Email is a fantastic channel for getting the word out about your new product/service. Plus, it makes a great incentive to get subscriber signups in the first place. You can run an email campaign specifically about this new offering—perhaps even as a series of emails building up to the day of launch. Or you may want to announce it as the focus piece of your next email newsletter.

Social Media- Social media is so often used by people that companies have started using social media to advertise their product. Facebook, Instagram and Pinterest are few examples. Companies can use it to promote product, offering discount to reward the customers. If you're using any of the tactics mentioned above to promote your new product or service, make sure to spread word of your deals and offerings via your social media accounts (as many of the companies did in the examples above). This is an easy way to reach your audience, and your followers can easily share your post to their own profiles. Another benefit is that customers/prospects can ask questions about the product in the comments section. Their questions and your answers can serve as an organic FAQ. The post can link to a landing page or blog post with more information.

Affiliate Marketing- This strategy is when other people advertise and sell the product by promoting them into their sites or blog in exchange of a charge per sale. Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

Mobile E-commerce- Many people make purchases through mobile as it's easy to place order in middle of work or commute and thus app based online shopping is a great way to sale the products.

Press Release – Press release is another way to advertise a product. Before doing this, company should analyze the product, their target audience and content of the press release.

Sponsoring/Events- Organizing events or sponsoring events is one of a great way to promote the store as well as any product. Events not only get customers excited about your new product or service, but can also get new prospects personally engaging with you or other employees of your business—a great way to win them over as customers. Events don't have to be fancy and super organized; something as simple as an open house or an info session will work for locations like salons, fitness centers, yoga studios, spas, and retail stores. If your business is in a location with other local businesses, you can work together to have a sidewalk sale or outdoor open house to draw even larger crowds.

During the pandemic, virtual events still serve as an effective promotion tool. You might:

- Host a Facebook Live session demoing the product and highlighting its features.
- Run a live or recorded Q&A on the product itself.
- Center the event around an influencer who has expertise around your new product or service, with the promise to unveil the new offering at the end.

2.11 Literature gap:

The ample, as well as relevant data, have been provided by this research paper according to the research topic of the impact of online shopping over the improvement of the customers' satisfaction in the retail sector. An exploratory idea about the customers' satisfaction has been provided by this research paper. In addition, it has been also explained by this research study that how online shopping helps in improving the customers' satisfaction in the retail sectors. . In this research paper, any retail company has not been chosen. In this research study, proper information regarding customer satisfaction towards online shopping have been explained.

2.12 CONCLUSION

Online shopping is becoming more general day by day with the growth in the usage of World Wide Web known as www. Sympathetic customer's need for online selling has become challenge for marketers. In assumption, having access to online shopping has truly transformed and unfair our society as a whole. This use of knowledge has opened new doors and chances that enable for a more convenient existence today. Mostly people ask many of the retail stores before making the final purchase. Debit/Credit card Internet Banking are the most preferred portals for paying online. Bhim, Tez are the newly launched portals which are less preferred by everyone. Customers, regardless of their demographic differences across the country, prefer cash on delivery as the preferred mode of payment in case of online shopping. Different age groups generally spend differently while shopping online. Education level does not have any impact on how much people spend on online shopping. They are mostly confused about recommending online shopping to someone else and they usually don't

recommend others to buy online if they themselves feel overcharged. Most respondents are indifferent in satisfaction level towards online shopping. However, there are several factors which influence the satisfaction level among consumers. For example, quality of internet connection is highly tied to customer satisfaction. There is a significant relationship between satisfaction and the type of problems they face while shopping online (delay in delivery, damaged product, receiving low quality product). Satisfaction is also influenced by the reason for preferring online shopping (price, convenience, time saving, variety etc.). On the other hand, there is no significant relationship between customer satisfaction and their education level. And preferred mode of payment does not have any impact over customer satisfaction

CHAPTER-3

3.1 RESEARCH METHODOLOGY

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual. For conducting this study it is proposed to collect both primary and secondary data. The primary data is collected by administering a structured questionnaire to consumers who use internet for shopping and the survey was conducted in Punjab . The questionnaires were personally administered to the respondents. The chapter research methodology is highly significant because it details the means through which samples will be collected and analyzed in order to achieve results that fulfils the research objectives. For conducting an appropriately structures and successful research, it is crucial that the researcher decide on the best methodology for the research.

3.2 Research Design

It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling. There are three basic research design are existing in the research union that are explanatory, exploratory and descriptive research design techniques. Explanatory research design process in the research work helps in finding out the basic problems that has arisen in the work. Exploratory research design helps in identifying and highlighting the key problems and background information.

3.3 Research Strategy – Quantitative Survey

Walter and Andersen (2013) has stated that the research strategy is a factor that helps the researcher to gather valuable information of different strategies and research work. Different strategies that are used in the research strategy are of interview, focus group, case study, interview and survey. These strategies help in developing secondary data collection. In this research work there is no direct information gathering has selected in it. Collective information has gathered by the strategies that involves secondary data analysis. The secondary data collection methods have involved resources like online library, academic journals, and websites and news article

In case of primary data collection method, survey and interview process has chosen for this research work. In the primary data collection method both closed ended and open-ended questions were selected that are required for the data collection. The closed ended questions help in making in depth analysis where effective communication is established. Interview process has selected for the research work as it is rich in quality and deliveries reliable information for the research. Quantitative survey has taken as it

derives reliable information from the candidates who are interviewed on the online shopping effectiveness.

3.4 SAMPLE SIZE

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 50 and around Ludhiana. This sample will help to know about how much people are convenient for online shopping and the sample size are conducted around Ludhiana. All the respondents have provided 50 their responses at the same time as each of them had been provided with the same set of questionnaires at the time of conducting survey.

3.5 STATISTICAL TOOLS

The data collected through questionnaires were analyzed using simple percentage analysis and pie chart and bar diagram. It is simple method used in this research so that easily understand the research project. Both primary and secondary data is used for the study.

3.6 Research Instruments

The researcher has used various tools for conducting the research. The research questionnaire has been used for gathering primary information related to the research topic. In addition, the other tools like MS Excel has been used for gathering and manipulating primary information as collected through survey. On the other hand, MS Word has been used to collect the qualitative information from the interview process.

3.7 Data Analysis-Quantitative and Qualitative

Research data analysis is considered for gathering and interpreting the data to obtain research objectives. One of the best analytical tools used for data analysis are of statistical data analysis tool that has used in this research work.

3.8 Research Limitations

The time and budget are two possible constraints that are involved in this research work. It can be stated that selection of the primary data itself has key limitation where the data has not involved any kind of historical information and this in turn acted as a limitation while conducting the research work. Almost every study has some limitations and so as in our study. One of the limitations in this study is time limit. At the same time cost is also another limitation in our study. In the beginning we had a plan to comparative analysis between Punjab and other online shoppers. But later on considering time and budget we changed our mind, so we have made survey about online shoppers in Punjab specially the study is conducted in the Punjab. Another limitation in our study is the convenience sampling due to unavailability of data so we could not draw random sampling. Most of the people are not use online app for online shopping for many reasons like trust issue, more preference for traditional shopping and payment issue. So there is a big limitation.

CHAPTER 4

4.1 DATA ANALYSIS

The results and findings indicate that most respondents feel that customer satisfaction has a very strong link with the increase in online shopping and that a lack of customer satisfaction can be potentially damaging. Results by data analysis presented that 74% of the population in questionnaire shows satisfaction. The data is analyzed by the percentage. So, we concluded that there is a close relationship between monthly income and category of product purchased in online shopping. Data analysis and interpretation is the process of assigning meaning to the collected information. Here the questionnaire was prepared for measuring satisfaction level of customers towards online shopping. The primary data collected by survey from Questionnaire was tabulated, converted into percentage and displayed both in table as by bar representation for analysis. Based on the data, interpretation was made.

4.2 ANALYSIS AND INTERPRETATION OF DATA

Data analysis is a process of bringing the meaning, structure and order to the mass collected data. It is one among the fascinating, creative process that is little time consuming, messy and ambiguous in nature. Data analysis requires sort of logics that are applied to the research. Interpretation and logic apply to the research analysis includes inductive and deductive logic to the research. Interpretive approach is a part of qualitative approach that has involved deductive for of obtained data. This study mainly relies on the action of participants under study. The researchers are mainly relying on the information provided in the subject. Mixed method of thesis includes data collection method that can be named as combination of quantitative and qualitative method of data collection.

4.3 Analysis of Quantitative Data

Quantitative analysis helped the researcher to get the fresh information about the topic and various views have been obtained. 15 questions had been prepared for the survey and asked to every respondent to get the information. For the survey 50 random customers have been selected and were provided with the research questionnaire for collecting primary information using MS word and MS Excel for storing the same.

Particulars	Categories	Frequency	percentage
Age	15-25	11	22
	26-35	19	38
	36-56	15	30
	Above 45	5	10
Gender	Male	21	42
	Female	29	58
occupation	Self employed	9	18
	Professional	10	20
	House wife	8	16
	Student	23	46
	Total	50	100
Websites preferred by	Flip kart	25	50

respondents			
	Amazon	12	24
	Snap deal	8	16
	Others	5	10
	Total	50	100
Quality of information provided in online shopping	Strongly Disagree	23	46
	Disagree	20	40
	Strongly Agree	7	14
	Total	50	100
Mode of payment	Debit card	12	24
	credit card	10	20
	Cash on delivery	28	56
	Total	50	100
Problem faced by respondents	Product did not arrive at all	16	32
	shipping cost	14	28
	delay in delivery	12	24
	trust issue	8	16
	Total	50	100
Barriers in online shopping	Safety of payment	3	6
	Low trust level	5	10
	High shipping cost	6	12
	Delivery too slow	38	76
	Total	50	100
Preference on online shopping	Time saving	16	40
	Less Stress	11	32
	Best Offers	9	22
	Service Quality	9	18
	Less Expensive	5	18
	Total	50	100
Shopping experience	Highly satisfied	7	14
	Satisfied	34	74

	Dissatisfied	5	10
	Highly dissatisfied	2	2
	Total	50	100

The following four factors were found to be significant Price Consciousness, Convenience and Variety, Easy Payment options and Challenges of Online Shopping. Most of the consumers prefer to buy some selected products online because they will get heavy discounts in comparison to store purchases. Also, the consumers feel that there are good websites available which can be trusted for purchases. The consumers perceive that shopping online gives them larger options to choose from. Shopping online is very convenient as one has to just open a laptop or PC to shop rather than getting ready and pass through rush hour traffics. Shopping online saves time and money along with lesser effort is required in comparison to store purchases. Consumers feel that carrying cash or credit cards all the way to the store is meaning less if one can purchase the same product from their home. The educated consumers are aware of the buying procedures online which they feel are pretty simple. The only worry of consumers is regarding the trustworthiness of some websites, since they have to give their credit card details to shop online. Many of the consumers are aware of the various online scams due to which they are very concerned and reluctant while providing their credit card information online. Also the online purchases take a longer time in shipments and deliveries. The psychology of an Indian consumer is still the same of checking the product physically before purchasing it, which creates a mental hurdle for online shopping.

1. Gender of the respondent

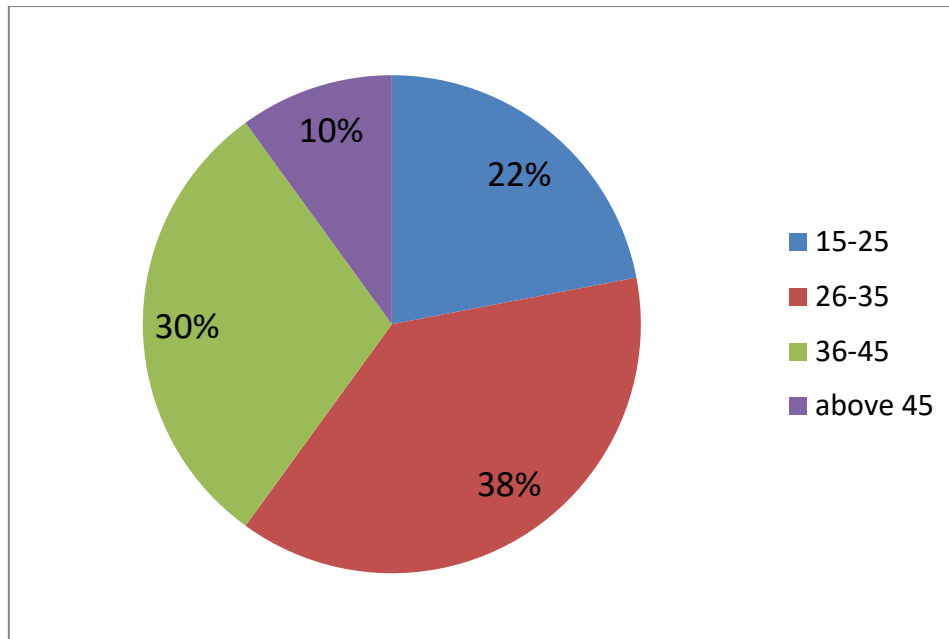
Particulars	Categories	Frequency	percent
Gender	Male	21	42%
	Female	29	58%

INTERPRETATION

After figuring out the age group, the respondents wanted to figure out the gender of the chosen participants. Male and female were two given options. Out of the 50 respondents, 42% or 21 of the respondents were in the male category. Remaining 58% or 29 respondents were selected as female.

2. Age of the respondent

Particulars	Categories	Frequency	percent
Age	15-25	11	22%
	26-35	19	38%
	36-56	15	30%
	Above 45	5	10%



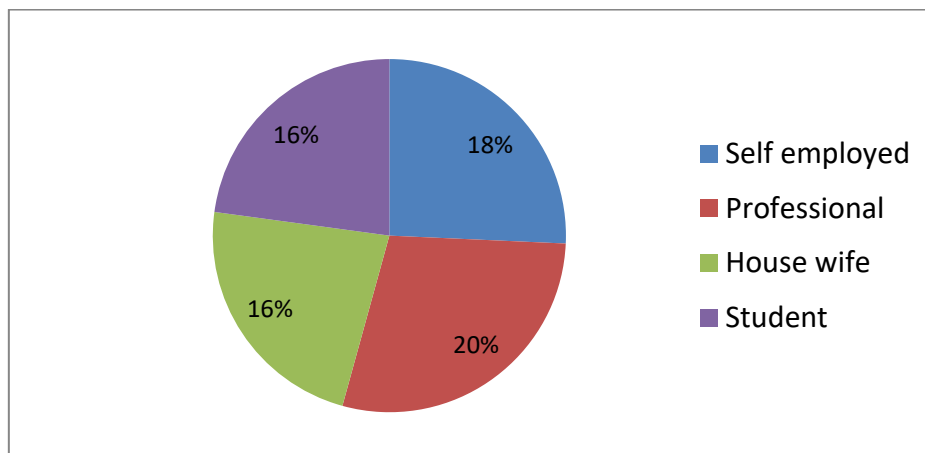
INTERPRETATION

Initially, the researcher asked the respondents about the age group that they belong to. The respondents were given four options. The options were 15 to 25 years, 26 to 35 years, 36 to 45 years and above 50 years.

From the gathered data, it has been shown that 22% of the respondents belonged to the 15 to 25 years group. 38% of respondents were in the group of 26 to 35 years. 30% of the respondents were in the group of 36 to 45 years of age and finally, 10% of the remaining respondents confirmed their age to be above 50 years old.

3. Occupation of the respondent

	Categories	Frequency	percent
occupation	Self employed	9	18%
	Professional	10	20%
	House wife	8	16%
	Student	23	46%

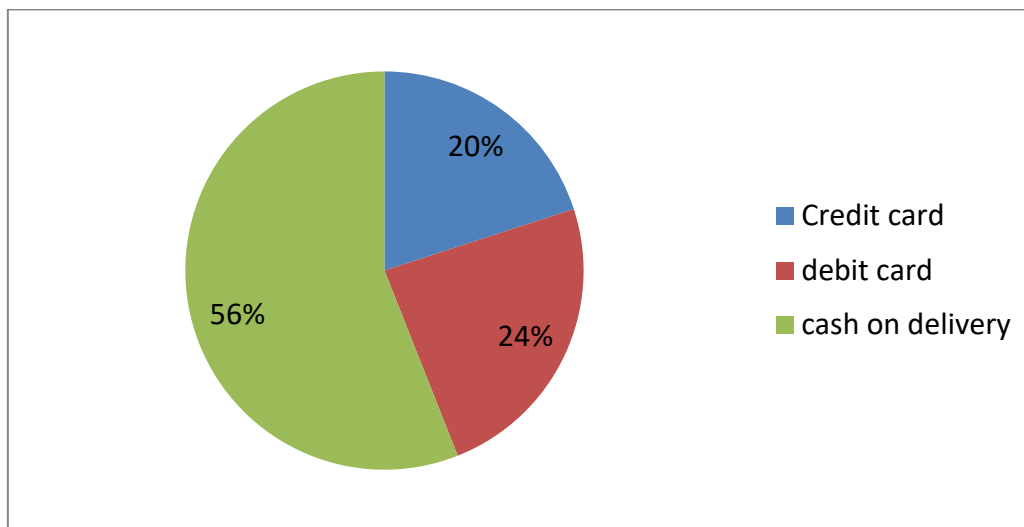


INTERPRETATION

Above table reveals that there is four category student, self employed, house wife and professional and the majority is that the 46% of the respondents Occupation are student, 18% of the respondents are self employed, 16% of the respondents are house wife, and 20% of the respondents are professional activity

4. Mode of payment while online shopping

	Category	Frequency	Percent
Mode of payment	Credit card	10	20%
	Debit card	12	24%
	Cash on delivery	28	56%

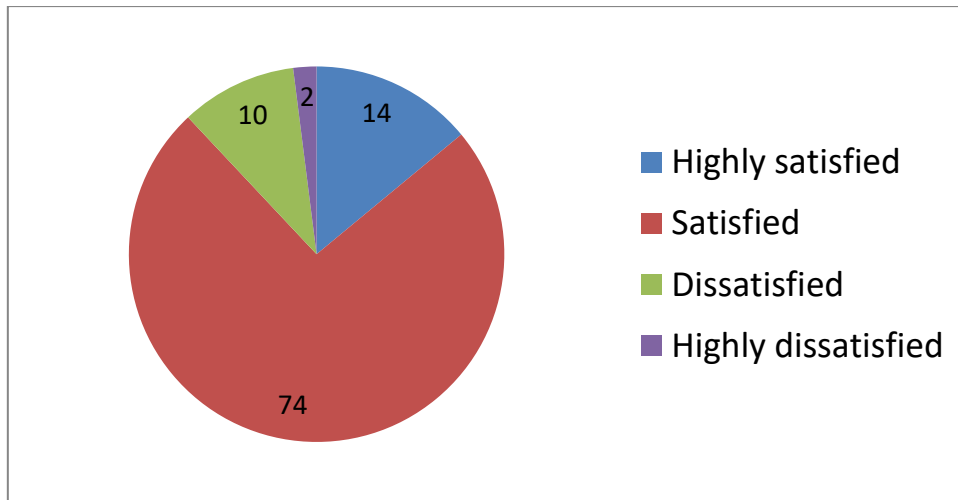


INTERPRETATION

The above table reveal that the mode of the payment and there is many mode of the payment for the online shopping and the Majority is 56% of the respondents agree with the cash on delivery payment. Most of the people feel that cash on delivery method is very helpful for them and 20% of the respondents agree with credit card and 24% of people agree with debit card. The people are more convenient in online shopping and for that reason people chose online shopping instead of traditional shopping because they buy anything while sitting at home.

5. Shopping experience of customer

	category	frequency	percent
Shopping experience of customer	Highly satisfied	7	14%
	Satisfied	34	74%
	Dissatisfied	5	10%
	Highly dissatisfied	2	2%
	Total	50	100

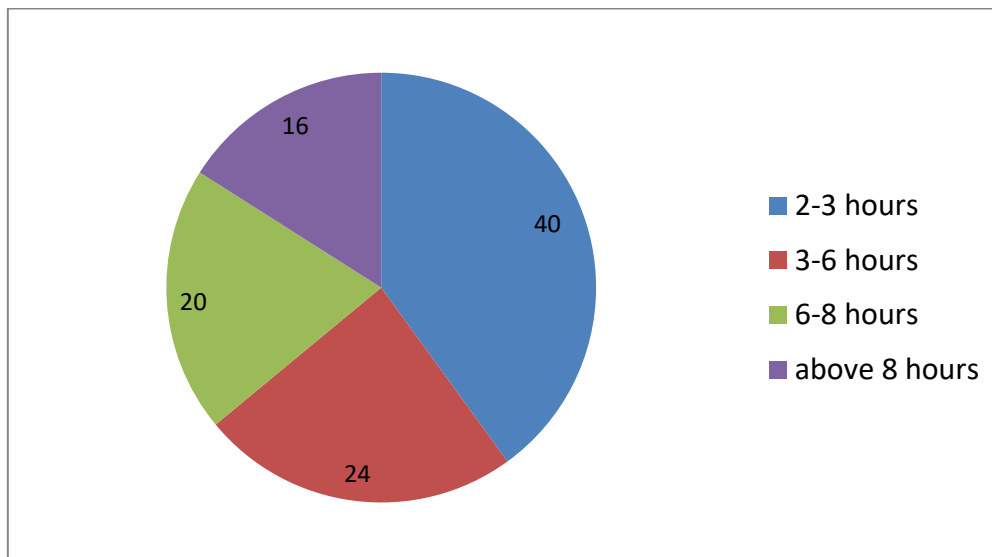


INTERPRETATION:

The above table reveal that online shopping experience of the customer .Majority is 74% of the responded is highly satisfied with the online shopping and chose online shopping instead of traditional shopping because they buy anything while sitting at home. And 14% of the responded is satisfied and 10% of the responded is dissatisfied and 2% of the responded is highly dissatisfied with the online shopping. Most of the people are satisfied with online shopping.if the online shopping work on there problems then the number of the response for online shopping increased.

6. How much time do you spend on internet every day?

	2-3 hours	20	40
How much time do you spend on internet every day	3-6 hours	12	24
	6-8 hours	10	20
	above 8 hours	8	16

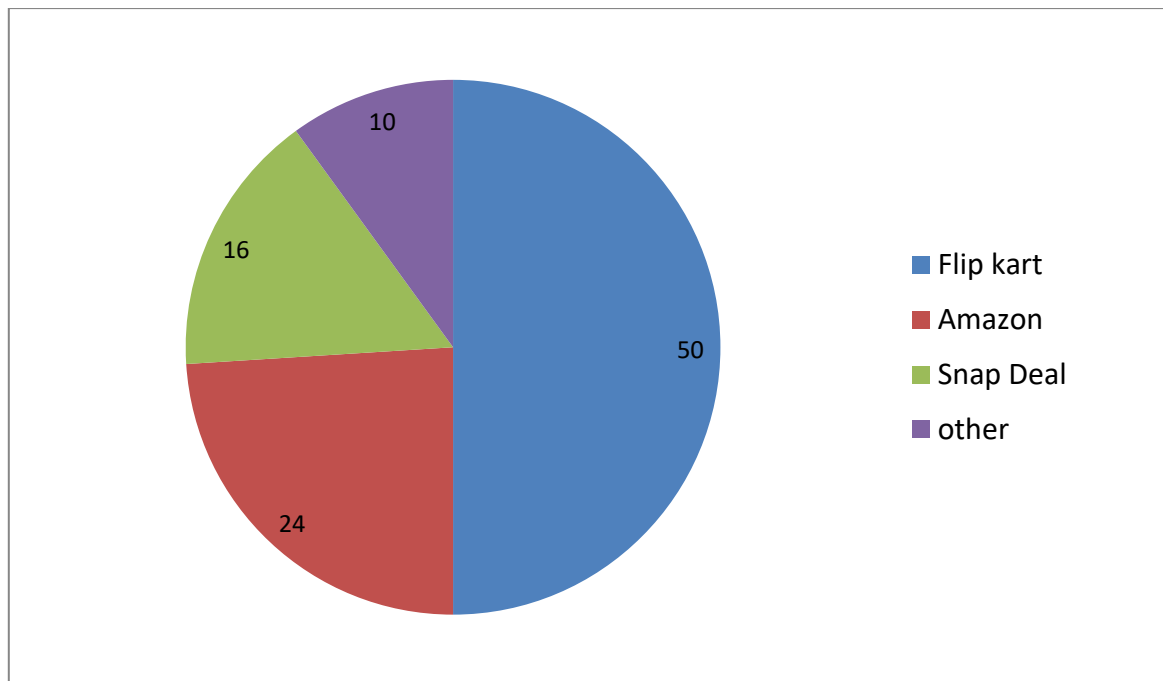


INTERPRETATION:

The above table reveal that time do you spend on internet every day Majority is 40% of responded spend 2-3 hours per day, and 24% of responded spend 3-6 hours per day, 20% of responded spend 6-8 hours per day, 16 % of responded spend above 8 hours per day. Most of the young generation spend 2-3 hours per day.

7. Which method preferred by you for online shopping?

	Flip kart	25	50
method preferred for online shopping	Amazon	12	24
	Snap Deal	8	16
	other	5	10

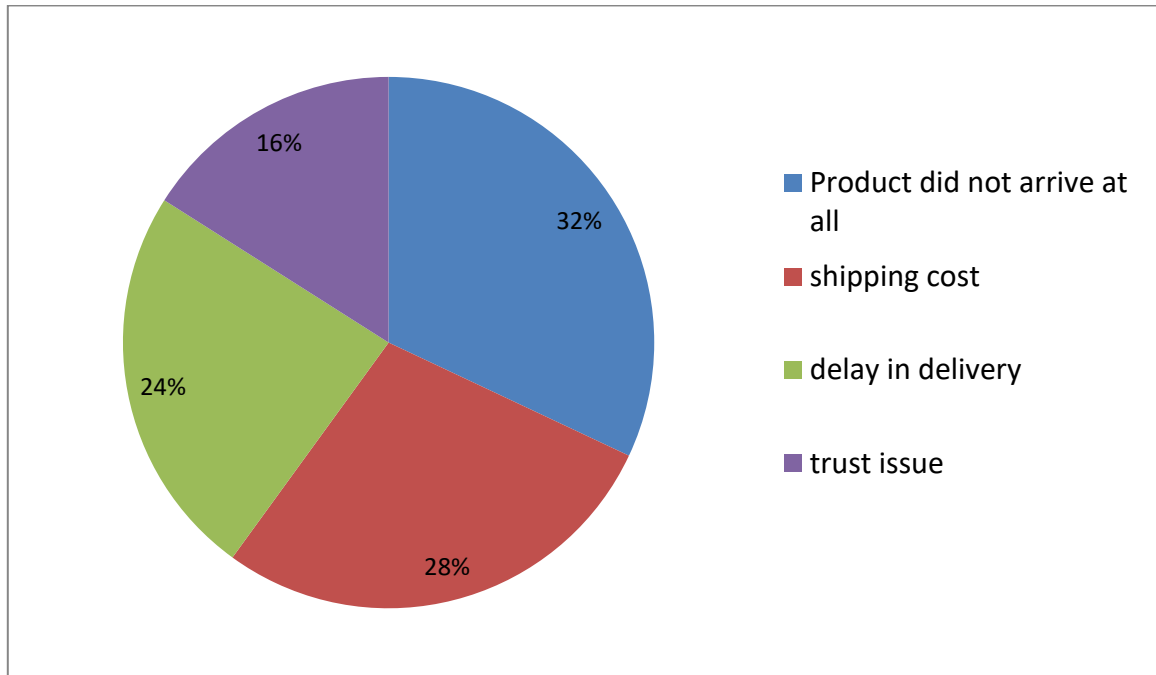


INTERPRETATION:

The above table reveal that the Which method preferred by respondent for online shopping and the Majority is 50% of the responded is highly satisfied with the flip kart and 24% of the responded is satisfied with Amazon and 16% of the responded is satisfied with snap deal and 10% of the responded is satisfied with other app. Most of the people are satisfied with flip kart online shopping method because flipkart provide best deal for the customer so that’s why they go with the flipkart fir the online shopping.

8. What is the main problem faced by you in online shopping?

	Product did not arrive at all	16	32
main problem faced online shopping	shipping cost	14	28
	delay in delivery	12	24
	trust issue	8	16



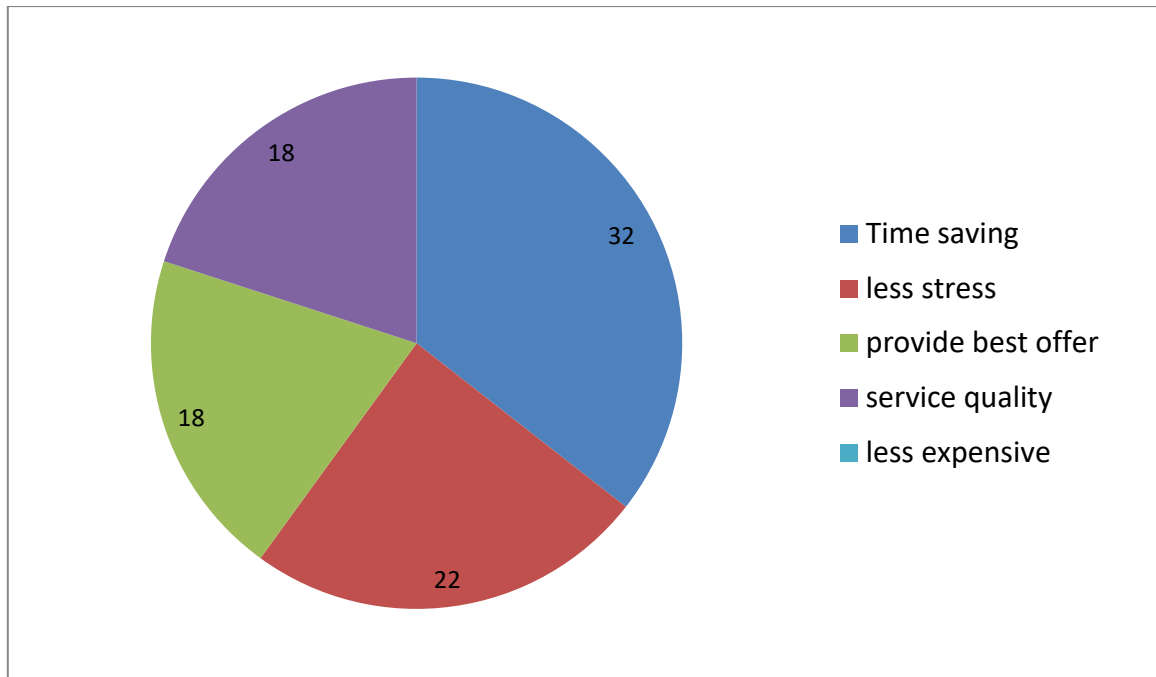
INTERPRETATION:

Most of the people faced problem online shopping and the Majority is 32% of the responded was faced the problem of product did not arrive at all. And 28% of responded agree with the shipping cost that the shopping cost is very high.

Mostly responded said that they have faced the problem that there is delay in the delivery and the percentage is 24%. And some the responded have trust issue regarding online shopping and the percentage is 16% and that’s why most of the responded not agree with online shopping so that’s why they prefer traditional shopping.

9. Why do you prefer online shopping?

	Time saving	16	32
Why do you prefer online shopping	less stress	11	22
	provide best offer	9	18
	service quality	9	18
	less expensive	5	10

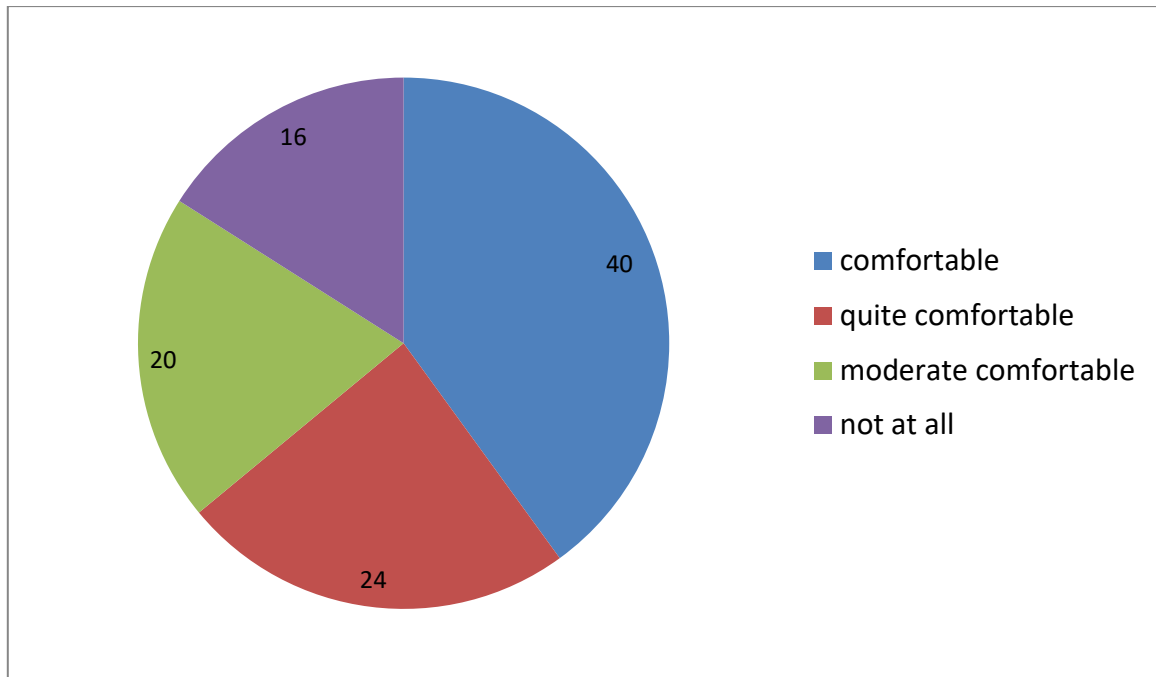


INTERPRETATION:

It was about the reason behind their favorability of online shopping method to purchase products. They were given five options. 32% of the respondents preferred the quality or advantage of time saving for shopping in online medium. 18% of the respondents confirmed that it provide best offer is the sole reason behind the prefer ability of online shopping procedure. 18% expressed that it is due to the service quality of products that are available at the palm of one’s hand. Most number or 22% of the respondents mentioned the advantage of the online process is that it is easily accessible to the customers and less stress. One can easily access thousands of products sitting at home.10% of the respondent expressed due to less expensive.

10. How comfortable are you buying products online from a company you know?

Extremely comfortable	20	40
quite comfortable	12	24
moderate comfortable	10	20
not at all	8	16

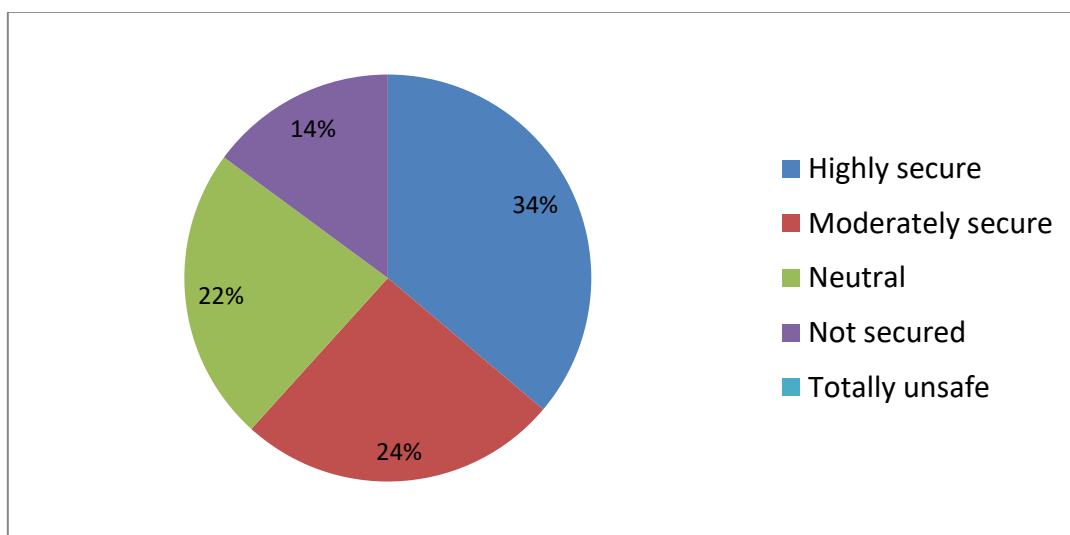


INTERPRETATION:

The above is the table related to the how comfortable are you buying products online from a company you know Majority is 40% is extremely comfortable and 24% of the responded is quite comfortable and the 20% of the respondent agree with moderate comfortable and rest of the 16% of the respondent involved in the category of not at all.

11. Do you think that online shopping is safe and secure?

	Highly secure	17	34
	Moderately secure	12	24
	Neutral	11	22
	Not secured	7	14
	Totally unsafe	3	6

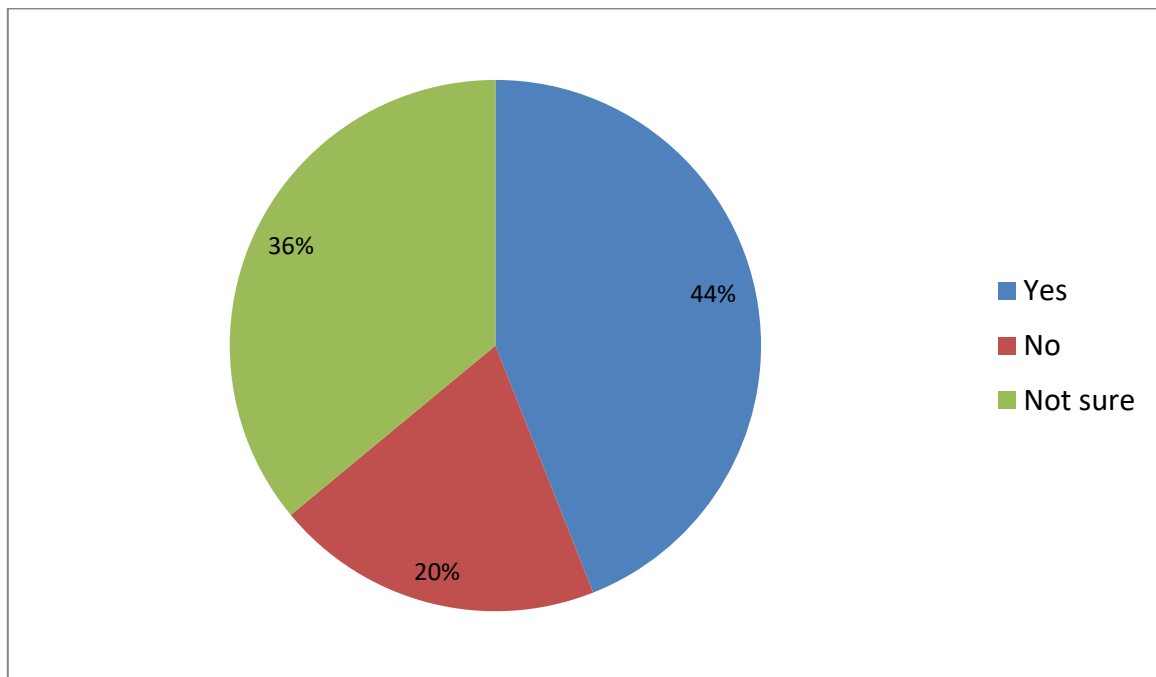


INTERPRETATION:

It was about the security and safety of the users of online shopping systems of ecommerce portals. The respondents provided positive feedback for online shopping facilities. 34% of the respondents mentioned that online shopping portal or systems are highly secure as their sole responsibility is to protect the important information of the customers. There are also very low chances of losing vital information like card numbers to third party. 6% of the participants said that the sites are moderately secured. They believe that there are few sites which do not provide strong security for the customers. These sites are quite easily breached. Thus, they chose the option moderately secured. 24% of the respondents were neutral to the question. 22% of the participants confirmed that these online sites are often affected with malwares and viruses and the sole objective of these sites is to steal vital information of the users. Thus, they chose the option not secured. 14% of the remaining respondents totally denied the security aspects of the online shopping portals. They chose the option very unsafe.

12. Do you think that online shopping can provide more facilities than conventional shopping method?

	category	frequency	Percentage
	Yes	22	44%
	No	10	20%
	Not sure	18	36%

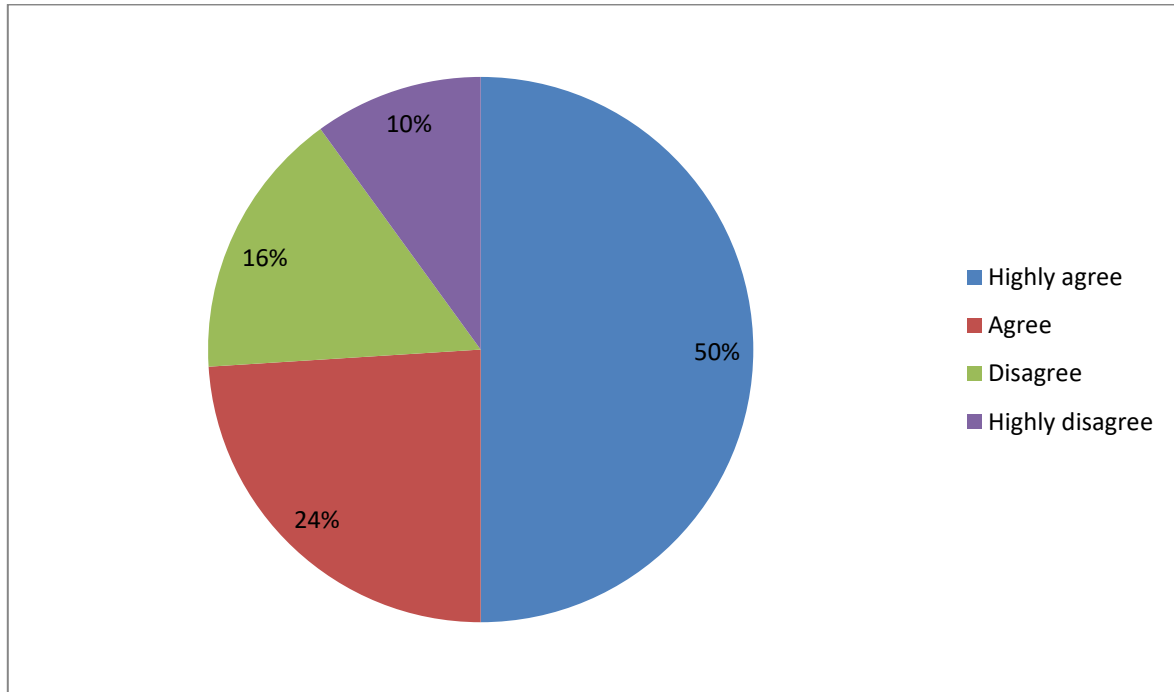


INTERPRETATION:

After gathering basic data of age and gender of respondents, the respondents were asked whether or not online shopping facility has the potential to provide more benefits and facilities than conventional shopping procedure. The feedback was quite positive as 44 % of the chosen respondents confirmed that there are multiple benefits like efficiency in online shopping facilities which lack in conventional shopping. 20% of the respondents do not agree as they do not believe that scenario of shopping is changed due to online facility. Remaining 36 % of the respondents remained silent in this question.

13. According to you, does the company gain the brand value through the online shopping?

	category	frequency	Percentage
	Highly agree	25	50%
	Agree	12	24%
	Disagree	8	16%
	Highly disagree	5	10%

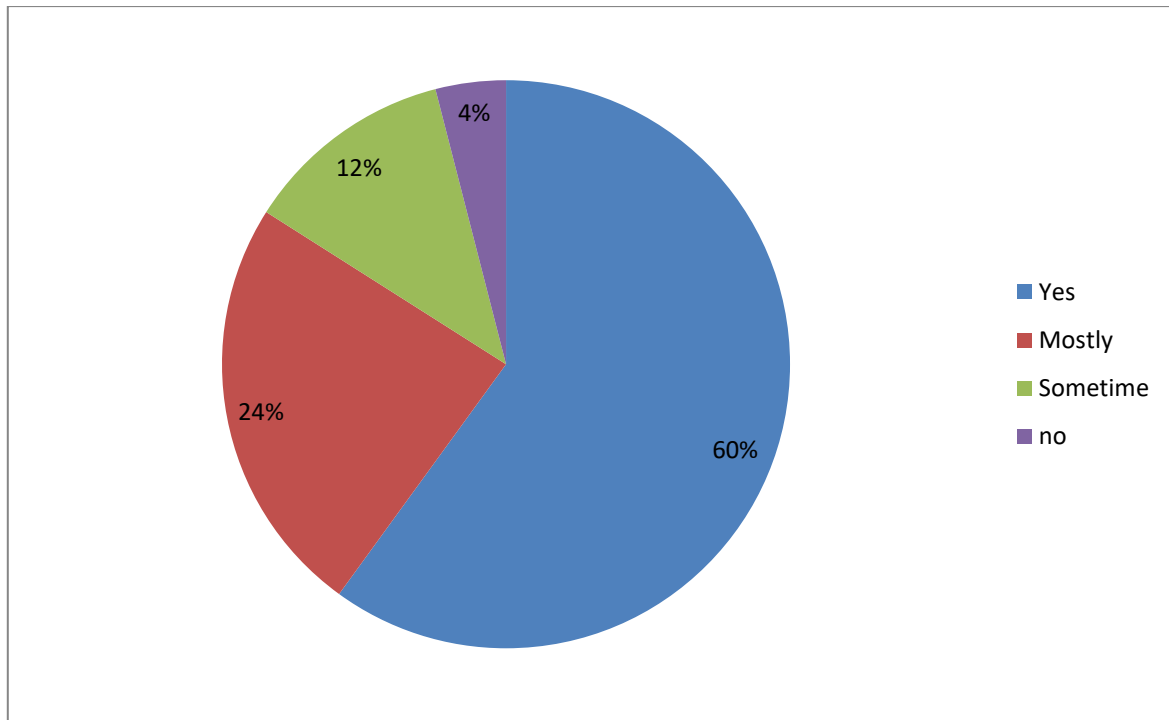


INTERPRETATION:

Analysis: the next question that the researcher asked to the participants is about the relationship between brand value of company and online shopping portal. 50% of the chosen participants deeply think that launch of online shopping portals always increases the awareness of the brand to new potential customers. Thus, it increase the brand value and image of the company. 10 % of the respondents do not think that as they believe that there are many other functions that work apart from online shopping portal to enhance brand value of the company. The remaining participants were not sure about the relationship between brand value and online shopping facility. Hence, they chose that option.

14. Do you recommend online shopping to your family and friends?

	category	frequency	Percentage
	Yes	30	60%
	Mostly	12	24%
	Sometime	6	12%
	no	2	4%

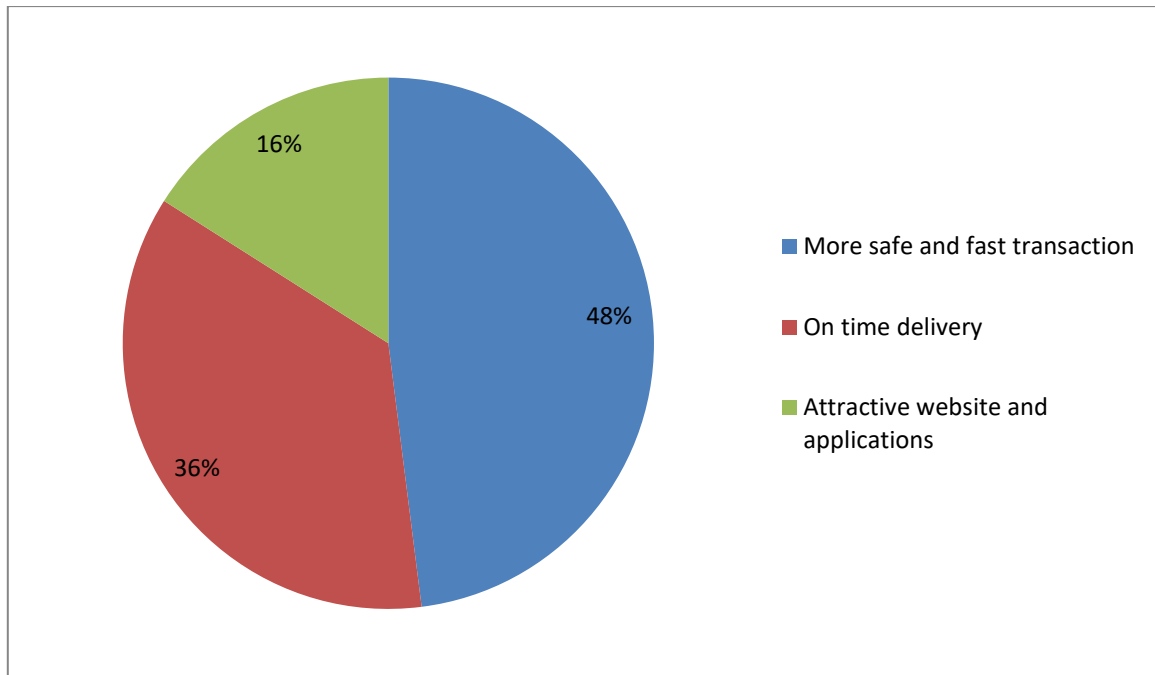


INTERPRETATION:

From the above analysis it can be said that 60% of responded recommend online shopping to family and friends and They also highlighted that online shopping is spreading their hand by this word of mouth marketing. They always suggested online shopping to their friends and family while they get interesting offers. In addition they said that, in recent time lots of offers and discount and also other facilities have been delivered for the customers which attract many new customers easily. In this analysis remaining of respondents are not happy with the online service and then do not want to recommend it to their friends and family. For the reason they highlighted that online shopping is not much reliable and in many cases wrong delivery has been made.

15. Would you like to recommend any suggestions to improve online shopping more?

	category	frequency	Percentage
Suggestions	More safe and fast transaction	24	48%
	On time delivery	18	36%
	Attractive website and applications	8	16%



INTERPRETATION:

Above question has been asked to get the viable recommendation for the development of the online service and in response all the respondents provided their opinion. Among 50 respondents 48% supported the safe and secure transaction. They revealed that transaction must need to be safer and secure so that no misconduct can be happened. Most of the respondents near about 36% said that more fast and on time delivery will help both the consumer and organization to provide proper services. Many obligations have been arose regarding the on time delivery and exact delivery which must need to be mitigated. Whereas rest of the 16% suggested the development of the website and mobile application so that consumer can get attracted.

4.3 Qualitative Data Analysis

Qualitative data analysis can be stated as a process of making sense on the views and opinions of research participants based on the given situation. This data analysis method analyses themes, corresponding patterns, situations and regular similarities. Qualitative data analysis is a process of ongoing iterative process that implying on the data processing, collecting, reporting and making analysis on the successive process that are necessarily intertwined. For the qualitative analysis two employees of different retail organizations have been selected to get the elaborated information about the topic. Qualitative analysis helped the researcher to get the more depth information about the topic and for this project 2 questions have been asked to both the employees.

INTERVIEW ANALYSIS

Interviewing is a process of data gathering method that clarifies vague statements, obtains additional data, permits further exploration on the given research topic. It mainly expands on the qualitative findings that yield in depth analysis on account of online platforms effectiveness in the retail marketing. The interview process is taken as audio recording and note taking. All the interviewers are mainly compiled with conforming and verifying the interviewer’s contents.

How online services provide can provide ultimate service to the customer?

In response to the above question first employee replied with various services which his Organization is providing to the customers in online. Firstly the customer said that he did Not get the time to come to the store and purchase the products, but online service made it possible and now they are getting their products in their door through online service. Also, to attract the Customers every organization now facilitating regular offers, and this cost less for the consumers than preventive shopping method. And the consumer but their product anywhere anytime. Second employee highlighted the time saving nature of the online service and added that in recent time people are getting busier day by day and in such scenario online shopping providing the handy approach so that they can get the products easily.

4.4 ANALYSIS OF FINDING

Most of the respondents use the Internet for more than 3 hours per day (46%). The most popular activities for which the respondents use the Internet (based on percentage of responses) are: Browsing, Shopping, Banking, Chatting, Social Networking. A large percentage of the respondents (83%) use the Internet for information search prior to making purchase decisions. Features of shopping portals that the respondents consider most important (based on percentage of responses) are: Payment Options, Product Variety / Availability, Speed & Quality of Delivery, Security and User Friendly Presentation. Hence it is concluded that majority 58% of the respondents are female and 42% of the people are male and it is observed that more than the female are convenient for online shopping. The higher 38% percentages of the respondents are falling under the category of 26– 30 years age group. 30% percentages of the respondents are falling under the category of 36– 45 years age group. 22% percentages of the respondents are falling under the category of 15– 25 years age group. 10 % percentages of the respondents are falling under the category of above 45 years age group.

It reveals that 46% of the respondents Occupation are student, 18% of the respondents are self employed, 16% of the respondents are house wife, and 20% of the respondents are professional activities Majority 56% of the respondents agree with the cash on delivery payment and 20% of the respondents agree with credit card and 24% of people agree with debit card. The people are more convenient in cash on delivery Majority is 74% of the responded is highly satisfied with the online shopping and 14% of the responded is satisfied and 10% of the responded is dissatisfied and 2% of the responded is highly dissatisfied. Most of the people are satisfied with online shopping The majority is that the 46% of the respondents Occupation are student, 18% of the respondents are self employed, 16% of the respondents are house wife, and 20% of the respondents are professional activity Majority is 40% of responded spend 2-3 hours per day, and 24% of responded spend 3-6 hours per day, 20% of responded spend 6-8 hours per day, 16 % of responded spend above 8 hours per day. Most of the young generation spend 2-3 hours per day.

Majority is 50% of the responded is highly satisfied with the flip kart and 24% of the responded is satisfied with Amazon and 16% of the responded is satisfied with snap deal and 10% of the responded is satisfied with other app.

It should be analyzed that the number of the female are more than the number or male who use online shopping system and It is find that mostly student use the online shopping app. And there is percentage analysis is easily with each table percentage should be analyzed with people response. Most of the people use online shopping because it is convenient to use and people buy any thing from anywhere

while sitting at home, office and anywhere. And most of the shops provide online services and that's why people satisfied with the online shopping system.

4.5 SUGGESTIONS

1. The respondents face major problems on theft of credit card information, and lack of security on online payments.
2. Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping.
3. Online shopping follows international market standards and do not know about the local market standard.
4. This will helps to increase consumer buying pattern and help the vendors to increase the sale.
5. The companies should try to despatch goods as soon as the order is received. So that there will be no delay.
6. The quality should be conformity with the catalogue. So that there will not be an issue with quality of the products.
7. The shopper should get feedback from customers which will evolve them to receive the level of satisfaction.
8. An awareness program may be conducted by the leading online shopping companies in schools and colleges to enrich their knowledge on online shopping
9. I found in my project that online shopping servicers are mostly available in metro cities or in urban areas for e-retailers to expand the customers in smaller towns so that they tie ups with small entrepreneurs and local suppliers. If they will provide Automatic Product Recommendations to their customers then it will lead to increase sales which based on past transaction history. If there are more choices among the single product then it will attract consumers as they found more options in a single variety of product.
10. Customized products should be launched accordingly in order to make it easier for customers to purchase. Prices of the products should be balanced as per the convenience of the customers. Customers get each and every information through their websites and they should not indulge in any kind of malpractices. Consumers should get emails, SMS, blinks as consumers don't get alerts and messages regarding the launched of new product. More of brand and trust building exercises should be carried out in order to position a positive image of online shopping in consumers mind. They should offer more discounts for the long term business as compared to the physical stores through this is a major pull of customers purchases products from e-retailers.
11. Websites should give the importance to privacy and security concerns and by ensuring that no irrelevant and personal questions to be asked from the customer. One of the major drawback is there are no proper returning policy of the product. Consumers should be guided in a proper way to return the product.

CHAPTER 5

5.1 DISCUSSION

The main discussion of the key research topic is mainly laid on the online shopping and its effectiveness on the retail industry. In the first section of the research work there is an overall idea is delivered

regarding the online shopping effectiveness on the retail firm's growth. In the methodology section it has been discussed that the research has laid down some of the key concepts regarding the research work. The customers have been the focus of the research and it has been found that customers are the stakeholders who have been the most benefited by the online shopping strategy. The retailers have also gained additional profits through the technological shopping medium. On acknowledging the customers and the retailer's profit or benefit gained through online shopping it could be said that the customers are benefited more than the retailers, as the retailers have been observed to receive a reduction of cost in the online shopping, but those costs has been injected into the business for using the technology of shopping and other activities. The entire process was kept highly ethical, with anonymity and the consent of all participants involved completely preserved. After being working on the research, we have come to learn that customer satisfaction plays a vital role in how the choices of people to shop online. Websites offering online shopping must have good customer services and user-friendly applications or websites to be easily accessible to the public and therefore making them prefer online shopping over in-person shopping. Based on the findings of the study, the following recommendations are made to promote awareness in online shopping: Problems encountered by purchasers during online shopping, such as delivery delays, broken items, or any other trust concerns, should be rectified to turn them into regular online consumers. To reach the greatest number of clients, the purchasing procedure must also be user-friendly. Because the statistics show that most customers prefer online shopping to conventional shopping, large and effective ads the accessibility, product quality, and other positive qualities should be made to stimulate client interest. It might be an excellent marketing strategy to encourage consumers who purchase online to promote it to others. According to the results of our study, the sensation of becoming overcharged might be a factor in people not suggesting online shopping to others. As a result, pricing and commodity quality should continue to complement one another to encourage consumer participation. As a result, through establishing a better brand quality reputation, as well as addressing consumer issues throughout product delivery, Customers can be happy and loyal to a business that provides online services.

The survey included a small number of respondents who were the general people, and I has been found that the majority of the respondents belonged to the adult group and matured group who might be into their service life and this reveals that the concept of online shopping is not a play game for teenagers or the kids but even the matured ones take this concept as a helpful tool of life.

Chapter -6

Conclusion and recommendation

6.1 Conclusion

Online shopping is becoming more general day by day with the growth in the usage of World Wide Web known as www. Sympathetic customer's need for online selling has become challenge for marketers. In assumption, having access to online shopping has truly transformed and unfair our society as a whole. This use of knowledge has opened new doors and chances that enable for a more convenient existence today. Mostly people ask many of the retail stores before making the final purchase. Debit/Credit card Internet Banking are the most preferred portals for paying online. Bhim, Tez are the newly launched portals which are less preferred by everyone.

Customers, regardless of their demographic differences across the country, prefer cash on delivery as the preferred mode of payment in case of online shopping. Different age groups generally spend differently while shopping online. Education level does not have any impact on how much people spend on online shopping. They are mostly confused about recommending online shopping to someone else and they usually don't recommend others to buy online if they themselves feel overcharged. Most respondents are indifferent in satisfaction level towards online shopping. However, there are several factors which influence the satisfaction level among consumers. For example, quality of internet connection is highly tied to customer satisfaction. There is a significant relationship between satisfaction and the type of problems they face while shopping online (delay in delivery, damaged product, receiving low quality product). Satisfaction is also influenced by the reason for preferring online shopping (price, convenience, time saving, variety etc.). On the other hand, there is no significant relationship between customer satisfaction and their education level. And preferred mode of payment does not have any impact over customer satisfaction.

This study helps to understand the importance of the online shopping on improvising the customer satisfaction in the retail company. The proper strategies help to understand that how an organization should implement the online shopping in the organizational context and the key factors which the organization must need to ensure at the time of implementing strategies for enabling online shopping in the organizational context.

The current technological development with respect to the internet has given rise to a new marketing system. The study brought to the fact that most of the online shoppers are educated people and students who have a positive perception towards online shopping, risk perceptions particularly concerns about online security, are preventing many people from shopping online. Ensure adequate safety measures in delivery of products are a challenging task in front of online sellers to increase their sales. Online sellers have to resolve these problems and also introduce wide range of products with additional discounts. This will create more demand from customers. On the basis of the present study it concluded that online customers are satisfied. This research clearly indicates that online marketer should give more importance on price factor and after sales service. In this competitive era all the online marketers should have to focus on the customer's satisfaction to retain the existing customers and have to offer new attractive schemes day by day to attract new customers.

6.2 Recommendations:

Online shopping always helps the customers to save their valuable time and it also gives the customers a wide range of product list. Additionally, they can choose their preferable products by comparing those products with other company's products who are the seller of the same product.

Feedback system: The organization must need to understand their customer expectations and demands as it will help the organizations to make the strategies accordingly. The organizations also need to provide a feedback option to the customers because it will help the organization to felicitate that the organization is giving value to their customer's views which will engage more customers. Nowadays, people have more opportunity than ever before to seek out information and reviews of products and services before they make a purchase. You can't afford to ignore customer feedback — and you don't

have to take our word for it. When you understand your customers you know what excites them, what irritates them, and what motivates them to purchase. This all means that you are better able to provide them with an experience they enjoy and, in turn, will make them loyal to your company.

Social media marketing: The organization must need to invest their resources to felicitate social media marketing because nowadays most of the customers collect reviews about a product from the social media platforms. The term social media marketing (SMM) refers to the use of [social media](#) and [social networks](#) to market a company's products and services. Social media [marketing](#) provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts.

Offers and discounts: The organization must need to ensure good offers and discounts for their potential customers because it will help the organization to attract more new customers which will enable more financial benefit in the organizational context. Offering discounts on purchases is a way to quickly draw people into your store. Anytime you tell a customer that he can save money, you're likely to get his attention. Discounts don't only help your shoppers; they also help your business. From increased sales to improved reputation, discounts may be that one ingredient that can bring business success.

Product detail information on e-commerce website: The organizations must need to provide all the necessary detail of a product on their electronic commerce website because it will help the customers to get all the products information under one roof which will 94 enable more customer satisfaction and the customers will not show their interest to get the product information from any other medium.

Any online consumer will tell you that it's important to know everything there is to know about a product before purchasing it. And when you are running an ecommerce website, you want everything to be as easy as possible for your customers. Creating high converting ecommerce product pages is an essential part of a successful online store.

Free shipping of the products: The organizations needs to provide free shipping for the products because it will help the organization to attract more customers and the customers can save their money which will enable more customer loyalty towards the organization. Customers love free shipping. "As long as you can absorb the cost, offering free shipping is a must to stay competitive nowadays as an online store," says Nima Noori, founder & CEO, [TorontoVaporizer](#). "With free shipping, customers don't need to worry about hidden costs," he explains. "This makes the buying process more [transparent], and customers will be much happier with the shopping experience."

6.3 Future Scope of study:

Future scope of the study basically refers to the greater context of the research work. As the world becomes so fast and technologies are changing day by day. Online shopping has a greater impact on the customers buying behavior because in future as the technology will grow more it will help the

organization to share their positive motivation in the market. Customers are nowadays depending on social media as well as online sites for the reviews and the information of their preferable product and its future this dependency will be more. If the organization will able to implement the online system in the organization context it will help the organizations to understand their customer's motivation and the demands which will help the organization to make the strategies and the products according to the demand of the products in the market. Social networking site will help the customers to connect with more people and they share their motivation and reviews towards any product so online shopping will help the organization to understand the customer's motivation and thinking. In short, it can be clear that online shopping helps the organizations to connect with more customers in short span of time and in future more technology enhancement will help the organizations to enhance their business opportunity in the global market. Additionally, implementation of an e-commerce website will help the organization to connect with more potential customers globally.

CHAPTER 7

7.1 Self-Assessment

Online shopping has a huge impact on the organizational context and this research work help me to understand the crucial points which the organization must need to ensure in order to properly felicitate online shopping in the organizational context. This research work helped me in learning that online shopping will help the customers to save their time which influences the buying behavior of the customers and the organizations are able to gain financial benefit by implementing online shopping. Customer satisfaction is one of the most important parts for any organization because it helps the organization to enhance their performance level in the organization and it also helps the organization to enhance their positive reputation in the market. This research work helps me to understand the key points which an organization must need to maintain in order to ensure customer satisfaction. The main part of any customer satisfaction is meeting the expectations of the customers and this research work help me to understand they crucial points which the organization must need to ensure in order to meet the customers' demands and the expectations. To conduct the research work properly I need to conduct some surveys and interviews. The answers of the respondents help me to understand the greater aspect of online shopping and at the time of conducting survey and interviews, I must understand my strength and weakness. These surveys and interviews help me to improve many good qualities which will help me to conduct more research work soon. At the time of conducting the survey, I need to communicate with many people's which help me to enhance my communication level and this survey also help me to understand the motivation of the different peoples on the same thing. The main part of the survey is a collection of data and this data collection and analysis process helps me to increase my capabilities in analyzing any certain data with regarding the topic. This survey also helps me to increase my public speaking ability as I must communicate with more people at a time. At the time of conducting interviews, I have learned many things and help me to understand the motivation of the different employees. Additionally, it helps me to understand the crucial points which the employees are considered at the time of implementing any new technologies and they also share that if the organizations can implement e-commerce website properly then it will help the organization to satisfy more customers in short span of time. As I must complete the research work in a specific time my time management skill also increased, and this helps me to divide the task according to their importance. Additionally, this time management skill helps me to understand the importance of any specific task and

which task needs to be done first in order to complete the research work properly. This research work also helps me to enhance the skill of completing any project within a low budget as the budget of this research work is not so high. I must manage my budget according to the importance of the task. In short, this research work helps me to understand the greater aspect of online shopping as well it helps me to enhance time management, communication skill.

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APPENDIX

QUESTIONNAIRE

Q1. What is your Gender?

- (a) Male
- (b) female

Q2. What is your Age?

- (a) 15-25
- (b) 25-35
- (c) 35-45
- (d) above 45

Q3. What is your Occupation?

- (a) Self employed
- (b) professional
- (c) House wife
- (d) student

Q4. How much time do you spend on internet every day?

- (a) 2-3 hours
- (b) 3-6 hours
- (c) 6-8 hours
- (d) above 8 hours

Q5. Which method preferred by you for online shopping?

- (a) Flip kart
- (b) Amazon
- (c) Snap Deal
- (d) other

Q6. What Is Mode of the payment by you while online shopping?

- (a) Credit card
- (b) debit card
- (c) cash on deliver
- (d) other

Q7. What is the main problem faced by you in online shopping?

- (a) Product did not arrive at all
- (b) wrong product
- (c) not quality goods
- (d) damage condition

Q8. What are the barriers in online shopping faced Product did not arrive at all by you?

- (a) Safety payment
- (b) shipping cost
- (c) delay in delivery
- (d) trust issue

Q9. Why do you prefer online shopping?

- (a) Time saving
- (b) less stress
- (c) provide best offer
- (d) service quality
- (e) less expensive

Q10. How comfortable are you buying products online from a company you know?

- (a)Extremely comfortable
- (b) quite comfortable
- (c) moderate comfortable
- (d) not at all

Q11. What is your shopping experience while in online shopping?

- (a) Highly satisfied
- (b) satisfied
- (c) neutral
- (d) dissatisfied
- (e) highly dissatisfied

Q12. According to you, do the companies gain the brand value through the online shopping?

- (a)Highly agree
- (b) Agree
- (c) Disagree
- (d) Highly disagree

Q13. Do you think that online shopping can provide more facilities than conventional shopping method?

- (a)Yes
- (b)No
- (c)Not sure

14. Do you recommend online shopping to your family and friends?

- (a)yes
- (b) mostly

- (c) sometime
- (d) no