



A Study on Customers Satisfaction Towards Online Shopping.

¹R. Yasasvini, ²A. Jahnavi, ³A. Aakash, ⁴Dr. P. Hima Jagathi

^{1,2,3}Students, Koneru Lakshmaiah Education Foundation

⁴Guide, Koneru Lakshmaiah Education Foundation

Abstract: -

Internet became more powerful and basic tool for every person's need and the way people work. By integrating various online information management tools using Internet, various innovative companies have set up systems for taking customer orders, facilitate making of payments, customer service, collection of marketing data, and online feedback respectively. These activities have collectively known as e-commerce or Internet commerce. Online shopping made so easy for everyone with their product variations and simple way to buy things. An attempt has been made to critically examine the customer perception towards Online shopping. And delivers the information about the factors that influence the customer views to succeed in e-commerce market.

Here, survey method is being used here for collecting the responses. Which means it is a descriptive study.

Reliability may be a concern because the questionnaire is mostly floated amongst the students. Scope is not that much limited because everyone has accessibility to the internet.

The central objective of the study is to know whether the customers are satisfied with the product and services being offered by the online sellers, who are the major players in this field, their prospected segment.

Paper Type: - Conceptual Paper

Introduction:-

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. An online shop evokes the physical analogy of buying products or services at a regular "bricks- and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) 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, along with information about the product specifications, features and prices.

Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer typically sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

Customers are influenced to switch between e-channels primarily by comparisons with offline shopping, which involve an increase in security, financial, and performance risks. In other words, customers who shop online may face more risk than those who shop in stores. People may be influenced to make a purchase by three factors. First, they cannot determine whether a product meets their requirements before receiving it. Second, customers might be concerned about services after the sale. At long last, client may apprehensive that they can't completely comprehend the language utilized in e-deals. Customers' perceptions of risk may have a significant impact on their online purchasing habits because of these factors.

There are several competitors fighting, some of them are Flipkart, Snapdeal, Amazon, Jabong, Alibaba etc.

Objective of the study: -

- to keep track of how respondents feel about shopping online.
- To investigate the main factors that affect how satisfied customers are with online purchases.
- To comprehend the factors that encourage increased purchase.

- To comprehend the factors that influence a customer's decision to switch.
- To determine whether customers are pleased with the service network.
- To determine whether the seller's performance meets customer expectations.
- To know whether seller's performance matching with the customers' expectations.

Literature Review :-

- Sarvanan S and Brindha Devi K (2015), "Study on online buying behavior with special reference to Coimbatore city"

Focused on online shoppers' preferences and problems on various online shopping marketers. Higher computer literacy makes internet shopping smarter. Their awareness about the internet also makes them better positioned to identify and take decision for products and services.

- Anthony D. Miyazaki, Ana Fernandez, (2005), "Consumer perceptions of privacy and security risks for online shopping."

Information security and privacy have been identified as major obstacles to the growth of consumer-related e-commerce by government and industry groups. For both novice and seasoned Internet technology users, risk perceptions regarding Internet privacy and security pose challenges. This paper looks at how consumers with different levels of Internet experience perceive risks and how these perceptions relate to online shopping. The results support the hypothesized relationships between consumers' Internet experience levels the use of alternative remote purchasing strategies like mail-order and telephone shopping, the perceived dangers of online shopping, and online shopping activity. Suggestions for online trade and customer government assistance are examined.

- What makes consumers buy from Internet? A longitudinal study of online shopping Published in: IEEE Transactions on Systems, Man, and Cybernetics - Part A: Systems and Humans (Volume: 30, Issue: 4, Jul 2000)

The goal of this study is to find out what influences online shopping. A model making sense of the effect of various variables on internet shopping expectations and conduct is created in view of the hypothesis of arranged conduct. The model is then empirically tested in a two-survey longitudinal study. According to the data gathered from 705 customers, subjective norms, attitudes, and beliefs regarding the consequences of online shopping have a significant impact on customers' intentions to shop online. Online shopping behavior was significantly influenced by intention and behavioral control. The findings also strongly support the positive effects of personal innovation on intentions to shop online and attitude. The findings' theoretical and practical implications are discussed.

Research Methodology :-

- Primary Data:-

Essential examination includes the assortment of unique essential information by scientists. It is usually done after researchers have looked over secondary research or looked at primary data, they've already collected to get a sense of what's going on. A questionnaire is the primary method of data collection in this study.

- Secondary Data:-

Refers to data that was collected by someone other than the user. Common sources of secondary data for social science include censuses, information collected by government departments, organizational records and data that was originally collected for other research purposes. For secondary data collection several websites were floated. (Like google scholar ,emerald study etc.

Techniques of Data Analysis: -

- Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making.
- Statistical tools are used here.
- Data is presented in both chart as well as in graphs for better understanding.

Conclusion :-

People's earning doesn't matter whether they shop online or not. Both male and female goes for online purchase in equal ratio. Word of mouth was more influential in promotion as many people was made aware by their friends. Most of the respondents are satisfied with the services and are willing to recommend them to make others to go for it. Except trial experience, all others are considered important in the decision making of online purchases. People are not at all interested in buying furniture. Almost all the factors that these companies are focusing onto are of high importance to the younger age people. The commercials used by them are effective enough to convey the message since the ads are interesting enough to gain attention and position itself into the prospects mind.

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