



A Study on Customer Satisfaction towards Online Shopping

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Introduction

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.

In fact, people can purchase just anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to conduct online shopping because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that is unavailable in stores.

Shopping via internet eliminates the need to shift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day.

The central concept of the application is to allow the consumer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on the server side (store). The Server process the customers and the customers and the items are shipped to the address submitted by them

The application was designed into two modules first is for the customers who wish to buy the articles. Second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers.

Market Analysis

The online shopping sector in India is being driven by the growing internet penetration in the country, along with a rise in digital awareness. India has more than 430 million internet users, and the number of internet users is expected to increase to about 635.8 million by 2021. The online shopping industry in India is also likely to be aided by the increasing availability of cheaper smart phones and declining data tariffs. With the government promoting digital literacy and the digital economy framework, the industry will receive a further impetus for its growth. The industry is expected to be aided by the consumers in Tier-1 cities who are more adaptable to online shopping due to their availability of high-speed internet, better adaptability to mobile devices, and the logistical simplicity.

Advantage

Besides being able to shop from the comfort of your home, many online stores offer low or no shipping charges and free ship-to-store options.

Other advantages of shopping online include:

1. Always being open

We can always buy products from online platforms around the clock. Consumers can buy products at the time of their convenience.

2. Saving on transportation cost

Through online purchases we can reduce the cost of transportation for travelling to the stores.

3. No need of physical location

Since the transaction and market place is virtual, there is no need for any physical locations.

4.No aggressive salespeople or annoying crowds

People and consumers who don't want to interact with crowds can easily adapt to online shopping.

5.No waiting in long lines to check out

Consumers do not have to wait in long lines to purchase or pay for products. They can buy products quickly and don't have to waste any time.

6.Being able to read reviews about the products being purchased

The consumers can review the product and its quality before buying any product. They can choose the best product among various options.

7.More choices for buying products

Consumers have a choice to choose between variety of products and they can access to a large variety of products. They can also find many substitutes in online platforms.

8.Low purchase price

Many online shops sell products at low prices because of lack of money spent on overheads such as rent, water etc.

Disadvantage

1.Fraud in online shopping

Online platforms are prone to many fraudulent activities. Although they provide security services it is not completely free from fraud.

2.Delay in delivery

The delivery of products cannot be always in time. It depends on the factors such as mode of transportation, natural phenomenon like rain, storms etc.

3., Lack of interaction

Consumers and sellers don't have any direct contact in online shopping. Since the transactions take place in virtual platforms, they find it difficult to trust the other party completely

4.No bargaining power

Although the prices are comparatively low, consumers don't hold bargaining power on the sellers.

5.No physical contact

The consumers cannot physically touch or feel the product before attainment. This is a major drawback of online shopping.

6.Hide cost & shipping charges

Usually the online platforms provide purchase prices, they don't clearly specify the shipping charges and other additional charges. The consumers have to proceed to further steps to identify the charges

HISTORY OF ONLINE SHOPPING

One of the earliest forms of trade conducted online was [IBM's](#) (International Business Machines) [Online Transaction Processing](#) (OLTP) developed in the 1960s and it allowed the processing of financial transactions in real-time.

The Computerized Ticket Reservation System developed for [American Airlines](#) was one of its applications.

The emergence of online shopping as we know today developed with the emergence of the Internet. Initially, this platform only functioned as an advertising tool for companies, providing information about its products. It quickly moved on from this simple utility to actual online shopping transaction due to the development of interactive Web pages and secure transmissions. Researchers found that having products that are appropriate for [e-commerce](#) was a key indicator of Internet success. Many of these products did well as they are generic products which shoppers did not need to touch and feel in order to buy. But also importantly, in the early days, there were few shoppers online and they were from a narrow segment.

REVIEW OF LITERATURE

The studies on consumer's perception on online shopping and other related topic in the Indian context are limited as the online shopping has entered into the market only a few years only. The literatures so far reviewed relates to the studies conducted outside India especially in the United States where the online shopping is a big hit. As taken the case of Indian scenario where the online shopping has just entered into the market and already it has been climbing the ladder. Though there are certain literature reviews by the context of Indian consumers.

Benedict et al (2001) study reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Susan Rose, Nell Hair and Moira Clark (2011) identified online purchase in particular continues to rise, as adoption and penetration levels of Internet technology continuously increase. By 2007, European Internet penetration stood at 43% of the population with a 23% usage growth year on year. In North America, penetration was at 71% of the population with 120% growth (Internet World Stats 2007). This is also evidenced by increasing levels of online sales, which in the US reached US\$128.1bn in 2007 and were projected to reach US\$165.9bn by 2009 (source: US Census Bureau 2009).

Peterson et al. (1997) commented that it is an early stage in Internet development in terms of building an appropriate dedicated model of consumer buying behavior. Decision sequences will be influenced by the starting point of the consumer, the relevant market structures and the characteristics of the product in question

Consumers' attitude towards online shopping is a prominent factor affecting actual buying behavior.

Sultan and Henrichs (2000) in his study concluded that the consumer's willingness to and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.

Vijay, Sai. T. & Balaji, M. S. (May 2009) - They revealed that Consumers, all

over the world, are increasingly shifting from the crowded stores to the one-click online shopping format.

Rashant Singh (2014) in his study on Consumer's Buying Behavior Towards Online Shopping, The main aim of study was to examine and analyze the consumers' buying behavior pattern towards online shopping in Lucknow

STATEMENT OF THE PROBLEM

Marketing basically helps to fulfill the needs of the consumers more effectively and efficiently with good products/services with affordable price and delivery. In recent days, the concept of online shopping has gained a lot of importance in retail marketing. In India, almost 75% of online users are in the age group of 15–34 years since India is one of the youngest demography globally. This trend is expected to be continuing in the forthcoming years, given the age distribution in India. The present study entitled "Customer satisfaction towards online

NEED AND SIGNIFICANCE OF THE STUDY

The need of this study is to know the brand loyalty of the online shoppers and consumers. It includes the ideas such as to identify the most preferred purchase method. This study also helps to find out the reason for buying products online.

Through this study we tried to find the price range people prefer the most and also to know which features they admire in buying online.

OBJECTIVES OF THE STUDY

1. To find out the satisfaction level of the customer from online purchase
2. To know the specific reasons for which the customers prefer online shopping.
3. To find out the customer satisfaction level for services provided through the online shopping.
4. To find out the type of goods purchased more through online shopping.
5. To identify the age group among which the online shopping is more popular.
6. To identify the price range of the goods purchased through online shopping.
7. To identify the influence of online shopping during the pandemic period.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problems. It is conducted as studying how research is done systematically. The research adopted the following methodology for the study.

The Research Design Used for the Study

The study is explorative as well as comparative in nature. It intends to explore the customer's perception on online shopping. A direct survey in the form of Google Form was used to collect the data for this study.

Population Size

A research population is a well-designed collection of individuals or objects known to have similar characteristics. In the present study of population was users of online shopping. There were 50 respondents who live in tugalpur greater noida

Sample Size

The sample size used for the study is 50.

Sample Design

A sample design is a definite plan for obtaining a sample from the given population. The respondents are selected based on convenient sampling.

Statistical Tools

The data collected through questionnaires were analyzed using simple percentage analysis, graphs, charts, tables and diagrams.

1.6.5 Source of data

For this study, the data were compiled from primary data and secondary data.

Primary Data

Primary data consists of original information gathered from sample size of 50 respondents residing in tugalpur greater noida .

Secondary Data

Secondary data are those informations that are already published. For the study the data collected from secondary sources are;

Internet

Websites

Existing research and scholarly work.

CONCLUSION

The consumer's satisfaction on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The Satisfaction of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 18-25 are mostly interested in online shopping. It is also found that the majority of the people who shop online buys daily use products online as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products has the most influencing factor on online purchase. The study reveals that majority of the respondent's buys products from Amazon India which is thus one of the leading online shopping sites in India. On top of that the most of the customers finds online shopping affordable. In nutshell, through this study it is found that majority of respondents of Tugalpur are well aware of the online shopping and 90% of them have made online purchase which indicates the growing popularity of the online shopping within the people. Transformation in the trends of shopping is occurring because of the changing lifestyle of the consumers in India and expansion in online activity. Major draw card of online Shopping is the security issues of sites.