



**A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING
IN VIRUDHUNAGAR**

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ABSTRACT

The act of purchasing products or services over the internet is called online shopping. Today both urban and rural areas enjoy internet facilities. It is precisely for this reason customers are also purchasing the product or services online. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. The aim of this study to analyse the socio- economic characteristics of the respondents and the online shopping website preferred by the respondents. The primary data will be collected from 150 respondents in Virudhunagar. This paper focuses on satisfaction on online shopping and online buying behaviour.

Keywords: Online shopping, Buying Behavior, Preferred Online websites and Satisfaction on Online shopping

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. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing

at different e-retailers. As of 2016, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smart phones. As 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 business, the process is called business-to business (B2B) online shopping. A typical online store enables 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 stores typically enable shoppers to use "Search" features to find specific models, brands or items. Online customers must have access to the internet and a valid method of payment in order to complete

STATEMENT OF THE PROBLEM

Marketing is basically addressing the consumer's needs more effectively and efficiently with better product and services with better price, shopping access and deliver. A good marketer constantly adapts to change and to satisfy consumers need in a better way. Internet is changing the way consumers shop for goods and services and has rapidly evolved into a global event. People are getting busy with their own work. In their busy schedule they don't find time for shopping. Online shopping

METHODOLOGY

The present study is based on the buyer behavior and satisfaction of the consumers in Indian market. The Structured questionnaire method is

PROFILE OF SOCIO- ECONOMIC CHARACTERISTICS

Age is considered as an important factor. Since capacity to work and acquisition of skills is governed by age.

transaction, such as a credit card, an interact-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 top 10 of these online shopping websites in India are Amazon, Flipkart, Snapdeal, Shopclues, Myntra, Home shop 18,Jabong, Firstery.com, pepperfry, Pay TM.

can save a lot of time for them. They can do this from their office or home by browsing on the net . This paper analyses the buyer behaviour of products through online and to know the benefits and service of online shopping.

OBJECTIVES OF THE STUDY

1. To analyse the socio- economic background of the consumers
2. To analyse online shopping websites preferred by respondents and the reasons for liking of the websites.

used for the purpose of collecting primary data. The study is conducted in Virudhunagar by taking 150 respondents.

According to Kotler, 'Consumer wants and abilities change with age'. Age is the most helpful variable to determine perception, motivation and interest. Gender is classified as Masculine and

Feminine. Nowadays there is an increasing voice from one set of people who are neither masculine nor feminine. They are called as transgender. Education acts as an agent of social transformation in any society. It determines the level of aspiration, innovative thinking, technology, productive efficiency and the like which constitute some of the basic factors that influence the attitude of the consumers. Occupation of an individual plays an important role in the family in

planning and decision making process. What type of goods to be purchased, when to purchase, where to purchase and how to purchase all depend upon the occupational strength. The income of an individual is assessed annually. The status of an individual and his standard of living are judged from his capacity to earn. The purchasing capacity of the individual is estimated with his annual earnings. The socio- economic details of the respondents are presented in Table.1

Analysis

Table No.1

Socio- Demographic Profile of the Respondents

Variables	Categories	No of Respondents	Percentage
Age	20-30	50	33.3
	31-40	45	30.0
	41-50	30	20.0
	Above 50 years	25	16.7
Gender	Male	82	55.0
	Female	68	45.0
Education	Under graduate	40	27.4
	Post graduate	85	56.0
	others	25	16.6
Occupation	Business	38	25.3
	Employed	56	37.3
	Professional	30	20.0
	Others	26	17.3
Income	Below `10,000	50	33.3
	`10,000-`25,000	43	28.7
	`25,000-`50,000	30	20.0
	Above `50,000	27	18.0

The above Table No.1 shows that 33 per cent belongs to 20-30 years age group and the highest number of respondents 33 per cent respondents 31-40 years age

group, while 20 per cent respondents were 41-50 years and the remaining respondents 16.7 per cent in the group of above 50 years. The above table no 1 shows that 55 per cent respondents were males and 45 per cent respondents were females. Education is considered to be the chief means of social awareness and development. Education makes man a rational thinker. Educated persons have access to mass media and communication channels and are more likely to take preventive measures than less educated persons. The study revealed that 49.3 per cent respondents were post graduate and 42 per cent respondents were under graduate and the remaining 8.7 per cent respondents others. Occupation is

important socio-economic variable, which decide one's social, cultural and economic status. The table indicates that 37.3 per cent respondents are employed, while the 25 per cent respondents were business people, 20 per cent respondents were professionals and the remaining 17.3 per cent respondents belongs to others category. The above table reveals that 33.3 per cent respondents have annual income below `10,000 followed by 28.7 per cent respondents between `10,000-`25,000, while 20 percent respondents have annual income `25,000-`50,000. The remaining respondents have annual income above `50,000.

Website preferred by respondents:

1. Flipkart.com

Flipkart is an Indian based e-commerce company started by Binny bansal and Sachin bansal, who previously worked at Amazon.Com.

Flipkart works with the aim of making products and goods easily available at the door steps of anyone who has internet access. Since then it kept on adding more new products categories including books, mobiles, computers, cameras, home and electronic gadgets and appliances. It provides online shoppers a memorable online- shopping experience because of it

innovative services like 1. Cash on delivery 2. 30- Day replacement policy 3. Easy monthly installment options (EMI) 4. Free shipping 5. Discounted price and deals.

2. Amazon.Com

Amazon was started by the name Cadabra in 1994 by Jeff Bezos. When started out as an online books store today has turned out to become the largest online retailer on the planet. Amazon started selling everything from music CD'S, software, toys, sporting goods and even groceries.

3. Snapdeal

It was started in February 2010, expanded in September 2011 to

become an E-commerce company. Snapdeal is the India’s largest online market place and best price. It deals on branded products like mobile phones, electronics, compute rperipherals, apparels, cosmetics, perfumes, watches, bags, footwear, kitchenware and more.

4. Myntra

It was established by Mukesh Bansal, Ashtosh Lawania and Vineat

Saxana in Feb 2007. Myntra is a one shop for all your fashion and life style needs. Being India’s largest e-commerce store for fashion and life style products. Myntra aims at providing a hassle free and enjoyable shopping experience to shoppers across the country with the widest range of brands and products on its portal. The websites preferred by respondents are presented in Table. No.2 given below

Table No.2

Websites preferred by respondents

Websites	No. of respondents	Percentage
Flipkart	52	34.7
Amazon.com	43	28.7
Snapdeal.com	24	16.0
Myntra	20	13.3
Others	11	7.3
Total	150	100

The above Table No.2 depicts that most of the respondents 34.7 per cent preferred Flipkart and 28.7 per cent respondents preferred by Amazon.com, while the 16 per cent respondents are Snapdeal.com. The remaining respondents 13.3 per cent and 7.3 per cent prefer Myntra and other websites respectively.

Opinion of the respondents with regard to time delivery, guaranty and warranty, payment security, door delivery, discount and offers, after sale service, time saving, price and convenience are presented in Table No.3 are as follows

Table No.3

Opinion of the respondents

Opinion	Highly dissatisfied	Dissatisfied	Neutral	Satisfied	Highly satisfied
Time of delivery	20 (13.3)	15 (10)	18 (12)	42 (28.0)	55 (36.7)
Guaranty and warranty	-	-	25 (16.6)	85 (56.7)	40 (26.7)
Payment Security	-	-	25 (16.7)	60 (40.0)	65 (43.3)
Door delivery	-	-	20 (13.3)	72 (48.0)	58 (38.7)

Discount and offers	10 (7.0)	15 (10.0)	20 (13.3)	68 (45.0)	37 (24.7)
After Sale Service	25 (16.7)	32 (21.3)	18 (12.0)	39 (26.0)	36 (24.0)
Price	9 (6.0)	12 (8.0)	18 (12.0)	84 (56.0)	27 (18.0)
Time Saving	-	-	20 (13.3)	58 (38.7)	70 (48.0)
Convenience	-	6 (4.0)	20 (13.3)	69 (46.0)	55 (36.7)

The Table No.3 revealed that most of the respondents chose online shopping. The highly satisfied opinion is given for time of delivery 36.7 per cent, payment security 43.3 per cent and time saving 48 per cent by the respondents. Theremaining respondents have given satisfied opinion for guarantee and warranty 56.7 per cent, door delivery 48 per cent, discount and offer 45 per cent, Price 56 per cent and Convenience 46 per cent.

REASONS FOR LIKING OF THE WEBSITES

Every year big billion sale is conducted by the Flipkart, Amazon at the time of Diwali festival. In this time, they deliver the products at low price of lightening deal. The consumer can purchase a lot of products at cheap rate. It is beneficial to the online buyers. The packaging is very good in Amazon. The products are delivered safely. So the consumers prefer to buy their products in Amazon. Flipkart delivers the products at reasonable price. If any damage, it accepts the return of goods.

CONCLUSION

The online shopping has become a daily part of our lives because it is so convenient. The web allows customers to buy the most effective deals and find product that might otherwise be difficult to find. Consumers are looking for trust, security and privacy of data, timeliness, accessibility, convenience, customer service, costs and wider choice throughout online shopping.

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