Study of Customer Satisfaction towards Online Shopping

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ABSTRACT

This study aims to examine customer satisfaction with online shopping. This research contributes to the literature on an increase in consumer behavior in online shopping. The result of insight from e-commerce companies, improving the service quality and customer satisfaction particularly in a localized area of Wadala. Some have issues regarding online shopping, like delayed deliveries and poor return policies. But offering specific recommendations to enhance customer satisfaction in emerging urban areas.

INTRODUCTION

Online shopping is when the customer buys goods or services from the seller using the internet and uses a mobile app, for example. Amazon Flipkart Myntra eBay meesho in short we buy any product without going physically in the shop it is time saving online customers must have valid method of payment such as credit card debit card or PayPal Online shopping is useful for offering 24/7 accessibility and the comfort of shopping from home. The most important advantages of shopping are relaxation and escape. Online shopping is safe because it protects the people using it from harm by device and network; they are not third parties. Online shopping is when the buyer goes online to search for products on the retailer's website as well as choose the product.

OBJECT OF STUDY

1. To find out the satisfaction level of the customer from online purchase .

2. To find out the types of goods purchase more through the online shopping . 3. To know the important factors for online shopping.

4. The main objective of study to know customer satisfaction toward online shopping.

STATEMENT OF PROBLEM

A study of customer satisfaction toward the online shopping with special reference to Wadala

REVIEW OF LITERATURE

1] CLIO: An Annual Interdisciplinary Journal of History ISSN: 0976-075X (Print) Vol-11, No.-1,   June (2022) PP: 90-102

2] AJAY KUMAR Research Scholar, Department of Commerce, Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur (UP) .

HYPOTHESES

1] H¹ - A customer is satisfied towards online shopping

2] H² - A customer is not satisfied towards online shopping.

RESEARCH MYTHOLOGY

1] Population

Population of study consists of 85 in Wadala.

2] Sampling

Collecting primary data convenience sampling technologies from Wadala

3] Primary data

Primary data for the study is to be collected from 85 respondents from Wadala with the help of properly design questionnaire.
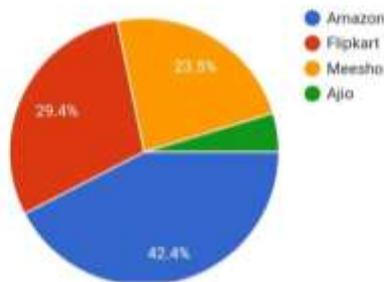
4] Secondary data

The secondary data for the study is to be taken from book , journal , website and other publications.

5] Tools of analysis
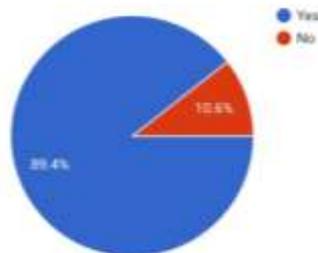
The data is analysis and interpreted with the help of pie diagram.

DATA ANALYSIS AND INTERPRETATION

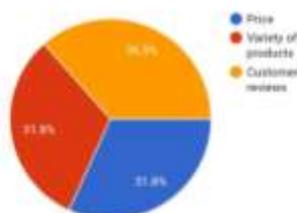1] Which of the website you use most of the time for online shopping?

Find - according to this Pie diagram 42% of people use Amazon. The company is most trusted to there customer.
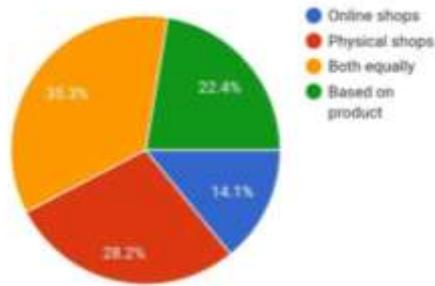
2] Do you feel safe shopping online?

Find – according to this diagram customer feel safe from buying online products

3] what is the most important factor for you when choosing online store ?
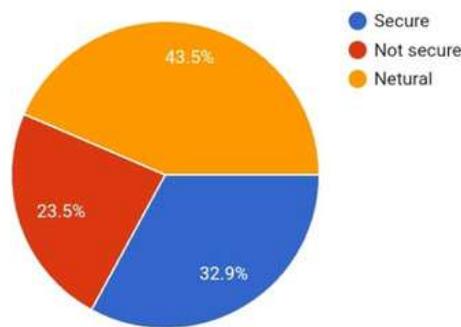

Find – the customer is choose any product based of product review, variety and price

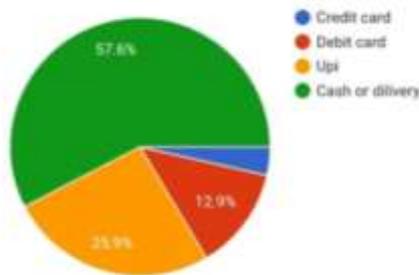4] Do prefer to shop online or physical Store ?

Find – A customer always choose depend on product but some time they prefer to buy physical and online stores equally

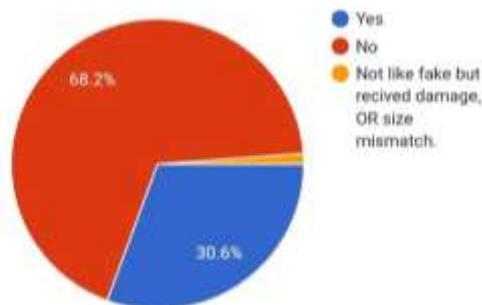5] How secure do you feel when entering your personal details and online shopping website?

Find – based on customer response they natural and safe

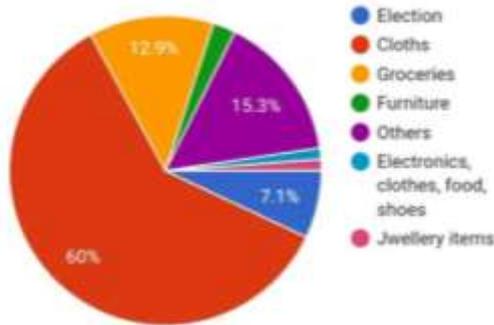6] Which payment methods do you prefer when shopping online?

Find - most of the customer are used cash on delivery method for payment . UPI is second place for payment use by customer.
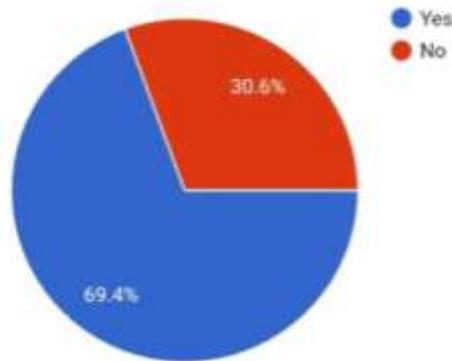
7] Have you ever received fake product?

Find - less number of people are received fake product . Most of the customer are got safe and perfect .

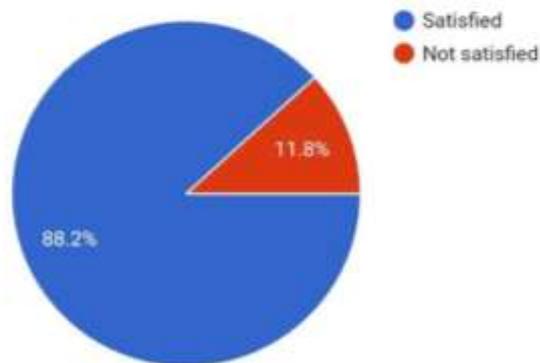8] Which types product do you prefer to by online?

Find - most of the customer anr always buy clothes some of time they other products.

9] Are you comfortable making online payment ?

Find - according to pie chart customer are comfortable with online payment.

10]Customer care satisfied or not to the online shopping?

Find – customer are satisfied with online shopping and they have positive response but very few of people are not satisfied with online shopping.

FINDING

The basis of the response is that most people are using Amazon for online shopping. It is a time-saving process. Some people buy any product before the review. The customers check the prices and the variety of products. Most of the customers have not gotten the fake product and believe personal details

on websites for online shopping. People prefer the cash on delivery option because it's a convenient option. If the product is defective, they can also get a refund and exchange the option.

CONCLUSION

Based on this data the customer are satisfied with online shopping, they also feel safe to share there personal information in any companies website . The company have make trust to there customer to provide better services . If the customer loses their trust to any company, they face a lot of customers.

REFERENCE –

1) https://www.researchgate.net/publication/365891371_A_study_of_consumer_satisfaction_towards_online_shopping_for_smart_phone_at_Amazon_CGhttps://www.researchgate.net/publication/365891371_A_study_of_consumer_satisfaction_towards_online_shopping_for_smart_phone_at_Amazon_CGVery

2] https://www.researchgate.net/publication/377383938_A_STUDY_ON_CONSUMER_SATISFACTION_ TOWARDS_ONLINE_SHOPPING