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A Study on Customer Satisfaction in Online Shopping in Trichy (Non-Durable Products)

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ABSTRACT:

This study shows the satisfaction level of customers who use Online shopping while buying a product, especially non-durable products.online purchasing is the form of a digital mode of shopping that allows clients to buy a product without delaying the usage of the web internet portal.. Non-durable products include clothing, detergents, groceries, food, etc. This research helps in finding the customers' satisfaction level measured using finding the customer's preferences, loyalty, purchase behavior, and others. This look ismade within the place of Tiruchirappalli with a pattern length of 60 respondents.

Keywords: Online shopping, customer satisfaction, E-marketing, Internet Shopping, customer loyalty.

INTRODUCTION:

Customer satisfaction is the measure of a customer's satisfaction level while buying a product through an online method. It is measured in terms of measuring some variables, it includes both dependent and independent variables. In early times, customers used to go to retail shops, shopping malls, supermarkets, and shoe shops, etc. Online shopping has made shopping easier by uniting all the services like clothing, shoes, grocery, books, and several many products in a single place. online shoppingthe lives ofpeopleless difficult. It made buying a quicker way and extra time-saving.

Non-durable merchandises are the products or items which might be sold and used over a brief period of time.Non-durable products include Clothing, Detergents, shoes, light bulbs, paper products like paper plates, and other products. Non-durable products are the opposite of durable good, whichis mostly used over a long period of time (usually over a period of three years). Non-durable goods play a vital role in the GDP of a company since it is usually bought and consumed over a short period of time.

Online shopping portals are going in a rapid way than the regular mode. In the Covid-19 pandemic situation, people started using the online shopping mode, which showed a 200% growth in the pandemic year. Some online shopping portals in India are Flipkart, Amazon, Bigbasket, myntra and homeshop18.

VARIABLES:

The objectives of the studyare given below,
- Service Frequency
- Reliability
- Convenience
- Responsiveness
- Demographic Factors
- Psychological Factors

OBJECTIVES OF THE STUDY:

The objective of the study is given below,
- To examine the customer's purchase behavior while using online shopping.
- To measure the frequency of customers' usage of online shopping.
- To identify the price proneness of the customers while products havebeen offered.
- To study the facilitating and the encouraging factors while using online shopping.
- To measure the perception, awareness, and loyalty of the customers.

SCOPE OF THE STUDY:

The scope of the study is to find whether the customers are satisfied with online shopping while buying non-durable products. It allows inthe degree of the clients' usage of on-line buying over a duration.

AREA OF STUDY:

This study is done with the people residing in the region of Tiruchirappalli, it is a central district of the Tamilnadu state, it is a city with a population of nearly 11 lakh people. It has a wide variety of people doing different jobs all over the district and have different scales of pay, hence they have a different method of buying either online shopping or regular mode.

NEED FOR THE STUDY:

This study is to measure the level of satisfaction of the customers while using online mode for non-durable products. inside the pandemic state of affairs people can't make purchases thru ordinary mode, they commenced using online purchasing and it's far vital to degree the satisfaction degree of the clients a good way to help the companies to help apprehend the minds of the humans and so that they can provide better offerings.

Review of literature:

Day & Landon, (1977) The techniques that entrepreneurs are the usage of have now not effectively addressed the changing needs of the customer to make certain consumer pleasure. The advertising feature limits the scope of advertising techniques in running efficaciously online. New digital communication advertising and marketing variables have exploded the options to be had to customers globally. these adjustments have redefined a number of the old perspectives of advertising, alternate, and electricity. furthermore, many researchers understand and receive that consumer pleasure is a logical size of success in marketplace exchanges(Dubrovski, 2001).

 Adrita Goswami et.al (2013) Studied "Customer Satisfaction towards Online Shopping with Special Reference to Teenage Group of Jorhat Town" study concludes that online customers are satisfied. This research explicitly indicates that online marketers should give more importance tothe price factor and after-sale factor. in this competitive technology, all online entrepreneurs need to must deal with patron pleasure to retain the existing clients and must offer new schemes each day to draw new customers.

Alam and Yasim (2010) reported that website design, reliability, product variety, and delivery performances are the four key factors influencing consumers' satisfaction with online shopping.

Ahn et al. (2004) Lee and Joshi (2007) found that delivery performance has a significant influence on customer satisfaction.

Vyas and Srinivas (2002) in their paper stated that the majority of internet users were having a positive attitude towards online buying of products/services. There exists a need for developing awareness about consumers' rights and cyber laws. They also emphasized a better distribution system for online products.

Crawford (1997)in his paper stated that traditional client behavior buying has its personal version, wherein the buying system starts offevolved from the problem reputation, records seek, evaluation of options, then purchase, and at last publish-purchase conduct.

SAMPLE DESIGN:

- **SAMPLE SIZE:**
The survey is conducted with a sample size of 60 people
- **SAMPLE UNIT:**
The survey is conducted with people residing at Tiruchirappalli.
- **SAMPLING TECHNIQUE:**
The convenience Sampling Technique is used to collect data from people, which is a type of non-Probabilistic sampling.

PROBLEM DEFINITION:

This study is to measure the level of satisfaction of the customers while using online mode for non-durable products.

- It is vital to degree the pleasure degree of the customers which will help the businesses to help recognize the minds of the human beings and so we will offer better offerings.
- It additionally enables the measurement of the clients' utilization of online purchasing over a length.
- It's far used to locate the loyalty of the clients even as the use of on-line shopping
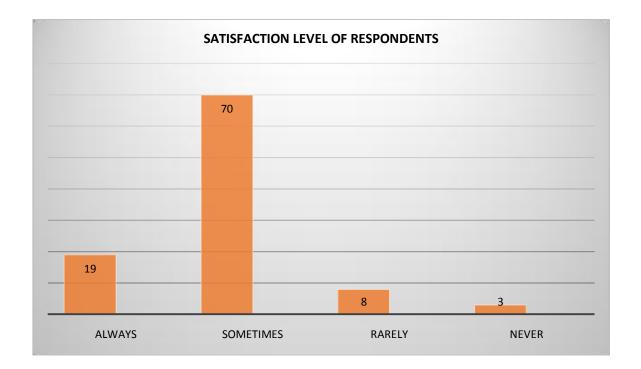
RESEARCH QUESTION:

In order to analyze the research criteria and to analyze the research objectives, the following research question has been formulated.
Do the people using online shopping are satisfied while buying non-durable products?

STATISTICAL TOOL USED:
i) Frequency Analysis

		NO. OF RESPONDENTS	PERCENTAGE
SATISFACTION LEVEL	ALWAYS	11	19
	SOMETIMES	42	70
	RARELY	5	8
	NEVER	2	3
TOTAL		60	100

Interpretation:
This table shows the satisfaction level of customers, (19%) always satisfied, (70%) sometimes satisfied, (8%) rarely satisfied and (3%) never satisfied`

		NO. OF RESPONDENTS	PERCENTAGE
RECEIVED DAMAGE&UESD PRODUCTS IN ONLINE SHOPPING	ALWAYS	**10**	**17**
	SOMETIMES	**20**	**33**
	RARELY	**21**	**35**
	NEVER	**9**	**15**
TOTAL		**60**	**100**

Interpretation:

This table shows that customers received damaged & used products, (17%) said always, (33%) sometimes, (35%) rarely and (15%) never.

CHI-SQUARE I

STEP 1:

NULL HYPOTHESIS H0: There is no significant relationship between gender and online shopping Frequency.

ALTERNATIVE HYPOTHESIS H1: There is a significant relationship between gender and online **shopping Frequency.**

STEP 2:

Case Processing Summary

| | Cases | | | | | |
| | Valid | | Missing | | Total | |
	N	Percent	N	Percent	N	Percent
gender * online shopping	60	100.0%	0	0.0%	60	100.0%

STEP 3:

gender * online shopping Crosstabulation

| | | | online shopping | | | | |
			ALWAYS	NEVER	RARELY	SOMETIMES	Total
Gender	Female	Count	6	2	4	16	28
		Expected Count	6.5	1.9	3.7	15.9	28.0
	Male	Count	8	2	4	18	32
		Expected Count	7.5	2.1	4.3	18.1	32.0
	OTHERS	Count	0	0	0	0	0
		Expected Count	0	0	0	0	0
Total		Count	14	4	8	34	60
		Expected Count	14.0	4.0	8.0	34.0	60.0

STEP4:

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.137[a]	6	.987
Likelihood Ratio	.138	6	.987
N of Valid Cases	60		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 1.87.

INTERPRETATION:

Pearson Chi-square value is 0.137 at a 5% significance level. Thecritical value is 12.592. The calculated value is less than the table value. Hence, the null hypothesis is accepted.

CHI-SQUARE II
STEP 1:

NULL HYPOTHESIS H0: There is no significant relationship between Age and customer satisfaction.

ALTERNATIVE HYPOTHESIS H1: There is a significant relationship between Age and customer satisfaction.

STEP 2:

Case Processing Summary

| | Cases | | | | | |
| | Valid | | Missing | | Total | |
	N	Percent	N	Percent	N	Percent
age * customer satisfaction	60	100.0%	0	0.0%	60	100.0%

STEP 3:

age * customer satisfaction Crosstabulation

			customer satisfaction				Total
			ALWAYS	NEVER	RARELY	SOMETIMES	
Age	18-24 years	Count	13	1	7	21	42
		Expected Count	12.6	1.4	6.3	21.7	42.0
	25-35 years	Count	4	0	0	3	7
		Expected Count	2.1	.2	1.1	3.6	7.0
	36-55 years	Count	0	0	2	4	6
		Expected Count	1.8	.2	.9	3.1	6.0
	above 55 years	Count	1	1	0	3	5
		Expected Count	1.5	.2	.8	2.6	5.0
Total		Count	18	2	9	31	60
		Expected Count	18.0	2.0	9.0	31.0	60.0

STEP 4:

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12.091[a]	9	.208
Likelihood Ratio	13.174	9	.155
N of Valid Cases	60		

a. 13 cells (81.3%) have an expected count of less than 5. The minimum expected count is .17.

INTERPRETATION:

Pearson Chi-square value is 12.091 at a 5% significance level. The critical value is 16.919. The calculated value is less than the table value. Hence, the null hypothesis is accepted.

FINDINGS:

Hypotheses	Result
Hypothesis (H1): null hypothesis is accepted.	There is no significant relationship between gender and online shopping Frequency.
Hypothesis (H2): null hypothesis is accepted.	There is no significant relationship between Age and customer satisfaction.

SUGGESTIONS:

on-line purchasing always helps the customers to store valuable time and it also offers the clients a huge range of product lists. additionally, they can pick their most popular non-long lasting products by way of comparing those products with different organizations' merchandise who are the seller of the same product.Below we have recommended some points which will help the companies to enhance their uniqueness in the market and increase customer service.

- Offers and discounts: the organization ought to want to ensure proper offers and reductions for his or her potential clients because it will help the business enterprise to draw greater new clients.
- Feedback Systems: the organization should want to understand their customer expectations and demands as it will help the agencies to make the techniques consequently the companies additionally want to offer a remarks option to the customers as it will assist the corporation to felicitate that the agency is giving value to their patron's perspectives.
- feedback system: the agency ought to need to recognize their consumer expectations and needs because it will help the corporations to make the techniques as a result the organizations also want to offer a remarks choice to the customers as it will assist the organization to felicitate that the enterprise is giving the fee to their client's views.
- free shipping of the products: the businesses need to offer free transport for the products as it will fulfill the customers more than the others
- product detail information on an 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.

These are the recommendations or suggestions which will help the organization to ensure more customer satisfaction as well as financial benefit in the organizational context and thus help in increasing the urge of the customers to prefer online shopping for non-durable products.

CONCLUSION:

Online shopping has emerged as the safest mode of shopping during the pandemic. it's miles inside the pandemic situation humans can't make purchases through normal mode, they started out using on-line buying and it's far vital to degree the delight stage of the clients for you to assist the corporations to assist to understand the minds of the human beings and as a way to provide better services. with the aid of measuring the delight degree of the customers, companies personalize their offerings. The non-durable products are the daily day-to-day products used by people. This pandemic made people use the online mode, the portals offering those products must satisfy the customers. This study helps in measuring the level of satisfaction of the customers while buying non-durable products in online mode.

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