

A Study on Customer Satisfaction in E-Shopping with Reference to Coimbatore City

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ABSTRACT

The ever-evolving landscape of retail, consumers now have a plethora of choices for fulfilling their shopping needs. However, the advent of the internet and the rise of e-commerce have revolutionized the way we shop, introducing a convenient alternative – online shopping. It aims to provide insights into the dynamics of the local online retail market. Through demographic analysis and examination of purchasing habits, the study explores factors influencing satisfaction levels among consumers. The research considers parameters such as product availability, cost, practicality, friendliness, and overall purchasing experience. While online shopping delivers convenience and a vast selection of products.

Online shopping is the process whereby consumers directly buy goods, services etc., from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

KEYWORDS: Customer Satisfaction, E-Shopping, Safety, Technology.

INTRODUCTION

People can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software and health insurance are just some of the hundreds of products consumers can buy from an online store. Many people prefer to shopping through online because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores. Shopping via the internet eliminates the need to shift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm.

The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on the server side (store). The Server process the customers and the items are shipped to the address submitted by them. The application was designed into two modules first is for the customers who wish to buy the articles. Second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers. The end user of this product is departmental store where the application is hosted on the web and the administrator maintains the database. The application which is deployed at the customer database, the details of the items are brought forward

from the database for the customer view based on the selection through the menu and the database of all the products are updated at the end of each transaction. Data entry into the application can be done through various screens designed for various levels of users. Once the authorized personnel feed the relevant data into the system, several reports could be generated as per the security.

STATEMENT OF THE PROBLEM

There are several reasons hinder in the consumer are involved in online shopping because some of the consumer are not willing to take part in online purchase due to the valid reason because there are worried about the quality of the product in online are not durable, moreover, there are not confident. In addition to this study also understand the influences of the social factors towards the purchase intention of consumers in online shopping and also study attitude of the consumers purchase intention in online shopping.

OBJECTIVES OF THE STUDY

- 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.

RESEARCH METHODOLOGY

- The Research Design Used for the Study

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 or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

- **Population Size**

The total population size is indefinite.

- **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 100.

- **Sample 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.

- **Statistical Tools**

The data collected through questionnaires were analysed using simple percentage analysis .

Percentage analysis = $\text{No. of respondents} / \text{Total respondents} * 100$

LIMITATIONS OF THE STUDY

The study is confined to Coimbatore district only. The study is based upon the consumer behaviours of online shopping. The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. so the accuracy is not true. Due to storage of time and other constraints, the study has been limited to 100 respondents only.

REVIEW OF LITERATURE

Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Business to consumer e-commerce conducted via the mechanism of web-shopping provides an expanded opportunity for companies to create a cognitively and esthetically rich shopping environment in ways not readily imitable in the non electronic shopping world. In this article an attitudinal model is developed and empirically tested integrating constructs from technology acceptance research and constructs derived from models of web behavior.

Forsythe, S., & Shi, B. (2003). Internet shopping has become the fastest-growing use of the Internet; most online consumers, however, use information gathered online to make purchases off-line. A number of authors have attributed consumers' reluctance to purchase online to apparent barriers; however, such barriers have not been examined within a theoretical context. This study examined the nature of perceived risks associated with Internet shopping and the relationship between types of risk perceived by Internet shoppers and their online patronage.

Kau, A. K., Tang, Y. E., & Ghose, S. (2003). This article aims to examine the online buying behavior among a group of Internet users. Based on a sample of over 3,700 Internet users, this study explores their information-seeking patterns as well as their motivations and concerns for online shopping. Factor analysis and cluster analysis were used to classify the respondents into six types of online shoppers. Coupled with their demographic information and actual buying behavior, it was possible to constitute a distinct profile for each of the segments. Discriminant analysis was also conducted to seek out the important attitudinal variables that differentiated the various clusters of online shoppers. The implications of such classification are also discussed.

Kwon, K.-N., & Lee, J. (2003). Consumers' concerns about payment security have been recognized as an obstacle to the growth of Internet shopping. The purpose of our study was to investigate the influence of payment security concerns on Internet purchases. We proposed that consumers' concerns about payment security mediate the relationship between attitude toward Internet shopping and actual purchases. Using data from the Georgia Institute of Technology Graphics Visualization.

ANALYSIS AND INTERPRETATION

TABLE -1

Table 1: shows that first e-shopping app used by respondents

Particulars	No. Of Respondents	Percentage %
Amazon	15	30
Flipkart	19	38
Meesho	7	14
Myntra	9	18
Total	50	100

Source: primary data

INTERPRETATION:

From the above table it can be inferred that, 30% of respondents are amazon, 38% of respondents are Flipkart, 14% of respondents are in Meesho and 18% of respondents are Myntra The majority, 38% of the respondents, were at Flipkart.

Chart - 1

Chart 1: shows that first e-shopping app used by respondents

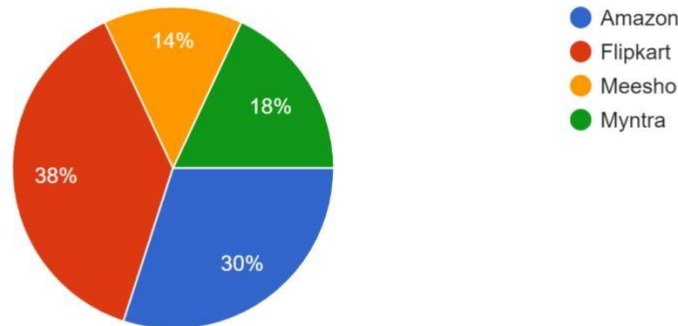


Table -2

Table shows e-shopping app liked by respondents

Particulars	No. Of Respondents	Percentage %
Myntra	9	18
Flipkart	21	42
Meesho	13	26
Amazon	7	14
Total	50	100

Source: primary data

INTERPRETATION:

From the above table it can be inferred that, 18% of respondents are Myntra, 42% of respondents are Flipkart, 26% of respondents are in Meesho and 14% of respondents are Amazon. The majority, 42% of the respondents, were in Flipkart.

Chart -2

Chart shows e-shopping app liked by respondents

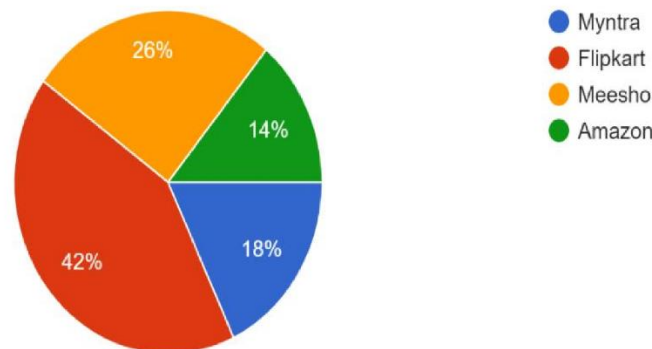


Table - 3

Table showing respondents satisfaction in e-shopping

Particulars	No. of Respondents	Percentage %
Yes	40	80
No	10	20
Total	50	100

Source: primary data

INTERPRETATION:

From the above table it can be inferred that, 80% of respondents answered yes and 20% answered no. Majority 80% of the respondents are answered yes.

Chart - 3

Chart showing respondents satisfaction level in e-shopping

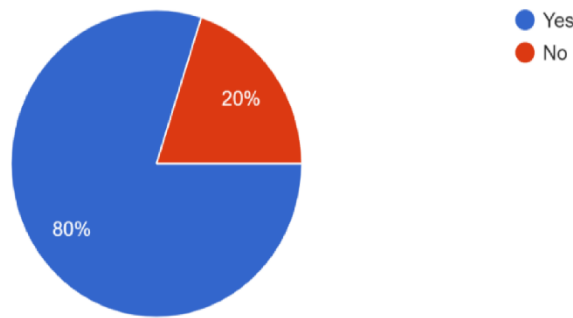


Table - 4

Table showing respondents most preferred product in e-shopping

Particulars	No. of Respondents	Percentage %
Fashion	24	48
Home appliances	12	24
Health care	8	16
Electronic items	6	12
Total	50	100

Source: primary data

INTERPRETATION:

From the above table it can be inferred that, 48% of respondents are Fashion, 24% of respondents are home appliances, 16% of respondents are in Health care and 12% of respondents are Electronic. The majority, 48% of the respondents, were in Fashion.

Chart – 4

Chart showing respondents most preferred product in e-shopping

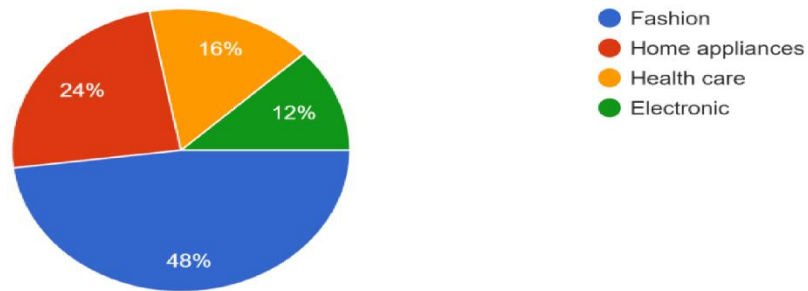


Table - 5

Table showing respondents frequent mode of payment in e-shopping

Particulars	No. of Respondents	Percentage %
Cash on delivery	15	30
Debit card	6	12
Credit card	16	32
Online payments	13	26
Total	50	100

Source: primary data

INTERPRETATION:

From the above table it can be inferred that, 30% of respondents are Cash on delivery, 12% of respondents are Debit card, 32% of respondents are Credit card and 26% of respondents are Online payments. Majority 32% of the respondents have a Credit card.

Chart - 5

Chart showing respondents frequent mode of payment in e-shopping

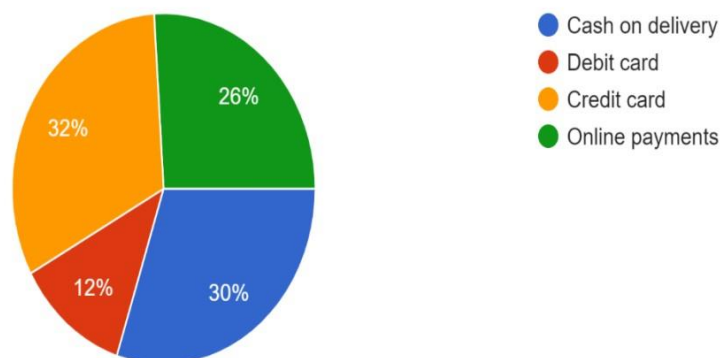


Table - 6

Table showing respondents safe delivery on e-shopping

Particulars	No. of Respondents	Percentage %
Yes	41	82
No	9	18
Total	50	100

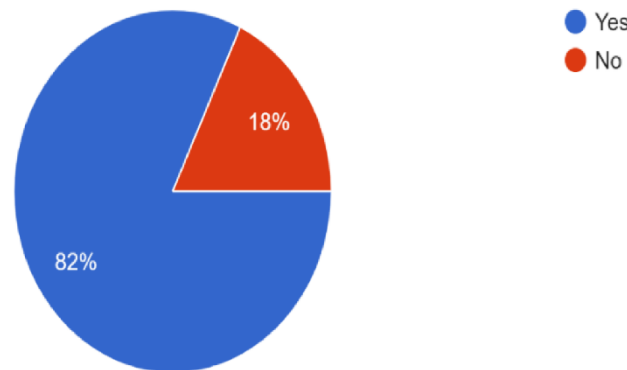
Source: primary data

INTERPRETATION:

From the above table it can be inferred that, 82% of respondents answered yes and 18% answered no. Majority 82% of the respondents answered yes.

Chart - 6

Chart showing respondents safe delivery on e-shopping



FINDINGS

1. The Majority 38% of the respondents are using Flipcart e-shopping app.
2. The Majority 42% of the respondents are liked Flipcart e-shopping app.
3. The Majority 80% of the respondents are satisfied in e-shopping app.
4. The Majority 48% of the respondents preferred products in e-shopping app for fashion.
5. The Majority 32% of the respondents mode of payment in e-shopping app through credit card.
6. The Majority 82% of the respondents are answered yes for safe delivery in e-shopping app.

SUGGESTIONS

- Companies should have more risk reduction activities as perceived risk could strongly influence consumers online purchase decisions. And specific types of perceived risk like online frauds should be taken care of in different scenarios. Hence, the shopping sites should sport a Certificate of Authenticity (a seal or small sticker designed to demonstrate that the item is genuine and risk free) and should have a security symbol in order to safe shopping.
- Online stores should use effective implementation of website factors such as information design, features, communication, privacy and security, as a marketing tool by which trust towards the website can be created among the consumers and subsequently enhance purchase intention.

- Most of the people feel that products available through online shopping are costly because of the shipping charges whereas in the traditional shopping there are no such charges. So, the companies should provide the facility of free delivery in order to create excitement among non-users.
- Websites should be made more attractive and appealing to the buyer in order to attract potential shoppers. Moreover, the sellers should ensure that the shopper easily and quickly gets to the final shopping-cart web page, instead of undergoing series of clicks from one webpage to another.
- There is still a low level of computer accessibility and lack of awareness of online shopping even in the educated. There is a barrier in experiencing online shopping. Hence, the companies should make the people aware through different ways. Further, some kind of legal framework should be set up in order to check online frauds. Moreover, the complaints related to online shopping should be heard by somebody setting up.

CONCLUSION

The main intention of the project is to identify the various problems faced by the customers and to know the reasons for the problems while conducting online shopping. To create awareness among online shopping and to know about the customer opinions regarding online shopping. The response collected through the questionnaire helped a lot in finding the problems and to know about customer opinion, regarding online shopping. The products should be verified before delivery and the delivery of fake products should be reduced.

Online shopping is a new experience and has greatly impacted the lives of consumers in its short time of existence. It is expected to grow constantly in years to come with advancements in technology. These consumers are mostly in the low and high age groups. Those consumer groups have time to spend in traditional stores and malls and value the offline shopping experience for social reasons. At the same time, as realized the benefits from E-commerce, consumers are more willing to make purchases online. With the popularity of the Internet, the number of Internet users will continue to grow, and more Internet users will become online consumers, even regular online buyers. However, the evolution of E-commerce will bring new problems. The changes in business operation, business environments and economic condition etc., will affect consumer online shopping behaviour. Therefore, continuous efforts have to be devoted to studying consumer online shopping.

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CHAPTER - V

SUGGESTIONS& CONCLUSIO

5.2 SUGGESTIONS

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