

A Study on Customer Satisfaction towards Online Shopping with Special Reference to Cheyyar Town

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Abstract

Online stores attract the customer with images of the product along with the information about the product specification and prices. With the search engine the consumer can find their desirable models, brands or items. Firstly the customers should have access to internet for shopping online and transacting the amount through debit card or credit card now digital payment has made the life easy for the online shoppers. The largest online retailers are flip kart, snap deal, Amazon.com and eBay. The central point of the firm is to enable the customer to shop virtually using the internet which tempts them to browse to all the products and keep on buying the product this process to retain and creates more potential buyers, next would be for the storekeepers who maintains and updates the information pertaining to the articles of the customers.

Keywords: Customer satisfaction, online shopping

1. Introduction

Online shopping is the procedure where consumers buy goods, services etc., from a seller directly without any middlemen service over the Internet. Consumers buy goods and services from the sellers on the Internet. Since the emergence of the World Wide Web, sellers have sought to sell their products to people who search in the Internet for updates. Shoppers can visit online stores from the comfort of their homes and shop as they sit in front of the computer.

In fact anything can be purchased by the people from the companies that provide online such as books, clothing, household appliances etc. most of the people choose online shopping due to convince. Shopping online enables the people to shop for endless possibilities and provide festive offers which even physical stores don't provide.

Customer Satisfaction: The main aim of customer satisfaction act is to generate valid and consistent customer feedback, which can then be used to take actions that will retain customers and thus protect one of the most valuable corporate assets trustworthy customers.

The next motive of customer satisfaction surveys is to approach how satisfied your customers are with different aspects of your product and service and to recognize customers and make them extremely happy ones.

Online Shopping in India: Indians are very authenticated and emotional towards buying anything and get easily attached and want to feel the touch & ownership while purchasing anything. Gradually this self-centered emotion has changed through generation and slowly they are moving from traditional to modern ways of shopping.

Before the shopping was introduced to buy only for rare product now a day's all kind of branded product can be browsed under one click. Day by day the customer started to increases from gradually to completely. And even more shopping sites evolved the interest to purchase virtually.

Review of Literature

Quelch & Klein (1996) conducted the study on the internet and international marketing and revealed that trust is an important factor in determining whether an individual chooses to, or not to, acquire goods or services via the Web.

Maigan and Lukas (1997) studied on the purchaser perception toward e-shopping. The study found that internet shopping involves more uncertainty and risk than traditional shopping. Consumer's unwillingness to provide their credit card information over the web has been cited as a major obstacle to online purchases.

Kargaonkar, Wolin (1999) explored a study on analysis of internet usage and it was found that sex and age to be significantly related to online shopping. In this study it was found that online shoppers are more gents and often small. Gents were also found to use the internet for downloading and purchasing activities to a greater extent to ladies.

2. Objectives of the Study

- To understand the importance of online shopping in changing market scenario.
- To understand the reason for growing popularity in internet shopping.
- The analyze effectiveness of internet shopping as compared to traditional shopping tools.
- To enhance mobile shopping.

- To build the limitations of online shopping as a marketing tool.
- To find the way to manage online reputation.

Research Design: The research is empirical in nature. Descriptive research is used to obtain the information from the consumers concerning the current status of the phenomena to describe “what exists” with respect to variables in a given situation.

Study Area & Sample Size: Cheyyar Town was selected for conducting this survey and the total sample size is 100.

Method of Data Collection: To accomplish the objectives of the study, both primary and secondary data were collected.

Primary Data: Primary data is that data which is collected for the first time. It is original in nature in the shape of raw material. For the purpose of collection of primary data a well-structured questionnaire was filled by the respondents. The questionnaire comprises of close ended as well as ended questions.

Secondary Data: Secondary data is the data which is already collected by someone. They are secondary in nature and in the shape of finished product. Secondary data was collected so as to have accurate results. Required data was collected from various books, magazines, journals and internet.

3. Data Analysis

Gender

Table 1: Gender wise Classification the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Men	32	32.0	32.0	32.0
Women	68	68.0	68.0	100.0
Total	100	100.0	100.0	

Inference

Table 1 given above has made it clear out of 100 sample respondents, 32 are men and 68 are women. It is evident the majority of sample prisoner (68%) consulted in this study were women.

Age

Table 2: Age wise classification of Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
18 to 25 Yrs	30	30.0	30.0	30.0
25 to 35 Yrs	51	51.0	51.0	81.0
35 to 45 Yrs	17	17.0	17.0	98.0
Above 45 Yrs	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Inference

The above table 2 has shown different age categories sample prisoner of the study, 30% of the respondents are aged between 18-25 years, 51% of the respondents are aged between 25-35 years, 17% of the prisoner are aged among 35-45 years, and 2% of respondents are aged above 45 years. It is quite evident from above analysis the more of respondents (51%) belong the age group of among 25-35 years.

Occupation

Table 3: Occupation wise classification of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Govt. Employee	8	8.0	8.0	8.0
Private Employee	76	76.0	76.0	84.0
Self Employed	9	9.0	9.0	93.0
Student	6	6.0	6.0	99.0
House wife	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Inferences

Table 3 shows that the total samples of 100 respondents, out of which 8% of them working as government employee, 76% are private employee, 9% are self-employed, 6% are students and 1% of them are house wife. The above table 4 brings to light that an overwhelming majority (76%) of the respondents are working as a private employee.

Educational Qualification

Table 4: Educational Qualification wise classification of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
School level	7	7.0	7.0	7.0
Degree/Diploma	70	70.0	70.0	77.0
Profession	22	22.0	22.0	99.0
Others	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Inference

Table 4 shows that the educational qualification of 100 respondents, out of which 7% studied up to school level, 70% of them have degree or diploma, 22% of them studied professional course and 1% of them studied other courses. It is quite evident from these data that an overwhelming majority (70%) of respondents are studied degree or diploma.

Monthly Income

Table 5: Monthly Income of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than Rs.10,000	21	21.0	21.0	21.0
Rs.10,001-Rs.20,000	59	59.0	59.0	80.0
Rs.20,001-Rs.30,000	9	9.0	9.0	89.0
Rs.30,001-Rs.40,000	5	5.0	5.0	94.0
More than Rs.40,000	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Inference

From the table 5, it was found that 21% of the prisoner associate to the salary level of less than Rs.10,000, 59% of the respondents to the salary level Rs.30,001 – 40,000 and remaining 6% of the respondents permeate to the income level of more than Rs.40000. It is strong evident the more percentage of the respondents (59%) earnings between Rs.10,001-20,000.

No. of years Shopping in Online

Table 6: Frequency distribution of No. of years shopping in online

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1 year	35	35.0	35.0	35.0
1-3 years	45	45.0	45.0	80.0
3-5 years	11	11.0	11.0	91.0
Above 5 years	9	9.0	9.0	100.0
Total	100	100.0	100.0	

Inference

Table 6 indicates that the distribution of number of years shopping in online. 35% of the respondents shopping in online less than 1 year, 45% of the respondents shopping in online 1-3 years 9% of them above 5 years' experience in online shopping. It is quite evident the majority of the prisoners (45%) have 1 to 3 years of experience in internet shopping.

Total Time Spend in Internet Every Day

Table 7: Frequency distribution of Total time spend in internet every day

	Frequency	Percent	Valid Percent	Cumulative Percent
Below 1 hour	54	54.0	54.0	54.0
2-3 hours	27	27.0	27.0	81.0
3-6 hours	13	13.0	13.0	94.0
More than 6 hours	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Inference

Table 7 presentation that the sample of 100 respondents, 54% of them spent below 1 hour every day for internet usage, 27% of them spent 2-3 hours every day for internet usage, 13% of them spent 3-6 hours every day for internet usage and remaining 6% of them spent more than 6 hours every day for internet usage. It is quite evident that the majority of the sample respondents (54%) have spent below 1 hour every day for internet usage.

Maximum Value Spent for Single Online Purchase

Table 8: Frequency distribution of Maximum value spent for single online purchase

	Frequency	Percent	Valid Percent	Cumulative Percent
Rs.500-1000	58	58.0	58.0	58.0
Rs.1001-2000	18	18.0	18.0	76.0
Rs.2001-3000	9	9.0	9.0	85.0
Rs.3001-4000	7	7.0	7.0	92.0
Rs.4001 and above	8	8.0	8.0	100.0
Total	100	100.0	100.0	

Table 11: Total Variance Explained: Customer satisfaction towards online shopping

Component	Initial Eigen values			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.394	36.620	36.620	2.725	22.707	22.707

Inference

The table 8 clearly reveals that 58% of the prisoners spent maximum value of Rs.500-1000 for single online purchase, 18% of the respondents spent maximum value of Rs.1001-2000, 9% of the respondents spent maximum value of Rs.2001-3000, 7% of the respondents spent maximum value and above for single online purchase. It was concluded that the majority of the respondents (58%) spent maximum value of Rs.500-1000 for single online purchase.

Factors Influencing for Online Shopping

Table 9: Frequency distribution of Factors influencing for online shopping

	Frequency	Percent	Valid Percent	Cumulative Percent
Advertisement	35	35.0	35.0	35.0
Friends	31	31.0	31.0	66.0
Family	32	32.0	32.0	98.0
News Paper	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Inference

From the above table reveals that the factors influencing for online shopping out of 100 respondents, 35% of them influenced by the advertisement the prisoners influenced by the family and 2% of them influenced by the Newspaper. It is clear from the above table that the majority of sample customers (35%) were influenced by the advertisement for online shopping.

Factor Analysis

Factor Analysis for Customer Satisfaction towards Online Shopping

The existence of buyer satisfaction variables in factor analysis is identified with the help of KMO and Bartlett's Test as well as the Eigen values. Besides these Eigen values a prominence of Component Matrix exhibits the existence of major factors loaded with homogeneous variables.

The application of factor analysis on 12 variables of customer satisfaction and the results are highlighted in the following three tables.

Table 10: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.744
Bartlett's Test of Sphericity	Approx. Chi-Square	414.876
	Df	66
	Sig.	0.000

The table it is found that Kaiser-Meyar-Olkin measure of sampling is found to be 0.744 and Bartlett's Test for Sphericity with approximate Chi-square value 414.876 is statically significant. It shows that the 12 variables of customer satisfaction towards online shopping is highly reliable for the factor segregation.

2	1.622	13.520	50.140	2.256	18.797	41.504
3	1.068	8.902	59.042	2.105	17.538	59.042
4	.846	7.049	66.091			
5	.805	6.707	72.799			
6	.752	6.269	79.067			
7	.659	5.489	84.556			
8	.599	4.988	89.544			
9	.448	3.735	93.279			
10	.361	3.012	96.291			
11	.245	2.045	98.336			
12	.200	1.664	100.000			

The total variance table reveals, Initial Eigen Values and Rotation of Sums of Squared Loadings. Table 11 shows the emergence of three factors explaining the total variance of 59.042%. It is observed that the first accounts 36.620% of the variance the second 13.520% and third 8.902% of variance. The variables explaining each of the factors are given in table 12.

Table 12: Rotated Component Matrix^a: Customer satisfaction towards online shopping

	Component		
	1	2	3
1. A variety of choice available helps choosing the best in class from amongst various brands	.798		
2. The speed of Delivery of products is fast	.724		
3. The customer care services offered are highly satisfactory	.710		
4. The after sales services offered by the company are highly satisfactory	.691		
5. There is no difficulty in returning/replacing a product in case of dissatisfaction	.449		
6. The quality of the products purchased Online is highly satisfactory		.851	
7. The products available online are priced low in comparison to traditional market		.833	
8. You are overall satisfied with your experience of shopping online		.689	
9. You will recommend and motivate your other friends to purchase online			.695
10. The difference between your expectations and real products would influence your satisfaction level			.643
11. Buying some products also gives eligibility for exciting discounts/offers			.633
12. The process of making payment is quite fast and easy			.599

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

This is extracted from the above table 12. is influenced by the three major factors. Factor I consist of five (0.674) variables, followed by factor II consist of three (0.791) variables and remaining four (0.643) variables belongs to factor III. The average value of factor II is higher than factor II & III. This factor II variables such as ‘the quality of the products purchased Online is highly satisfactory’You are overall

satisfied with your experience of shopping online’ gives more customer satisfaction towards online shopping.

Chi-Square Test
Gender and Overall Satisfaction with Your Experience in Online Shopping

Is any relationship between sex and overall satisfaction with your experience in internet shopping. The researcher is very much interested in finding answer to the question. For, she set a null hypothesis (H0) “There is no relationship between gender and overall satisfaction with your experience in online shopping”. The views of sample respondents are analysed. The null hypothesis is tested with the help of χ^2 test and the result is brought out in Table 13 as given below.

Table 13: Gender and Overall satisfaction with your experience in online shopping

Gender	Overall satisfaction with your experience in online shopping				Total
	Disagree	Neutral	Agree	Strongly Agree	
Male	2	4	22	4	32
Female	6	22	32	8	68
Total	8	26	54	12	100

Table 14: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.385 ^a	3	.146
Likelihood Ratio	5.778	3	.123
Linear-by-Linear Association	2.339	1	.126
N of Valid Cases	100		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.56.

Since p value (0.146) is more than 0.05, the H0 is accepted at 5% level of significance. That means, there is no relationship between gender and overall satisfaction with your experience in online shopping. It is concluded that there is no impact of customer satisfaction towards online shopping on gender category.

Kruskal Wallis Test
Impact of Gender on the Variables Explaining Online Shopping Parameters

Online shopping ‘Subjective Parameters, Pricing Parameters, Product Quality and Customer Satisfaction’, are the key outcome elements of customer satisfaction analysed with reference to gender wise classification of respondents’ viz.,

male and female. The data pertaining to the above classification are shown in table 15 and mean ranks are computed based on the data set.

Table 15: Mean Rank of Gender

	Gender	N	Mean Rank
Subjective Parameters	Male	32	51.02
	Female	68	50.26
	Total	100	
Pricing Parameters	Male	32	61.69
	Female	68	45.24
	Total	100	
Product Quality	Male	32	61.81
	Female	68	45.18
	Total	100	
Customer Satisfaction	Male	32	64.30
	Female	68	44.01
	Total	100	

It could be seen from table 15 the mean ranks are not the same in respect of each of the outcome components of online shopping parameters with reference to gender-wise grouping of respondents'. There is a glaring disparity in ranks between male and female respondents with reference to the component of 'Pricing Parameters, Product Quality and Customer Satisfaction'.

It has given room for further treatment of the above data set and Kruskal Wallis Analysis was performed on the data set and the results are in 3.12.1.

Table 16: Test Statistics

	Subjective Parameters	Pricing Parameters	Product Quality	Customer Satisfaction
Chi-Square	.015	7.056	7.251	10.689
df	1	1	1	1
Asymp. Sig.	.903	.008	.007	.001

a. Kruskal Wallis Test

b. Grouping Variable: Gender

It was hypothesised that there is no significant difference among the male and female respondents and the outcome components of online shopping parameters are concerned.

It is seen from table 16 that the computed values are 0.008, 0.007 & 0.001 which are less than the significance (P) value of 0.05 in respect of the component 'Pricing Parameters, Product Quality and Customer Satisfaction' therefore, it may be right to reject the hypothesis and to accept the hypothesis that there is no significant difference among male and female respondents in respect of the outcome variable of subjective parameters of online shopping.

It may be said that gender-wise classification of the respondents' online shoppers has significant impact on the outcome of online shopping parameters like 'Pricing Parameters, Product Quality and Customer Satisfaction'.

Findings, Suggestions and Conclusion

- The majority of sample respondents (68%) consulted in this study were female.
- The majority of respondents (51%) belong to the age group of between 25-35 years.

- An overwhelming majority (76%) of the respondents are working as a private. employee.
- An overwhelming majority (70%) of respondents are studied degree or diploma.
- The majority percentage of the respondents (59%) earnings between Rs.10,001-20,000.
- The majority of the respondents (45%) have 1 to 3 years of experience in online shopping.
- The majority of the sample respondents (54%) have spent below 1 hour every day for internet usage.
- The majority of the respondents (58%) spent maximum value of Rs.500-1000 for single online purchase.
- The majority of sample customers (35%) were influenced by the advertisement for online shopping.
- The Factor analysis based on the customer satisfaction influenced by the three major factors. It concluded that the overall satisfied with the experience of shopping online' gives more customer satisfaction towards online shopping.
- The Chi-square Test based on there is no relationship between gender and overall satisfaction with the experience in online shopping, more the value of table so the H0 is accepted at level of significance. It is concluded that there is no impact of customer satisfaction towards online shopping on gender category.
- Kruskal Wallis Test computed values are 0.008, 0.007 & 0.001 which are less than the significance (P) value of 0.05 in respect of the component 'Pricing Parameters, Product Quality and Customer Satisfaction' therefore, it may be right to reject the hypothesis and to accept the hypothesis that there is no significant difference among male and female respondents in respect of the outcome variable of subjective parameters of online shopping.

Suggestions

- Customer use online shopping only during offer time or seasonal time, so the firms devise a plan to offer discounts throughout the year, then the customers will purchase the products through online over the entire year.
- Female purchasers are more, when compared to the male respondents so the manufactures should find steps to attract the customers of all age and gender.
- Customer choose online shopping only for smaller value product hence the firm should find ways to motivate the customers to buy bigger value products also.
- The manufactures should encourage reviews from the customer.
- Technical knowledge is necessary hence the shopping site firms to ensure the website is user friendly for easy access to the customers.
- A firm must meet changing customer's requirement to satisfy them.
- Need to provide outstanding customer service for customer retention.
- Build better customer relationships to retain more long-term client.

Conclusion

The study reveals the importance of online shopping by which customer get satisfied. Online shopping should satisfy the customers in addition to the wishes of the firm. It is consequently for firms to manipulate and identify the time of providing offers to achieve utmost returns. Customers expect

future modification in accessing the net. The publicity given to the online shopping can explore the future marketing field in variety of products at a reasonable price. India has the second largest population in the world, so it is necessary to upgrade and create awareness of technology to the people who are the future customers and the findings and suggestions of the study will support the customer for an effective and better understanding.

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