

# A Study on Customer Satisfaction Towards Online Shopping with Reference to Umbergaon, Bordi and Nearby Rural Areas

Prachi Sakaldev Mandal<sup>1</sup>, Swatiprabha Munil Mandal<sup>2</sup>,  
Amit Mahadu Vadaliya<sup>3</sup>, Jitesh Ashwin Bordikar<sup>4</sup>,  
Kavita Chandrakant Dhangda<sup>5</sup>

<sup>1,2,3,4,5</sup>Assistant Professor, N.B Mehta Science College, Bordi

## Abstract:

E-COMMERCE is platform enabling the customers to perform buying and selling activities over Internet. With increase in Industrialization, Urbanization Modernization and application of advances technologies more use of Internet and means of communication has resulted in growth in Online business. There are many businesses who are taking their business from offline mode to online modes .Example: Amazon, Flipkart, Myntra, Meesho, Snapdeal, which deals in varieties of product range from household items to fashion essential, from Electronic items to Cosmetics and many more.

Also we can find business who deal in specific types of goods which tries to cover a special segments of customers in the market. Eg: Lenskart selling Glasses online, Purple and Nykaa dealing in makeup and skincare products Bookchor for books, Bigbasket providing Grocery items and many other items at our doorsteps. E-commerce gives boost in the income growth of the business as it has becomes easier for the customer to reach the business using their mobiles phones, computers and other electronic means. E-commerce gives various advantages to the Business owners and to the customers such as home delivery, fast delivery, customization according to the choice of customers, customer support to handling their complaints and queries related to the product. Online shopping is more convenient and saves more times as compared to traditional form of business. It provides facilities of shopping 24\*7 anywhere and at any time. It gives advantage of varieties of choices from a wide range of products available at affordable prices. Another advantage of shopping online is affordable prices of the product over Online shops as compared to that of traditional form of business as there is no or less middlemen involved which results in lower prices of the product to the customers. Online shopping apps keep updating their plans and policies to face competition and offers various facilities to their customers.

## Introduction:

**Umargam** , also known as **Umbergaon** is a town in state of Gujarat. The town is known for its beaches, Industries ,its tourist attractions, and its film industry. As of the 2011 Indian census, Umargam had a population of 21,648. 55% percent of the city was male, while 45% was female. Umargam has a literacy rate of 71%, which is higher than the national average. People living here mostly speak Hindi, Gujarati, and Marathi .The population here is semi-rural where we can see emergence of Educated classes of people with improves standard of living.

**Bordi** is a coastal village in the Palghar district of Maharashtra, India. It is located in Dahanu taluka. It is a tourist destination due to its beach and natural environment. It is also famous for the Chickoo fruit and has many Chikoo farms. A festival named Chikoo Festival also takes place in Bordi . According to the 2011 census of India, Bordi has 1647 households. The effective literacy rate (i.e. the literacy rate of population excluding children aged 6 and below) is 87.71%. Many small villages comprising of varieties of people belonging to different tribal group and other communities preserving the natural and cultural heritage of the place. We can see many old schools established here to promote and provide education for the rural population of the village. People here are mostly engaged into small scale business.

**Gholwad** is a village in the Palghar district of Maharashtra, India. It is located in the Dahanu taluka. It is famous for its production of quality chickoos. According to the 2011 census of India, Gholwad has population of 4403. The effective literacy rate (i.e. the literacy rate of population excluding children aged 6 and below) is 82.59%.

**Amazon** was founded on July 5, 1994, by Jeff Bezos in Bellevue, in Washington. The company originally started as an online marketplace for books but gradually expanded its offerings to include a wide range of product categories. This diversification led to it being referred to as "The Everything Store" The company has covered a huge market share in Indian market. **Flipkart Private Limited** is an Indian e-commerce company, headquartered in Bangalore, and incorporated in Singapore as a private limited company. The company in its initial stage focused on selling books later they introduced many other products such as customer essential products, electronic items, fashion related products and many more. **Myntra was founded in the year 2007-2008**. Later in the year May, 2014 the company was acquired by flipkart from there they started selling Fashion and beauty related products. The Company has come with an express delivery option called M-Express which delivers certain product within 48 hours. Also many International brands such as H&M , Zara , many other s product are available on the website.

**Meesho** owned by an Indian company .It is a marketplace enabling the customers and many small resellers to meet at one platform and conduct business. The Company provide huge varieties of household products, Jewellery, electronic items, Toys and clothing, and many other at very affordable rates to their customers.

### Literature review:

**Emarketer (2015)** reviewed research showing that the Internet had a greater effect than offline media on the purchase of consumer electronics, but not on the purchase of apparel, cosmetic products, or home improvement products.

MajorDr.R.Rajasekaran, Dr.M.Esther Krupa, Ms.R.Sindhu (2019) conducted a study on 200 respondents in Coimbatore. The study was conducted to find out the customer preference towards e-tailing in Coimbatore. The factors considered in the study were price, availability, time saving, replacementpolicy, guarantee and MajorDr.R.Rajasekaran, Dr.M.Esther Krupa, Ms.R.Sindhu (2019) conducted a study on 200 respondents in Coimbatore. The study was conducted to find out the customer preference towards e-tailing in Coimbatore. The factors considered in the study were price, availability, time saving, replacementpolicy, guarantee and **Pervaiz Ali, Sudha Sankaran,** and **Peter Stevrin** in their study titled online shopping' customer satisfaction and loyalty in Norway analysed satisfaction and loyalty of the online customers in Norway. The results of the survey reveal that

the majority of Norwegians are satisfied with online shopping and that only less than half of them stay loyal to their online Customer Satisfaction towards Online Shopping with Reference to Jalandhar City sellers.

**Sathiya Bama and Ragaprabha** in the study revealed that customer's satisfaction on their online shopping is associated with Area of Residence, Age, Gender, Occupation and Cost of Recent Purchase.

**Lakshmanan A and V. Karthik** in the study examined consumer's buying behavioural pattern towards online shopping. The study aimed at examining the attitude of online shoppers of the Tiruppur District towards online shopping. For the study, a structured questionnaire was used for collecting data from respondents. The study revealed that a maximum number of respondents of online shopping lie in an age group between 26-30 years.

**Mustafa** explored the factors influencing customer satisfaction with online shopping. The findings of the study revealed that that user interface quality, information quality, perceived quality and perceived privacy, the effects of website design are the major factors influencing customer satisfaction on online shopping.

**Ganapathi S.** examined customers' satisfaction towards electronic shopping in the Tiruchirappalli district. The study was based on a questionnaire with a sample of 200 respondents. The findings of the study are analysed using simple percentage analysis, chi- square test, and Friedman ranking test. The Findings reveal that age, gender, and educational qualification have a significant association with customers' level of satisfaction towards electronic shopping. The study also concludes that 24 hours service was the first satisfaction factor of the customers towards electronic shopping.

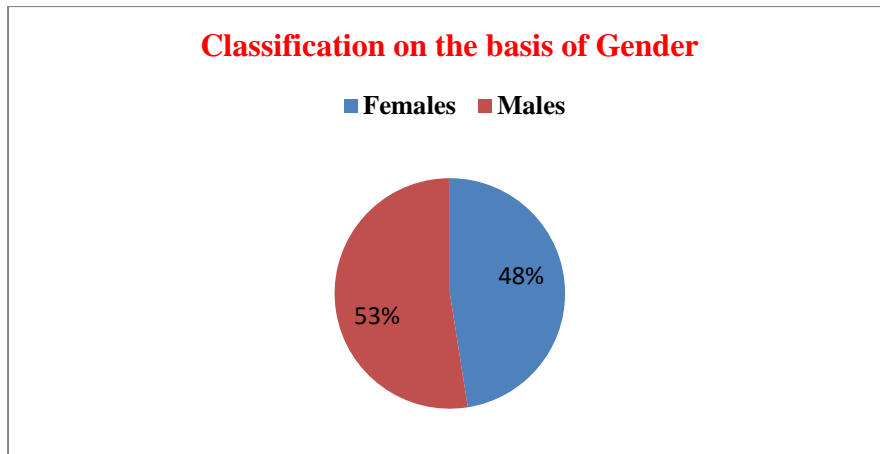
### Objectives:

- To know how much of the total population used online platform for shopping.
- To analyze Mode of payment used for shopping.
- To analyze the problems faced by the user while shopping online.
- To know the most preferred items people purchase.
- To find out the satisfaction level of the customer from online purchase
- To know the specific reasons for which the customers prefer online shopping.
- To identify the age group among which the online shopping is more preferred.

### Data and Interpretation:

#### 1) Gender of the respondents:

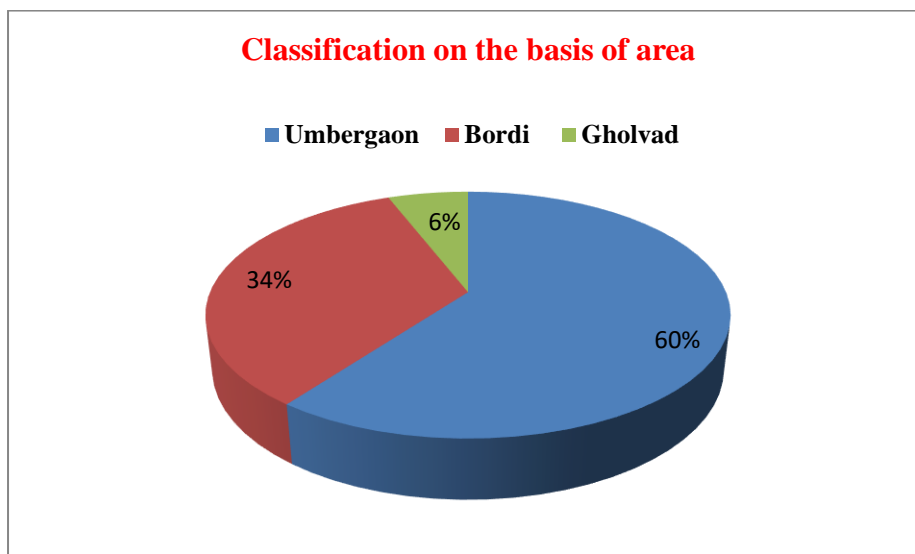
Table 1.1 Classification on the basis of gender		
Particulars	Number of respondents	Percentage %
Male	62	52.5%
Female	56	47.5 %
Total number	118	100 %



2) Respondents belongs to which area:

**Table 1.2 Classification on the basis of Area.**

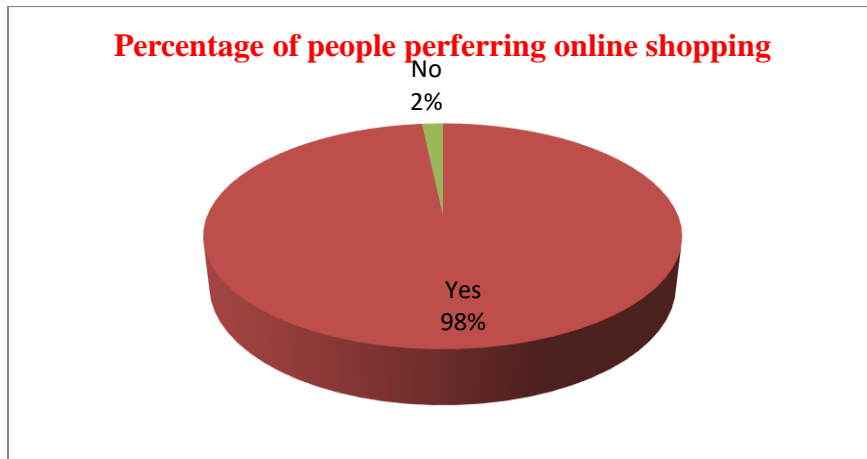
Particulars	Number of respondents	Percentage %
Umbergaon	71	60.2 %
Gholvad	40	33.9%
Bordi	07	5.9%
Total number	118	100%



3) Do you prefer online shopping?

**Table 1.3 People preferring online shopping.**

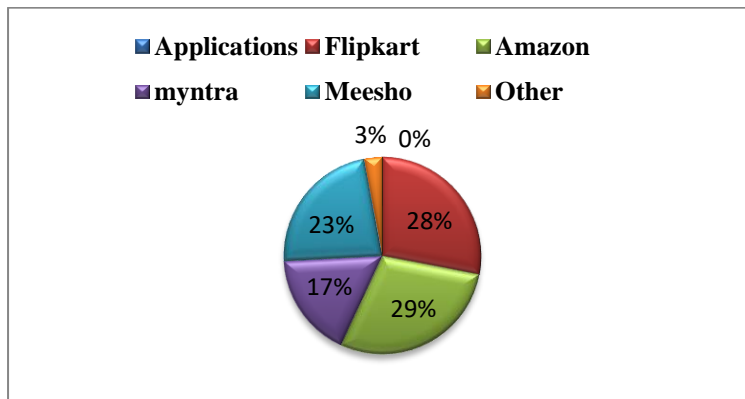
Particulars	Number of responses	Percentage
Yes	116	98.3%
No	02	1.7%
Total	118	100%



**4) Most preferred application for online shopping?**

**Table 1.4 Application used for online shopping.**

Particulars	Number of responses	Percentage
Flipkart	65	55.1%
Amazon	67	56.8%
Myntra	40	33.9%
Meesho	53	44.9%
Other	07	5.9%
Total	118	100%



**5) Reasons to shop from the Application?**

**Table 1.5 Reasons to shop Online.**

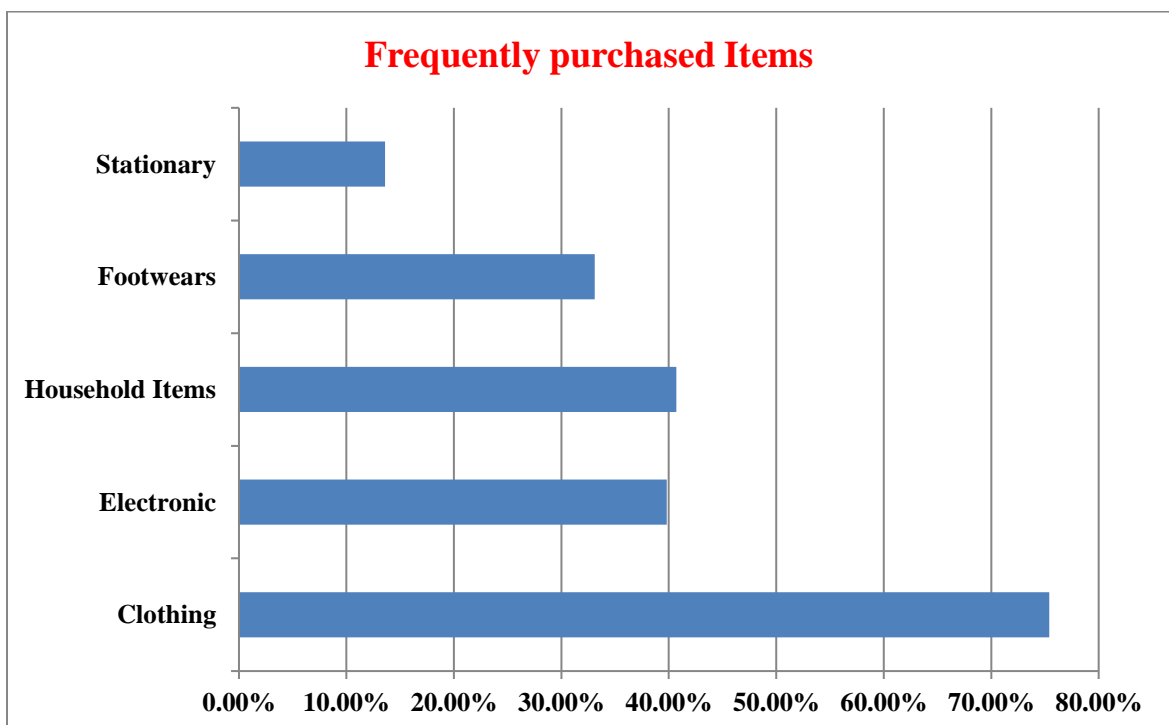
Particulars	Number of responses	Percentage
Quick delivery	55	46.6%
Quality product	65	55.1%
Low prices	50	42.2%
Good customer support	34	28.8%
Easy shopping	62	52.5%
Huge/ Wide varieties of product	39	33.1%
Total	118	100%



**6) Frequently purchased Items?**

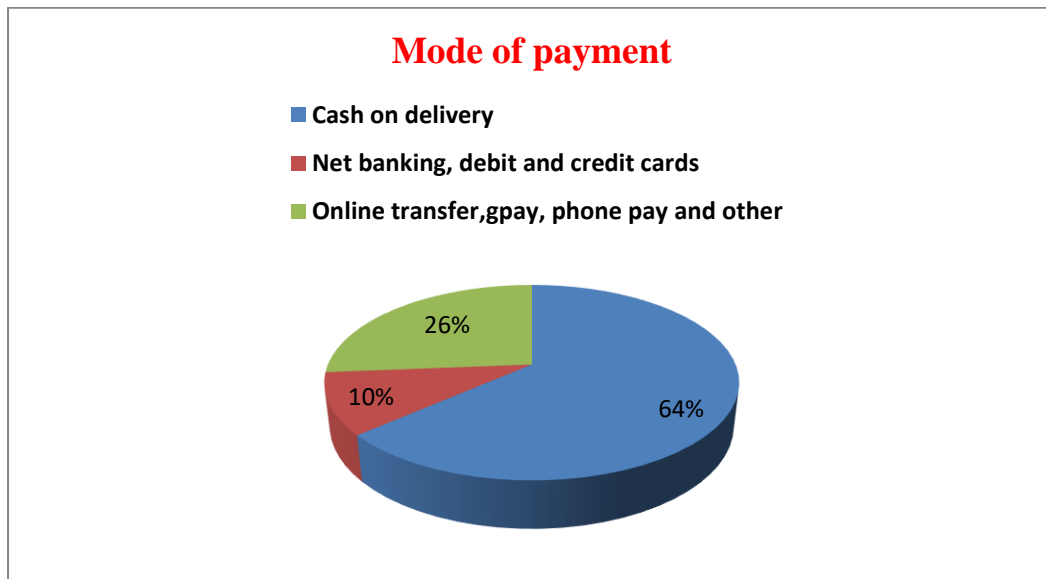
**Table no. 1.6 Frequently purchased items.**

Particulars	Number of responses	Percentage
Quick delivery	89	75.4%
Quality product	47	39.8%
Low prices	48	40.7%
Good customer support	39	33.1%
Easy shopping	16	13.6%
Total	118	100%



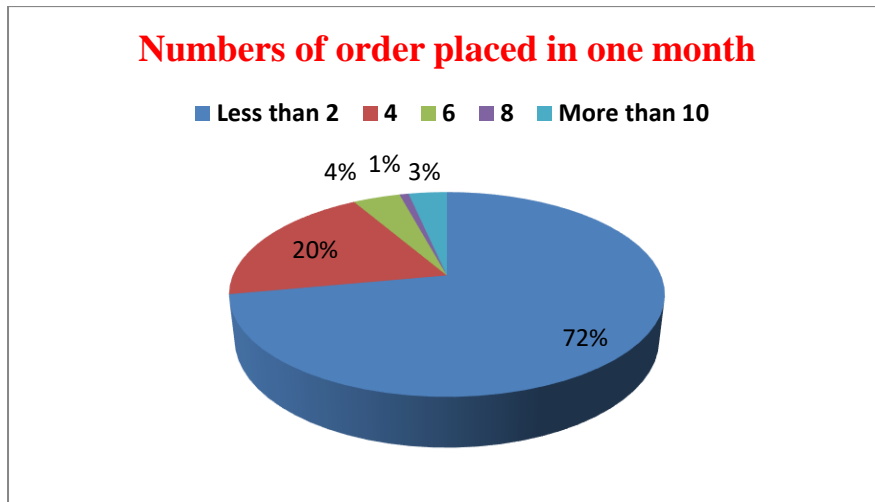
7) Mode of payments used for online shopping?

Particulars	Number of responses	Percentage
Cash on delivery	75	63.6%
Net banking, debit and credit card	12	10.2%
Online Transfer, gpay and Phone pay	31	26.3%
Total Responses	118	100%



8) Number of Orders placed in one months?

Particulars	No of responses	Percentage
Less than 2	85	72%
04	23	19.5%
06	06	4.2%
08	01	0.8%
More than 10	04	3.4%
Total responses	118	100%



9) Do you feel safe to shop online?

**Table 1.9**

Particulars	Numbers of responses	Percentage
Yes	113	96.60%
No	05	3.40%
Total responses	118	100%



**Research Methodology:**

The research is based on the data from primary and secondary sources by means of questionnaire and survey conducted on the sample Selected randomly from the area of Umbergaon , Bordi and Gholvad.

- **Primary sources:** The data is directly collected from the respondent by means of questionnaire Which includes set of questions.
- **Secondary sources:** The Data related to the places are collected from the websites.
- **Sample size:** The total number of respondents are 118 people residing in Umbergaon , Bordi and Gholvad .
- **Statistical tools:** The data is analyzed and results are interpreted by using graphs, pie charts, and tables.



**Conclusion and Suggestion:**

1. The age group between 18 to 25 are more engaged in online shopping.
2. The number of shopper are females as compared to males.
3. The most preferred application for online shopping is Amazon and flipkart.
4. Mostly customers prefer buying clothing and household items more.
5. The reason to shop are quick delivery and affordable prices of the product as compared to the traditional form of business.
6. The customers mostly use cash on delivery option for making payments.

**Suggestion:**

1. The customers demand for quick exchange of product in case of defect in the items.
2. The packaging of the product must be more proper to avoid damage while transportation of the product.
3. Prompt answers must be given with respect to wrong delivery of the product.
4. The product delivered must be as same as shown in the pictures over the app.
5. There must be facilities for the customers to negotiate over the prices of the products.
6. More flexible and convenient return policies.
7. More varieties of product must be available.

**References:**

1. Dr. Pratima Merugu International Journal of Management (IJM) Volume 11, Issue 2, February 2020
2. <https://en.wikipedia.org/wiki/Umargam>
3. <https://en.wikipedia.org/wiki/Gholwad>
4. <https://en.wikipedia.org/wiki/Bordi>
5. <https://en.wikipedia.org/wiki/Myntra>
6. <https://en.wikipedia.org/wiki/Meesho#bodyContent>