



A STUDY ON CONSUMER SATISFACTION AMONG E-BUYER

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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 about 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 shopping online because of the convenience.

SCOPE OF STUDY:

- To know about which purchase type people prefer most.
- To find out the price range that people prefer most.

OBJECTIVES OF THE STUDY

- To know the specific reasons for which customers purchase online shopping.
- To find out the consumers' satisfaction level for services provided by online shopping.

STATEMENT OF PROBLEM

In India, e-commerce is evaluated like a giant with huge opportunity and success rate. There are so many big and small players in the market. Are they really going to sustain in the market for a long time and is there a success rate for them? What are customers expecting from them and are they ready to fulfill their requirements? The study is to understand both parties' requirements and procedures.

LIMITATION OF THE STUDY

- The data collected for the research is fully on primary data given by the respondents.
- There is a chance for personal bias, so the accuracy is not true.

CHAPTER SCHEME

Chapter I: Introduction and Design of the study

The chapter deals with the introduction, scope of study, objectives of the study, statement of problem, research methodology and limitation of the study.

CHAPTER 2: REVIEW OF LITERATURE

The chapter elaborately reviews the summary of the literature available on the subjects of the study.

CHAPTER 3: COMPANY PROFILE

The chapter studies the overview of Amazon and Flipkart.

CHAPTER 4: ANALYSIS AND INTERPRETATION OF DATA

The chapter deals with the analysis of data gathered and the interpretation of the analysis done to accomplish the objectives of the study.

CHAPTER 5: FINDINGS, SUGGESTION AND CONCLUSION

The chapter brings out the findings of the study, suggestions and conclusions which have been derived from the results of the study.

REVIEW OF LITERATURE:

(Mattson 2018) It reflects if customer is happy to engage with any business or not. It is also an important aspect to measure success of a business. Oliver defined satisfaction as “the consumer’s fulfillment response. It is a judgement that a product or services feature, or the product or services itself, provides a pleasurable level of consumption related fulfillment”.

(Souca 2016) Additionally, they also stated that satisfied customers recommend their friends and relatives to buy that product or service. The main element of the significant financial performances of the company is customer satisfaction. The Satisfaction of the customers has become conceptualised by progressing the time, processing the results, effective evaluation, cognitive evaluation and basic sentiment of fulfilling.

COMPANY PROFILE

AMAZON

Amazon has separate retail websites for the United States, United Kingdom & Ireland, France, Canada, Germany, Netherland, Italy, Spain, Australia, Brazil, Japan, China, Mexico, with sites for Sri Lanka and Southeast Asian countries coming soon. Amazon also offers international shipping to certain other countries for some of its products. In the year 2011, it had professed an intention to launch its websites in Poland and Sweden. In early June 2013, Amazon.com had launched their Amazon India marketplace without any marketing campaign. In July 2013, Amazon had announced to invest \$2 billion (RS. 12000 Crores) in India to expand business, after its largest Indian rival Flipkart too had announced to invest \$1 Billion. Hu

FLIPKART

It is an E-commerce company founded in the year 2007, by Mr. Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology, Delhi. They had been working for Amazon.com previously. It operates exclusively in India, where it is headquartered in Bangalore, Karnataka. It is registered in Singapore and owned by a Singapore based holding company. Flipkart has launched its own products under the name “Digiflip”, Flipkart also recently launched its own range of personal healthcare and home appliances under the brand “Citron”. Legally, Flipkart is not an Indian company since it is registered in Singapore and majority of its shareholders are foreigners. Because foreign companies are not allowed to do multi-branded e-retailing in India, Flipkart sells goods in India through a company called WS Retail. Other third-party sellers or companies can also sell goods through the Flipkart platform. Flipkart now employs more than 15000 people. Flipkart Allows payment methods such as cash on delivery, Credit or Debit card transactions, netbanking, e-gift voucher and card swipe on delivery.

RANK ANALYSIS

Ranking establishes a relationship among a set of items where each item is either considered higher, lower, or equal in rank to another. In mathematical terms, this is referred to as a weak order or total pre-order of objects. Unlike a total order, a ranking doesn’t necessarily establish a clear hierarchy among all objects, as two distinct items can share the same rank. However, the rankings themselves follow a total order. For instance, materials can be pre-ordered by hardness, while the degrees of hardness form a total order.

Table showing the level of Service Satisfaction

RATING	TOTAL	RANK
5	65	3
4	192	1
3	87	2
2	22	4
1	9	5

INTERPRETATION

The above table shows the service satisfaction level 4 at first rank followed by at second rank, 5 at third rank, 2 at fourth rank, 1 at fifth rank.

CHAPTER -5

FINDINGS,SUGGESTION,CONCLUSION

5.1 FINDING

RANK ANALYSIS

The representative feels the rank of service satisfaction level 4 at first rank followed by 5 at second rank,3 at third rank,2 at fourth rank,1 at first rank.

5.2 SUGGESTIONS

- One of the major drawbacks that the respondents have felt are no proper returning policy to the product.
- After getting an opinion from the respondent if the above said problem occurs, then they should be guided in a proper way to return the product.
- This will create a good website reputation and repurchasing power of the respondents. The respondents face major problems on theft of credit card information, and lack of security on online payments.

CONCLUSION

In conclusion, having access to online shopping has truly revolutionised and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world.