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A Study on Customers' Satisfaction Towards Online Shopping with Special Reference to Shopsy in Coimbatore City

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ABSTRACT

This study explores the growing impact of online shopping, particularly through platforms like Flipkart's Shopsy, which allows users to resell products and earn profits. With changing lifestyles and the convenience of shopping from anywhere, online platforms have become increasingly popular. The research highlights customer perceptions of Shopsy, revealing a neutral overall experience influenced by affordability, convenience, and product variety. However, it also identifies key areas for improvement such as navigation, payment options, and personalization. The findings offer meaningful insights for e-commerce businesses aiming to enhance customer satisfaction, engagement, and loyalty in a highly competitive digital marketplace.

Keywords: Online Shopping, Customer Satisfaction, E-commerce, Shopsy, Consumer Behaviour.

INTRODUCTION

The rapid advancement of science and technology has significantly influenced various aspects of life, including the business world. One major development is online shopping, a form of electronic commerce that allows consumers to purchase goods or services directly from sellers via the internet using a web browser. Online shopping has become increasingly important due to its ease and convenience people can shop from their homes, workplaces, colleges, or virtually anywhere. With modern lifestyles becoming busier, many prefer the comfort of shopping online, avoiding crowded markets and saving valuable time. The COVID-19 pandemic further accelerated this shift, changing consumer habits and increasing reliance on online platforms for daily needs.

Online stores offer helpful features like product search tools, extensive variety, and user-friendly interfaces. Customers need access to the internet and a valid payment method such as credit/debit cards, Amazon Pay, or Paytm to complete purchases. The abundance of choices and competitive pricing have further driven the shift towards e-commerce. To maintain customer satisfaction, businesses must actively seek feedback through surveys, online reviews, and ratings, helping them improve continuously. Discounts, offers, and lower prices also make online shopping attractive when compared to offline alternatives.

One notable platform is Flipkart's Shopsy, launched in 2021. Shopsy is a unique e-commerce app that enables users to resell products and earn profits. By connecting sellers with resellers, it allows individuals to start their own online ventures and monetize their social networks, making it a game-changer in the world of online retail.

REVIEW OF LITERATURE

- 1) **Dr. Pratima Merugu (2020)** Online commerce enables businesses to serve customers quickly and efficiently by offering a wide range of goods and services. To gauge customer perceptions of online shopping, the SERVQUAL model was applied. Research reveals that investing in enhanced online security is crucial for e-retailers to provide secure transactions and a positive shopping experience for customers.
- 2) **Himanshu Tiwari, et al., (2021)** The COVID-19 pandemic has intensified competition in the business world. To attract customers, businesses have shifted their focus to online selling. This study collected primary and secondary data through a structured questionnaire, surveying 506 respondents.
- 3) **Pravallika & dr. Madhusmita Choudhury (2022)** The rapid growth of smartphones and internet usage has propelled e-commerce growth, allowing businesses to expand globally. Online stores operate 24/7, accessible from anywhere with an internet connection. This study found that customer satisfaction variables are similar, but Amazon outperforms Flipkart.

- 4) **Muhammad Ammar Muhtadi (2023)** Technology drives change, leading to evolving needs and desires, particularly in shopping. This study explores the impact of online shopping on consumer satisfaction. Using a literature review approach through Google Scholar, this research aims to identify the factors that contribute to online shopping satisfaction among consumers.
- 5) **Dr. S. Murali (2024)** According to this study, online shopping in India is growing exponentially. However, the study revealed that customers in Bangalore have a negative perception of online shopping, particularly on Shopsy. The findings highlighted that consumers' buying behavior varies based on individual preferences and concerns, such as the inability to touch and feel products, risk of fraud, and lack of awareness about the Shopsy website/app. To increase adoption, Shopsy should focus on enhancing its online shopping experience.

STATEMENT OF THE PROBLEM

The problem is to understand customer perceptions of online shopping, including the factors influencing their purchasing decisions, the challenges they encounter, and how these perceptions affect their loyalty and behavior, in order to improve the overall customer experience. This study aims to investigate the factors influencing customer satisfaction in online shopping, with a particular focus on Shopsy. To attract and engage online customers, it is essential to understand their behavior and identify their needs and preferences.

OBJECTIVES OF THE STUDY

- To know the effect of various factors towards online Shopping in Shopsy
- To identify the purchasing behavior of online customer
- To find out the satisfaction Level of the online customer of Shopsy

LIMITATIONS OF THE STUDY

- This study limited to number of respondents and the period of study is also limited.
- As this study relies on primary data collected through questionnaires, the accuracy of the results may be compromised if respondents provide incomplete, inaccurate, or biased information.

RESEARCH METHODOLOGY

SAMPLING DESIGN

The sample was collected among the people on a convenient sampling method.

SAMPLING SIZE

Data was collected from 120 respondents from people

DATA COLLECTION

PRIMARY DATA

The data collected for this study was based on primary data which was collected by Framing the structured questionnaire given to the people.

SECONDARY DATA

The secondary data was collected from various journals, books, website.

TOOLS FOR THE STUDY

- Likert scale Analysis
- Ranking analysis

LIKERT SCALE ANALYSIS

TABLE SHOWING IMPORTANT OF FREE SHIPPING WHEN MAKING AN ONLINE PURCHASE IN SHOPSY

FACTORS	NO.OF. RESPONDENTS	LIKERT SCALE	TOTAL
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ALWAYS	31	5	155
OFTEN	25	4	100
SOMETIMES	41	3	123
RARELY	17	2	34
NEVER	6	1	6
TOTAL	120		418

(Source: Primary data)

INFERENCE

Likert scale value 3.4 is higher than the middle value (3), so the respondents neutral with the free shipping of making an online purchase in shopsy.

RANKING ANALYSIS

TABLE SHOWING RANKING INFLUENCES TO RECOMMEND A PRODUCT TO OTHERS

S.NO	FACTORS	NO.OF. RESPONDENTS					TOTAL	RANK
		RANK 1	RANK 2	RANK 3	RANK 4	RANK 5		
1	PRICE	51(5)	10(4)	22(3)	15(2)	22(1)	413	I
2	PRODUCT QUALITY	20(5)	36(4)	30(3)	21(2)	13(1)	389	II
3	CUSTOMER REVIEWS	14(5)	30(4)	46(3)	16(2)	14(1)	374	III
4	BRAND REPUTATION	21(5)	26(4)	26(3)	35(2)	12(1)	369	IV
5	PERSONAL EXPERIENCE WITH THE PRODUCT	19(5)	26(4)	32(3)	17(2)	26(1)	355	V

(Source: Primary data)

INFERENCE

It resulted that price is in the rank 1 of choosing an online shopping of shopsy products.

FINDINGS

- Majority of the respondents (61.67%) are female
- Majority of the respondents (55%) are 18-24 years.
- Majority of the respondents (75.83%) are unmarried
- Majority of the respondents (57.5%) are Student
- Majority of the respondents (50%) Family income 300001-500000, and 500001-700000
- Majority of the respondents (36.67%) are spending 2-4 hours on internet everyday
- Majority of the respondents (47.5%) are shopping online monthly
- Majority of the respondents (53.33%) use cash on delivery as their mode of payment
- Majority of the respondents (33.33) influences to retain quality of product, and customer service experience

- Majority of the respondents (38.33%) purchase fashion & apparel type of product
- Likert scale value 3.4 is higher than the middle value (3), so the respondents neutral with the free shipping of making an online purchase in shopsy
- Likert scale value 3.1 is equal of the middle value (3), so the respondents neutral with the feedback after making a purchase in shopsy
- Likert scale value 3.47 is higher than the middle value (3), so the respondents neutral with the tracking status of online orders in Shopsy
- Likert scale value 3.82 is higher than the middle value (3), so the respondents dissatisfied that the factors in shopsy
- Likert scale value 3.56 is higher than the middle value (3), so the respondents neutral that the factors in shopsy • Likert scale value 3.358 is higher than the middle value (3), so the respondents neutral that the factors in shopsy
- Likert scale value 3.24 is higher than the middle value (3), so the respondents neutral that the factors in shopsy
- Likert scale value 3.05 is higher than the middle value (3), so the respondents neutral that the factors in shopsy
- Likert scale value 3.6 is less than the middle value (3), so the respondents dissatisfied that the delivery speed of orders from shopsy
- Likert scale value 3.7 is less than the middle value (3), so the respondents dissatisfied that the rating experience with payment methods on shopsy
- It resulted that personal experience with the product is in the rank 1 of choosing an online shopping of shopsy products.

SUGGESTION

- This research suggests expanding product offerings to cater to diverse customer preferences
- As indicated by this study, introduce loyalty programs to reward repeat customers
- This research recommends enhancing customer engagement through social media & community building
- Based on this finding of this study, invest in data analytics to better understand customer behaviour
- By implementing virtual try-on, Shopsy can increase conversions, reduce returns, and provide an immersive and engaging experience that sets the platform apart from competitors
- Researcher suggest that streamline delivery, Shopsy can improve customer satisfaction, reduce delivery related complaints and drive business growth

CONCLUSION

In conclusion, the findings revealed that customers are generally neutral with Shopsy's online shopping experience, citing factors such as affordability, convenience, and wide product range. However, areas for improvement were identified, including website navigation, product information, payment and delivery processes, customer support, and personalization. To enhance customer satisfaction, Shopsy should focus on addressing these concerns and providing a more personalized shopping experience. The study's findings contribute to the existing literature on online shopping and customer satisfaction, providing valuable insights for e-commerce platforms, researchers, and practitioners alike. Ultimately, by prioritizing customer satisfaction, Shopsy can drive business growth, loyalty, and retention, ensuring long-term success in the competitive ecommerce market.