

A Study on Customer Satisfaction Towards Online Shopping

Charithra M V¹, Sowmya B²

^{1,2} *The Yenepoya Institute of Arts Science Commerce and Management, Mangalore, Karnataka, India*

1. INTRODUCTION

1.1 BRIEF BACKGROUND OF THE INDUSTRY AND THE RESEARCH TOPIC.

One of the most popular activities on the Web is shopping. It has much allure in it — you can shop at your leisure, anytime, and in your pajamas. Literally anyone can have their pages built to display their specific goods and services.

History of ecommerce dates back to the invention of the very old notion of "sell and buy", electricity, cables, computers, modems, and the Internet. Ecommerce became possible in 1991 when the Internet was opened to commercial use. Since that date thousands of businesses have taken up residence at web sites.

At first, the term ecommerce meant the process of execution of commercial transactions electronically with the help of the leading technologies such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT) which gave an opportunity for users to exchange business information and do electronic transactions. The ability to use these technologies appeared in the late 1970s and allowed business companies and organizations to send commercial documentation electronically.

Although the Internet began to advance in popularity among the general public in 1994, it took approximately four years to develop the security protocols (for example, HTTP) and DSL which allowed rapid access and a persistent connection to the Internet. In 2000 a great number of business companies in the United States and Western Europe represented their services in the World Wide Web. At this time the meaning of the word ecommerce was changed. People began to define the term ecommerce as the process of purchasing of available goods and services over the Internet using secure connections and electronic payment services.

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.

Nowadays, online shopping is a fast-growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environment are therefore playing an increasing role in the overall relationship between markets and their consumers. That is, consumer-purchases are mainly based on the cyberspace appearance such as pictures, image, quality information, and video clips of the product, not on the actual experience. As the internet has now become a truly global phenomenon, the number of internet users worldwide is expected to reach 1.8 billion by 2010 according to the survey of clickz stats, this growing and diverse internet population means the people having diverse taste and purposes are now going to web for information and to buy products and services. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Now day's internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers.

Essentially, the idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just few

clicks in few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences.

1.2 CONCEPTUAL FRAMEWORK ONLINE SHOPPING

Online shopping is a form of electronic commerce which allows consumer to directly buy goods or services from a seller over the internet by visiting a web browser. Consumer can 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 2016 customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping centre; the process is called business-to-consumer (B2C) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, features and prices.

Online stores typically enable shoppers to use "search" features to find specific internet models, brands or items. Online customer must have access to the internet and a valid, method of payment in order to complete a transaction, such as PayPal. For physical products (e.g., paperback books or clothes), the e-retailer ships the products to the customer; for digital products, such as digital audio files songs or software, the e-retailer typically sends the files to the customer over the internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

E-commerce (electronic commerce):

E-commerce is the use of technology such as computers and the internet to sell a range of products and services online to the world is called as E-commerce.

1.3 STATEMENT OF THE PROBLEM

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scamps, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase. The problem area of this survey is

consumer's satisfaction and attitudes towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

1.4 SCOPE OF THE STUDY

The study throws light on customer satisfaction towards online shopping. This study covers people who use online shopping in Mangalore area. This study focus on understanding the importance of online shopping for the customer.

1.5 OBJECTIVES OF THE STUDY

Primary Objectives:

- To find out the satisfaction level of the customer for online shopping.

Secondary Objectives:

- To study the customer preference towards online shopping.
- To study the consumers' satisfaction level for services provided by the online shopping.

1.6 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.

PRIMARY SOURCES:

Primary data is that kind of data which is collected directly by the investigator himself for the purpose of the specific study. Primary data is collected by the investigator through interviews of company employees, vendors, distributor etc. Data such collected is original in character. The study includes information from primary sources such as direct interviews, telephone interviews and so on.

Primary data used for the study is:

- Questionnaire.

SECONDARY SOURCES:

When an investigator uses the data that has been already collected by others, is called secondary data. The secondary data could be collected from journals, reports, libraries, magazines, fair and conference and other publications. The study is based more on secondary sources than primary sources.

Secondary data for the study are:

- Journal
- Article
- Text book

1.7 SAMPLE DESIGN:

Sampling method refers to the rules and procedures by which some elements of the population are included in the sample. Some common sampling methods are simple random sampling, and cluster sampling.

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 50.

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 and random samplings.

Limitations of the Study

- The study is confined to Mangalore city only
- 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.
- Prejudices and biases of the respondent cannot be ruled out.
- People were hesitant to disclose the true facts.

Review of the Literature:

Literature review is the depth evaluation of the idea of certain topic given by various authors. This helps us to increase our knowledge about various topics and it also helps us to compare the idea of one author with others and interpret them.

Pawan Kumar Kanchan(2017) Online shopping has emerged in India as a new trend of shopping now a days and is quickly absorbed in our routine life. Due to wide spread internet access by shoppers and e - commerce widely usage by traders, online shopping is rapidly growing in recent years. Students have been the majority online shoppers so this study finds out the attitude of students towards online shopping. This paper attempted to find out the impact of factors like easy payment, wide variety of products, educational qualification on online shopping . The study was undertaken among the students of Ludhiana. The results of the study is that educational qualification of the respondents and factors influencing online shopping are independent.

(Journal of Marketing and Consumer Research; Vol 33 (2017); 19-24 (2017-04-03))

Prof. Sanjeev Kumar (2014) Online Shopping is a current phenomenon which has developed a great importance in the modern business environment. The evolution of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms. This paper analyzed the different issue of online shopping. The research aims to provide theoretical contribution in understanding the present status of online shopping and explores the factors that affecting the online shopping. The Study provides insights into consumers' online shopping behaviors and preferences. Moreover, paper also identify the hurdles that customers' face when they want to adopt internet shopping as their main shopping medium. Present study is a descriptive study based on the detailed review of earlier relevant studies related to the various concepts of online shopping to explore the concept of online shopping. Findings reveals that online shopping brings optimum convenience to the consumers. Privacy and security risk emerges frequently as a reason for being wary about internet shopping. Shopping convenience, immediate possession, information seeking, social interaction, and variety affects the consumer attitude towards online shopping. The impossibility of product testing, problems with complaints, product return and misuse of personal data are the main uncertainties regarding on-line shopping.

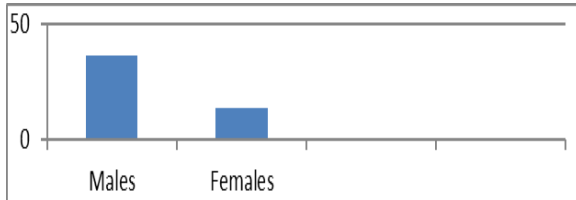
(International Journal of Advance Research in Computer Science and Management Studies Volume 2, Issue 12, December 2014, ISSN: 2321-7782)

2.DATA ANALYSIS AND INTERPRETATION

5.1 Table Showing Genders of Respondents

Gender	Number of Respondents	Percentage
Male	36	72%
Female	14	28%
Total	50	100%

CHART: 5.1

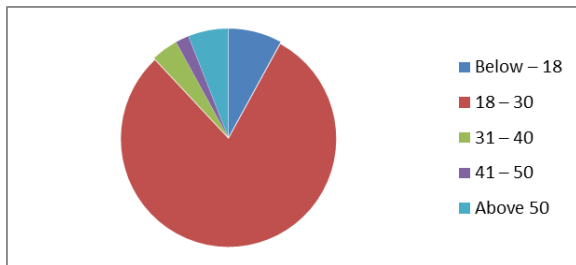


Interpretation: From the above table and chart it is clear that 72% of the respondents are males and 28% are females.

5.2 Table Showing Age of Respondents

Age	Number of Respondents	Percentage
Below – 18	4	8%
18 – 30	40	80%
31 – 40	2	4%
41 – 50	1	2%
Above 50	3	6%
Total	50	100%

CHART: 5.2



Interpretation

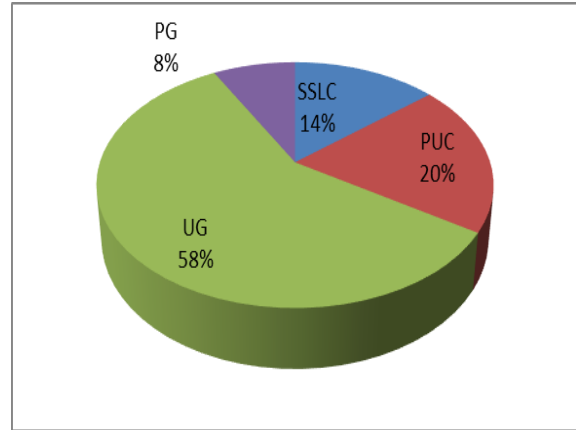
From the above table and chart it is clear that 8% of respondents belong to the age group of ‘below 18’ and 80% of respondents belong to the age group of ‘18-30’, 2% belong to the age group of ‘31-40’ and 1% of respondents belong to the age group of ‘41-50’. 3% of respondents belong to the age group of ‘above 50’.

5.3 Table Showing Educational qualifications of Respondents

Qualifications	Number of Respondents	Percentage
SSLC	7	14%

PUC	10	20%
UG	29	58%
PG	4	8%
Total	50	100

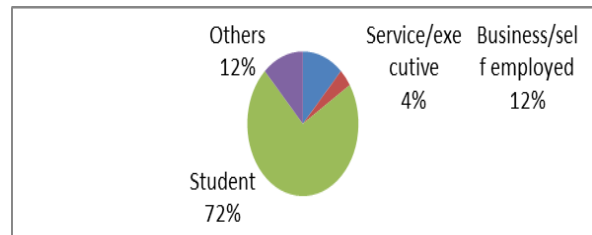
CHART: 5.3



Interpretation: The above table and chart it shows the educational qualification of respondents.14% of the respondents belonging to SSLC, 20% respondents belonging to PUC, 58% respondents belonging to UG and 8% of respondents belonging to PG. 5.4 Table Showing Occupations of Respondents

Occupation	Number of Respondent	Percentage
Business/self employed	6	12%
Service/executive	2	4%
Student	36	72%
Others	6	12%
Total	50	100%

CHART: 5.4



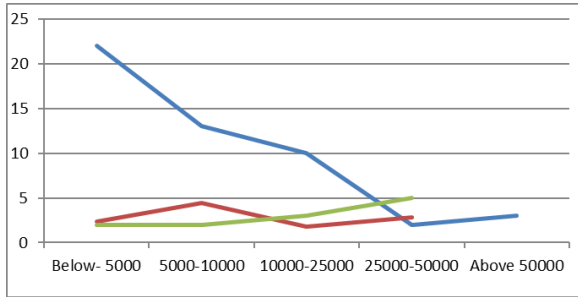
Interpretation

From the above table and chart it shows the Occupations of respondents. 12% of the respondents belonging to Business/self-employed, 4% of respondents belonging to Service/executives,72% belonging to students and 12% of respondents belonging to others.

5.5 Table Showing Monthly Income of Respondents

Income	Number of Respondents	Percentage
Below- 5000	22	44%
5000-10000	13	26%
10000-25000	10	20%
25000-50000	2	4%
Above 50000	3	6%
Total	50	100%

CHART: 5.5



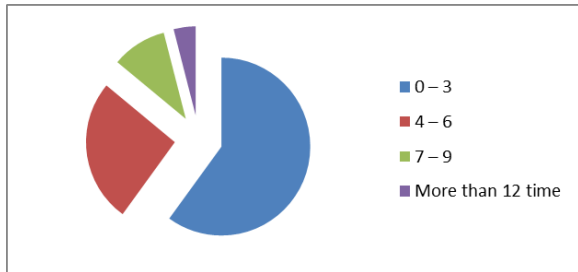
Interpretation

The table and chart shows the income level of the respondents. 44% of the respondents Income category is below 5,000. 26% of the respondents belonging to category of 5000-10000. 20% of the respondents belonging to 10000-25000. 4% of the respondents belonging to the category of 25000-50000. 6% of the respondents belonging to category of above 5000.

5.6 Table Showing the time spend on online shopping by respondents

Times per month	No of respondents	Percentages
0 – 3	30	60%
4 – 6	13	26%
7 – 9	5	10%
More than 12 time	2	4%
Total	50	100%

CHART: 5.6



Interpretation

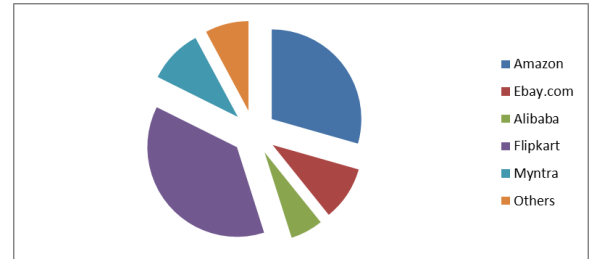
From the above table and chart it shows people who spends on online shopping. 60% of peoples spends in

between 0-3 hours, 26% of respondents spends in between 4-6 hours, 10% of respondents spends in between 7-9 hours and 4% of peoples spends more than 12 hours on online shopping.

5.7 Table Showing the respondents preference of e-Shopping sites.

E-Shopping sites	No of respondents	Percentage
Amazon	15	30%
Ebay.com	5	10%
Alibaba	3	6%
Flipkart	19	38%
Myntra	5	10%
Others	4	8%
Total	50	100%

CHART: 5.7



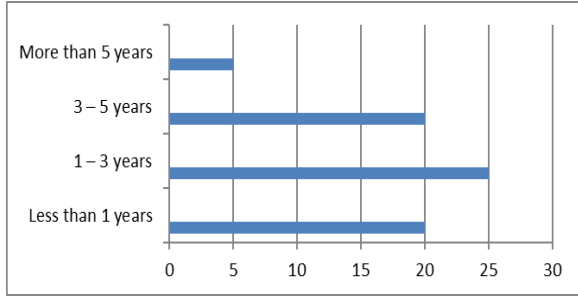
Interpretation

In the above table and chart it shows best e-retailers of the respondents.30% of the respondent prefer Amazon, 10%of the respondents prefer Ebay, 6%of the respondents prefer Alibaba, 38% of the respondents prefer to use Flipkart, 10% of the respondents prefer Myntra and 8% of the respondents prefers other sites to purchase/browse.

5.8 Table Showing Online shopping durations of Respondents

Durations	No of Respondents	Percentage
Less than 1 years	20	40%
1 – 3 years	15	30%
3 – 5 years	10	20%
More than 5 years	5	10%
Total	50	100%

CHART: 5.8



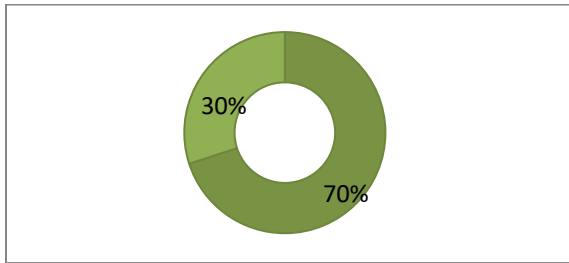
Interpretations

In the above table and chart 40% of the respondents shop online within less than 1 year, 30% of respondents shopped within 1-3 year, 20% of the respondent shopped within 3-5 years and 10% of the respondents shopped more than 5 years.

5.9 Table Showing Online purchases of Respondents

Purchased	No of Respondents	Percentage
Yes	35	70%
No	15	30%

CHART: 5.9



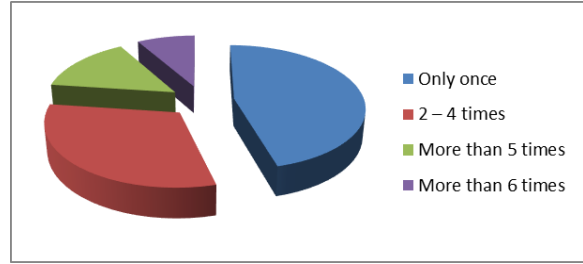
Interpretation

The above table and chart it is clear that 70% respondents had purchased in online and the 30% respondents were never purchased in online from the study.

5.10 Table Showing purchases of Respondents

Times	No of Respondents	Percentage
Only once	22	44%
2 – 4 times	15	30%
More than 5 times	9	18%
More than 6 times	4	8%
Total	50	100%

CHART: 5.10



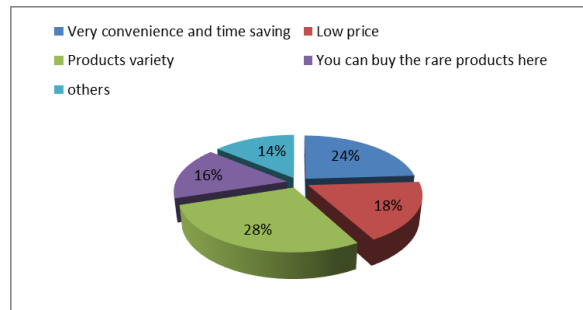
Interpretation

In the table and chart it shows online purchase of respondents.44% of the respondents purchased only once, 30% of the respondents purchased in between 2-4 times, 18% of the respondents purchased more than 5 times and 8% of the peoples purchased more than 6 times.

5.11 Table Showing the Factors that influence online purchase of Respondents

Factors	No of Respondents	Percentage
Very convenience and time saving	12	24%
Low price	9	18%
Products variety	14	28%
You can buy the rare products here	8	16%
others	7	14%
Total	50	100%

CHART: 5.11



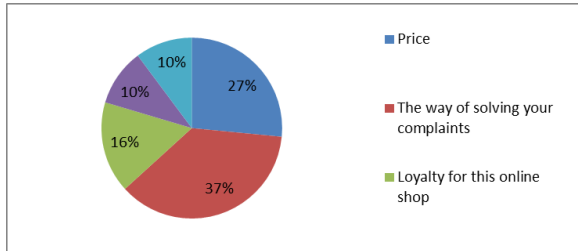
Interpretations

In the above table and chart it represents the factor influence online purchase of respondents.24% of respondents are Very convenience and time saving from this, 18% of respondents are happy with price, 28% respondents think of product variety, 16% of respondents are superior in selection of rare products and 14% of respondents are thought of other factors.

5.12 Table Showing the factor which effects your satisfaction during your previous shop online experience.

Factors	No of Respondents	Percentage
Price	13	26%
The way of solving your complaints	18	36%
Loyalty for this online shop	8	16%
The speed of delivery	5	10%
The difference between your expectation and the real product or service	5	10%
Total	50	100%

CHART: 5.12



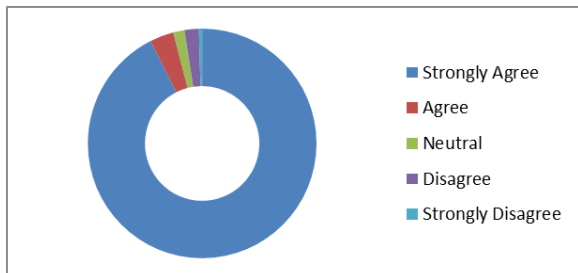
Interpretations

From the above table and chart it represents the factor which effects your satisfaction during your previous shop online experience,26% are satisfied with price,37% are satisfied with the way of solving your complaints.16% are satisfied with loyalty for this online shop,10% are satisfied with the speed of delivery,10% are satisfied with the difference between your expectation and the real product or service.

5.13 Table Showing the service quality of sellers important.

Ratings	No of Respondents	Percentage
Strongly Agree	17	34%
Agree	15	30%
Neutral	7	14%
Disagree	9	18%
Strongly Disagree	2	4%
Total	50	100%

CHART: 5.13



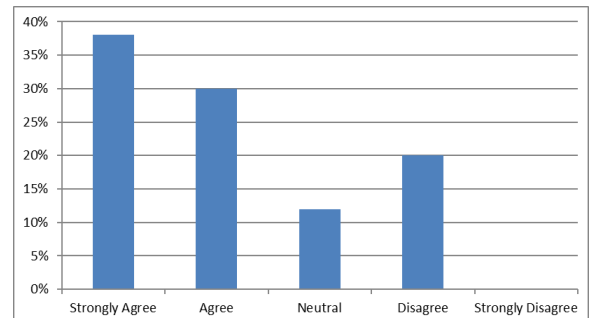
Interpretations

From the above table and chart it represents the service quality of seller important.34% of the total population strongly agreed and is followed by 30% Agreed, 14% Neutral, 18% Disagreed and 4% strongly disagreed.

5.14 Table Showing the satisfaction with the service quality among these online shops.

Ratings	No of Respondents	Percentage
Strongly Agree	19	38%
Agree	15	30%
Neutral	6	12%
Disagree	10	20%
Strongly Disagree	0	0%
Total	50	100%

CHART: 5.14

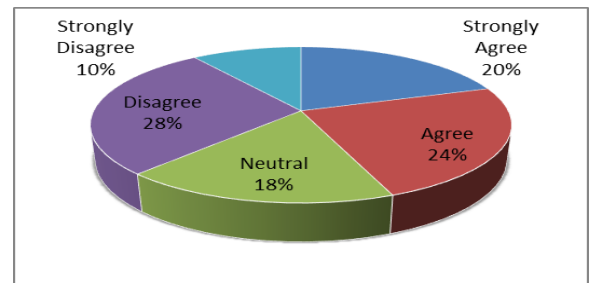


Interpretations: From the above diagram it is clear that 38% of total respondent strongly agreed for quality of the service and is followed by 30% Agreed, 12% Neutral and 20% Strongly disagreed.

5.15 Table Showing the satisfaction with the speed of delivery for online shopping.

Ratings	No of Respondents	Percentage
Strongly Agree	10	20%
Agree	12	24%
Neutral	9	18%
Disagree	14	28%
Strongly Disagree	5	10%
Total	50	100%

CHART: 5.15



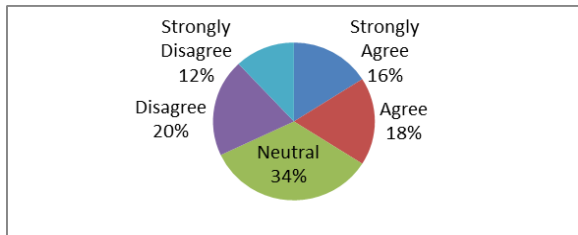
Interpretations

From the above diagram it is clear that 20% of total respondent strongly agreed for the speed of delivery of the product and is followed by 24% Agreed, 18% Neutral and 28% Disagreed and 10% Strongly disagreed

5.16 Table showing the difference between your expectation and the real products would influence your satisfaction.

Ratings	No of Respondents	Percentage
Strongly Agree	8	16%
Agree	9	18%
Neutral	17	34%
Disagree	10	20%
Strongly Disagree	6	12%
Total	50	100%

CHART: 5.16



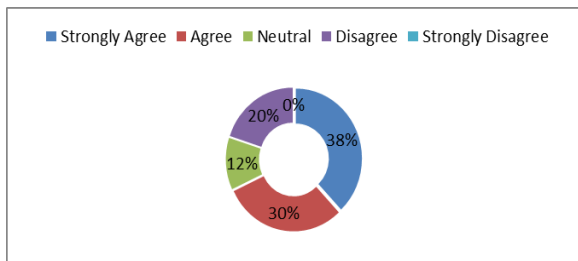
Interpretations

From the above diagram it is clear that 16% of total respondent Strongly agreed for the difference between your expectation and the real products would influence your satisfaction and is followed by 18% Agreed, 34% Neutral, 20% Disagreed and 12% Strongly disagreed

5.17 Table Showing you will buy the products again from same shop if you are satisfied with it.

Ratings	No of Respondents	Percentage
Strongly Agree	19	38%
Agree	15	30%
Neutral	6	12%
Disagree	10	20%
Strongly Disagree	0	0%
Total	50	100%

CHART: 5.17



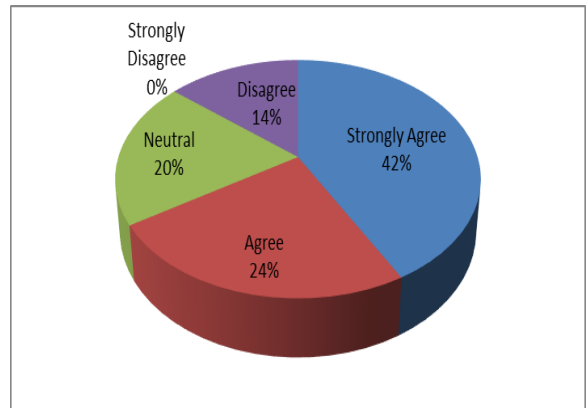
Interpretations

From the above diagram it is clear that 38% of total respondent Strongly agreed to buy the products from the same shop if you satisfied with it and is followed by 30% Agreed, 12% Neutral, 20% Disagreed and no one Strongly disagreed.

5.18 Table showing if an online shop deals with your complaints very well I will continue to buy something from it.

Ratings	No of Respondents	Percentage
Strongly Agree	21	42%
Agree	12	24%
Neutral	10	20%
Disagree	7	14%
Strongly Disagree	0	0%
Total	50	100%

CHART: 5.18



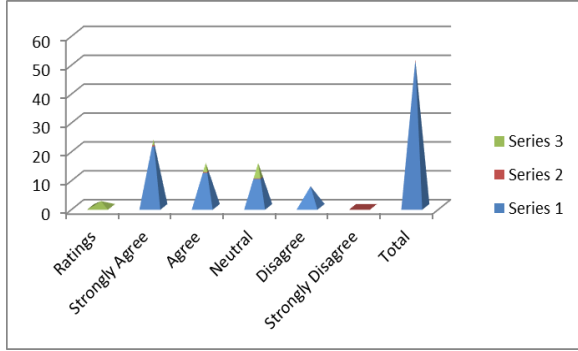
Interpretations

From the above diagram it is clear that 42% of total respondent Strongly agreed for an online shop deal with your complaints very well I will continue to buy something from it and is followed by 24% Agreed, 20%Neutral, 14% Disagreed and No one Strongly disagreed

5.19 Table Showing if you are not satisfied with the product will you tell your friends or return directly.

Ratings	No of Respondents	Percentage
Strongly Agree	24	48%
Agree	13	26%
Neutral	9	18%
Disagree	3	6%
Strongly Disagree	1	2%
Total	50	100%

CHART: 5.19



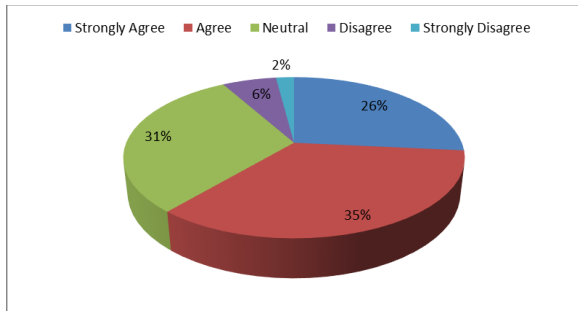
Interpretations

From the above diagram it is clear that 48% of total respondent Strongly agreed for not satisfied with the product will you tell your friends or return directly and is followed by 26% Agreed, 18% Neutral, 6% Disagreed and 2% Strongly disagreed

5.20 Table Showing are satisfied with your experience of shopping online.

Ratings	No of Respondents	Percentage
Strongly Agree	13	26%
Agree	17	34%
Neutral	15	30%
Disagree	3	6%
Strongly Disagree	2	2%
Total	50	100%

CHART: 5.20



Interpretations

From the above diagram it is clear that 26% of total respondent Strongly agreed that they are satisfied with your experience of shopping online and is followed by 35% Agreed, 31% Neutral, 6% Disagreed and 2% Strongly disagreed

3.FINDINGS

- From the survey it is understood that 72% of the respondents are males.

- The survey shows that the majority of respondent are from the age group “between 18-30years”.
- 58% of the respondents being majority are under graduates.
- 78% of the respondents being majority are students.
- The survey shows that 22 respondents being majority have an income of below-5000.
- The survey shows that 60% of the respondents being majority spent time on online shopping only 0-3 times in a month.
- From the study its understood that out of the total respondents majority prefer to shop on flipkart e-shopping site.
- The study shows that 20 of the respondents being majority shop online within less than one year.
- 70% of the respondents being majority preferred shopping online.
- The study shows that 22 of respondents being majority shopped through only once.
- 28% of the respondents being majority are influenced for purchasing online because of product variety.
- The study shows that 36% respondents being majority are satisfied with the way of solving your complaints.
- 34% of the respondents being majority strongly agreed for the service quality of sellers.
- 38% respondents being majority strongly agreed for quality of the service.
- The study shows that 28% of the respondents being majority disagree for the speed of delivery of the product.
- From the survey it is understood that 34% of respondents are neutral in difference between your expectation and the real products would influence your satisfaction.
- 38% of the respondents being majority strongly agreed that they will buy the product again from same shop if you are satisfied with it.
- The study shows that 42% of the respondents being majority strongly agreed that if an online shop deals with your complaints very well I will continue to buy something from it.
- 48% of the respondents being majority strongly agreed that if they are not satisfied with product they will return directly.

- From the survey it is understood that 34% of respondents being majority agreed that they are satisfied with the experience shopping online.

4.SUGGESTIONS

The study reveals that the customers are dissatisfied with the Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes; the delivery of the product to customer' s doorstep takes about 1-3 weeks. This frustrates the customer and prevents them from shopping online.

The E-Retailers has to take the required steps to solve this problem.

- Physical stores offer discounts to customers and attract them so this makes it difficult for e-retailers to compete with the offline platforms. The E-Retailers must employ measures to implement attractive discount on the price of the products to meet the price requirement of the customers
- The E- Retailers must concentrate on the shopping experience of the customer because the traditional shopping exercise provides lot of fun in the form of show-room atmosphere, smart sales attendants, scent and sounds that cannot be experienced through a website. Indians generally enjoy shopping. Consumers look forward to it as an opportunity to go out and shop.
- The E-Retailers must provide security to the customer because there is disappearance of shopping site itself. In addition to above, the online payments are not much secured.
- The E-Retailers must provide detailed information about the product likely, price, quality of the product as Physical stores allow price negotiations between buyers and the seller. The show room sales attendant representatives provide personal attention to customers and help them in purchasing goods.

5.CONCLUSION

Internet connectivity has become basic obligation in not only urban cities but also in rural ones. The rapid

growth of ecommerce is challenged by legal hassles, logistics and many factors which need to address early.

- Companies that want to expand their business need to spend resources in advertisement, branding, logistics, reverse logistics, supply chain management and customer services.
- There is need of depth understanding of security requirements such as confidentiality, privacy of data.
- To maintain loyal customers companies need to provide superior website experience coupled with customer service.
- Companies who want to reach more consumers and want to cater need of local population should develop website in local languages.

Ecommerce growth is inevitable as Indian ecommerce industry is having access to funds both local and international investments. The ecommerce industry will be faced with challenges as it matures but there is potential for growth owing to rising internet users and advancement in technology. Companies will need to work harder to provide better service to customer as more companies will be foraying in commerce business in future.