



**A STUDY ON CUSTOMER SATISFACTION TOWARDS
ONLINE SHOPPING WITH SPECIAL REFERENCE TO
KAVASSERY PANCHAYATH**

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Abstract: *An online shopping system that permits a customer to submit online orders for items and/ or services from a store that serves both walk-in customers and online customers. The online shopping system presents an online display of an order cutoff time and an associated delivery window for items selected by the customer. The system accepts the customer's submission of a purchase order for the item in response to a time of submission being before the order cutoff time. The online shopping system does not settle with a credit supplier of the customer until the item selected by the customer is picked from inventory but before it is delivered. Therefore, the customer can go online and make changes to the order. Now a days life is becoming more and more super fast. Internet is widely used in almost every field of life. In fastest growing era many peoples have no time to go and do the shopping. Also the shopkeepers need a literal media for marketing of their products. For the convenience of both we are introducing a new concept "Online shopping" using internet.*

Key words: *Online Shopping, Marketing, Internet*

Introduction

The birth and growth of internet has been the biggest event of the century. E-commerce in India has come a long way from a timid beginning in the 1999-2000 to a period where one can sell and find all sorts of stuff from high end products to a merger peanut online. Most corporations are using internet to represent their product range and services so that it is accessible to the global market and to reach out to a larger range of their audience.

Computers and the internet have completely changed the way one handles day to day transactions. Online shopping is one of them. The internet has brought about sweeping changes in the purchasing habits of the people. In the confront of one's home, office or cyber cafe or anywhere across the globe, one can log on and buy just about anything from a pen, books, music, and diamond jewellery 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.

E-commerce revenues in the country are projected to reach 2,300 Crore in the year 2006-07, growing at 95% over 2004-05. This pertains to the business to consumer (B2C) segment. It may be too early to do a comparison with the e-commerce senses in countries such as the US where billions of dollars spent online but the business in India is growing exponentially every year, all be in it from a smaller size, the total revenues have reached a respectful size.

Internet is changing the way consumer's shops and buy goods and services and has evolved into global phenomena. Many companies have started using the internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Customers use the internet not only to buy the product online, but also to compare price, product features and product from a particular store. Many experts are optimistic about the prospect of online business.

Online shopping are therefore playing an increasing role in overall relationship are therefore

playing an increasing role in overall, consumer-purchases are mainly based on cyberspace such as pictures, images, quality information and video clips of the product, not as the actual experience. As internet has now become a truly global a phenomena the number of internet users worldwide is expected to 2.8 billion in 2015 according a click z status cited in ketler and Armstrong. Few years back internet shopping was not popular in India. But, today the scenario has changed and this kind of shopping has started registering its presence in the market. Owing to mushrooming of myriad of internet shop portals, the competition has also increased manifold. Though online shopping activity is visible everywhere, especially in metro cities, it is still in the state of infancy in India.

Statement of the problem

In recent years, online shopping has become very popular. The growth of technology has made these apart a parcel of everyday lifestyle. The advent of plastic money or the debit/credit card and the smooth access to the World Wide Web has brought the shops from around the world to the desktop. We personally have seen money of our friends surfing through various online shopping sites and purchasing things. Moreover, while it comes to personnel purchases, customer are very particular that they get the best products. This is where the role of online shopping sites emerges. Customer, who are well versed in the use of internet and active in social media, know about online markets and have tries at least some of them.

The study is very relevant because it can give a clean picture of the future of online markets in India and the emerging trends in particular field. The various factors that influence online shopping habits and its merit and demerit are also dealt with. Study also tries to have a comparison of online shopping habits among different age group as well as income group.

Objectives of the study

The main objectives of the study are:

1. To understand the customer awareness of online shopping.

2. To determine the degree of satisfaction derived from online shopping.
3. To study the problem of online shopping.
4. To give suggestions based on the findings of the study.

Research Methodology

The study was both analatical and descriptive in nature. Both primary and secondary data are used for the purpose of the study. The primary data were collected from the respondents at Kavassery Panchayath by administering the questionairs. Secondary data were collected from the journals, books, magazines and various websites. Convenient sampling technique was used for selecting samples from the study area. 30 respondents were selected from the Kavassery Panchayath for the conduct of the study.

Review of Literature

1. Rajeev kamineni (2015) in his study finds that World Wide Web can change human behaviour and human interaction to a very large extent. Web based shopping behaviour is one major example to point out the trends in his direction. This study is of a very exploratory nature and it intends to establish the differences between several web-based shoppers from different parts of the world. Several critical factors associated with online shopping behaviour have been explored. A cross cultural data set has been collected and an illustrative description of the shoppers has been provided. As a final step the cross cultural differences between several shoppers explored.

2. Rachana Shrivasthava ,UJwallanjewar, (2012) in online buying the rate of diffusion and adoption of the online buying most consumers is still relatively low in India. In view of above problem an empirical study of online buying behaviour was undertaken. Based on literature review, four predominant psychographic parameters namely attitude, motivation, personality, and trust were studied with respect to online buying. The online buying decision process models based on all the four parameters were designed after statistical analysis. These models were integrated with business intelligence,

motivation, knowledge, management and data mining to design behavioural business intelligence framework with a cohesive view on online buyer behaviour.

3. Shippa Gupta(2010) 'Indian online shoppers believed there was a wider purchase choice online

rather than offline, that shopping online was extremely convenient and easy, and that most goods were cheaper online than they were offline,' says, Country Manager, West Africa, MasterCard Worldwide.

Data Analysis

Table 1: Trust in Online Shopping

Particulars	Numberof Repondents	Percentage
Yes	21	70%
No	9	30%
Total	30	100%

Source: Primary data

The above table shows that 70% of the respondents trust in online shopping and 30% peoples do not trust.

Table 2: Satisfaction Level in Quality

Particulars	No: of respondents	Percentage
Highly Satisfied	8	27
Satisfied	11	36.5
Dissatisfied	11	36.5
Total	30	100

Source: Primary data

From table 2 it is clear that 27% of the respondents are highly satisfied with quality, 37% are satisfied and 36% are dissatisfied

Table 3: Satisfaction Level in Price

Particulars	No: of respondents	Percentage
Highly Satisfied	8	27
Satisfied	12	40
Dissatisfied	10	33
Total	30	100

Source: Primary data

The above table reveals that 27% of the respondents are highly satisfied with level of pricing and 40% are satisfied and 33% are dissatisfied.

Table 4: Satisfaction Level in Variety of Goods

Particulars	No: of respondents	Percentage
Highly Satisfied	6	20
Satisfied	12	40
Dissatisfied	12	40
Total	30	100

Source: Primary data

From the above table it clear that 20% of the respondents are highly satisfied with the varieties of goods, 40% are satisfied, and other 40% are dissatisfied

Table 5: Advantages of Online Shopping

Advantages	No: of respondent	Percentage
Comparison	6	20
Time saving	14	47
24 Hour accessibility	10	33
Total	30	100

Source: Primary data

It is clear that 47% of respondents are advantaged because it helps to save time, 33% of the respondents supports because it is accessible 24 hrs, and 20% supports because it shows comparison between products.

Table 6: Online Shopping Can Provide an Alternative Experience by Eliminating Middlemen

Particulars	Number of Repondents	Percentage
Yes	19	63
No	11	37
Total	30	100

Source: Primary data

From the above table it is clear that, online shopping can provide better shopping experience by eliminating middle men.63% of the respondents agreed with the statement and 37% respondents does not agree with the statement.

Table 7: Satisfactionlevel towards the Types of Products That The Online Shopping Offers

Particulars	No: of respondents	Percentage
Highly Satisfied	7	23
Satisfied	13	44
Dissatisfied	10	33
Total	30	100

Source: Primary data

The table 7 shows that satisfaction level towards the types of products offered. 23% of the respondents are highly satisfied, 44%are satisfied and 33% are dissatisfied.

Table 8: Problems in Online Shopping

Particulars	No: of respondents	Percentage
Security concern	8	27
Lack of trust	8	27
Slow penetration of internet	7	23
Other factors	7	23
Total	30	100

Source: Primary data

The above table revealed the challenges in online shopping. 27% of the respondents were worried about security concerns, 23% about slow penetration of internet, 27% are afraid about lack of trust and other 23% are afraid about other factors.

Major Findings of the study

- Majority of the respondents (70%) trust online shopping and 30% do not trustin online shopping.
- 40% of the respondents are satisfied, 27% of the respondents are highly satisfied and 33% respondents are dissatisfied with the online price.
- Satisfaction level of variety of goods is not up to the level. 20% of the respondents are satisfied and 40% are dissatisfied.
- Nowadays peoples think that online shopping is better because it saves time and the energy needed to travel to reach the shops. 63% respondents’ supports and 37% does not support.

- Due to fast growing of internet technology peoples are willing to continue online shopping. 60% of respondents willing to shop online.
- Peoples see quality as their main criteria to buy online products.
- Peoples think that online shopping can eliminate middle man by showing a lot of examples and varieties of products.
- Survey shows that most of the peoples are satisfied with the goods that online shopping offers.

Suggestions

- Companies should have more risk reduction activities as perceived risk could strongly influence consumers’ online purchase decisions.

- 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.
- Companies must improve product quality.
- Companies must try to provide their service to rural areas.

Conclusion

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. Online shopping has made consumers more effective and efficient in their shopping behaviour and has driven businesses to a new level, forcing many to make the necessary adjustments and changes to reach the new market of knowledgeable consumers.

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