

A Study of Customer Satisfaction in Online Shopping With Special Reference to Coimbatore City

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Abstract— In the epoch of globalization, there was a huge radical change in electronic marketing. For the past 10 years, all the business organization were running with technological changes. E-shopping or marketing is the use of internet via computer or phones for the development of online shopping to increase the grade of business. Here, retailers are busy studying consumer behavior in the field of online marketing and are devising strategies to meet the demand of consumers. Now most of the people choose to shop online as it has varieties of goods and is convenient. Retailers have to analyze the specific things to catch consumers sight by bringing out discounts and offers and by advertising it. Therefore, we have to study the factors influencing consumers to shop online.

Index Terms— Technological changes, E-Shopping, retailers, consumer behavior.

INTRODUCTION

Internet shopping is the procedure whereby customers legitimately purchase products, administrations and so forth from a vender intelligently continuously without a go-between administration over the web. Web based shopping is the way toward purchasing products and ventures from dealers who sell on the Internet. Since the development of the World Wide Web, dealers have tried to offer their items to individuals who surf the Internet. Customers can visit web stores from the solace of their homes and shop as they sit before the PC. Shoppers purchase an assortment of things from online stores.

Truth be told, individuals can buy pretty much anything from organizations that give their items on the web. Books, garments, family unit apparatuses, toys, equipment, programming, and medical coverage are only a portion of the several items buyers can purchase from an online store. Numerous individuals direct shopping on the web in light of the comfort. Internet shopping enables you to peruse through unlimited potential outcomes, and even offers stock that is inaccessible in stores.

Shopping by means of the web dispenses with the need to move through a store's items with potential purchases like jeans, shirts, belts and shoes all threw more than one arm. Web based shopping additionally dispenses with the infectious, yet disturbing music, just as the hundreds, if not thousands, of other similarly invested people who appear to have chosen to shop around the same time.

The focal idea of the application is to enable the client to shop for all intents and purposes utilizing the Internet and enable clients to purchase the things and articles of their craving from the store. The data relating to the items are stores on the server side (store). The Server procedure the clients and the things are delivered to the location put together by them. The application was planned into two modules initially is for the clients who wish to purchase the articles. Second is for the vendors who keeps up and refreshes the data relating to the articles and those of the clients.

The end client of this item is departmental store where the application is facilitated on the web and the chairman keeps up the database. The application which is sent at the client database, the subtleties of the things are presented from the database for the client view dependent on the determination through the menu and the database of the considerable number of items are refreshed toward the finish of every exchange. Information section into the application should be possible through different screens intended for different degrees of clients. When the approved staff feed the pertinent information into the framework, a few reports could be produced according to the security.

1.2 Objectives of the Study

To discover the fulfillment level of the client for online buy.

- To know the particular purposes behind which clients buy web based shopping.

- To discover the customers' fulfillment level for administrations given by the web based shopping.
- Makes organization to progressively about current pattern and necessities.

1.3 Scope of the Study

To know there brand steadfastness.

- To think about which buy type individuals incline toward most.
- To discover the purpose behind purchasing items.
- To discover the value extend that individuals lean toward most.
- To realize which highlights they respect in their item

1.4 Limitations of the Study

The study is restricted to Coimbatore region as it were

- The study depends on the customer practices of web based shopping
- The information gathered for the exploration is completely on essential information given by the respondents. There is chance for individual predisposition. So the exactness isn't valid
- Due to capacity of time and different imperatives, the investigation has been constrained 50 respondents just .

1.2 Research Methodology

•The Research Design Used for the Study

The examination configuration utilized for the investigation is distinct. Graphic research studies are those, which are worried about portraying the qualities of a specific individual or gathering. The examinations worried about explicit forecast with portrayal of actualities and qualities concerning individual gathering or circumstance are altogether instances of distinct research contemplates.

•Population Size

The total population size is indefinite.

•Sample size

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 50.

•Sample design

It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling.

•Statistical Tools

The data collected through questionnaires were analyzed using simple percentage analysis and ranking analysis.

REVIEW OF LITERATURE

Web use history and power likewise influence web based shopping potential. Customers with longer narratives of Internet use, instructed and outfitted with better abilities and view of the Web condition have fundamentally higher forces of web based shopping encounters and are better contender to be caught in the outstanding idea of stream in the digital world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001). Those purchasers utilizing the Internet for a more extended time from different areas and for a higher assortment of ser-indecencies are viewed as increasingly dynamic clients (Emmanouilides and Hammond, 2000).

As Bellman et al. (1999) notice, socioeconomics are not all that significant in deciding web based acquiring potential. Regardless of whether the purchaser has a wired way of life and the time requirements the individual has are substantially more powerful. Hazard taking penchant is likewise an incredible factor. E-customers have higher hazard taking propensities. Shoppers with large amounts of protection and security concerns have lower buying rates in online markets yet they offset this trademark with their mission for utilizing the data bit of leeway of the earth (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These informed people, as increasingly sure leaders, are considerably more requesting and have more noteworthy power over the buying procedure from commencement to fruition (Rao et al., 1998).

Distinguishing pre-buy expectations of customers is the way to comprehend why they eventually do or don't shop from the Web advertise. One stream of research under online buyer conduct comprises of concentrates that handle the factors impacting these goals. An accumulation of a portion of the determinants scientists have analyzed are: exchange security, merchant quality, value contemplations, data and administration quality, framework quality, protection and security dangers, trust, shopping delight, valence of web based shopping background, and saw item quality. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003). The arrangements of elements having a positive or negative effect on shoppers' penchant to shop don't appear to be altogether different from the contemplations experienced in disconnected situations. Be that as it may, the sensitivities people show for every factor may be altogether different in online commercial centers. Variables like value affectability, significance ascribed to brands or the decision sets considered in on the web and disconnected conditions can be fundamentally unique in relation to one another (Andrews and Currim, 2004). Vulnerabilities about items and shopping forms, reliability of the online vender, or the

accommodation and financial utility they wish to get from electronic shopping decide the expenses versus the advantages of this condition for purchasers (Teo et al., 2004). Further examinations planning to finish the full arrangement of elements impacting purchasers' prepurchase expectations are still much anticipated.

Simon Rigby , Head of Direct Channels at Comet, says, "Our test is to address the issues of the best number of customers. By embraced explore all the time, we become familiar with our clients' shopping needs and styles. This causes us to convey all the vital eassurances,product ranges and administrations. We led this study during our pinnacle selling period as we are building up our scope of online intuitive administrations, for example, Live Chat and CometTV.co.uk. Incredible multi media deals instruments will before long become standard in the internet shopping field. In three years, you'll be similarly prone to snap and watch an item related video of your expected buy on your PC before you purchase - as you are to have an email address today.

Research outlined by Emarketer(2005) demonstrated that the Internet applied a greater impact than for disconnected media for hardware contrasted with that garments, magnificence or home improvement as would be normal. Web Marketing has changed the manner in which individuals purchase and sell great and administration. It has included parcel of comfort and simple to the entire procedure of purchasing. Web purchasing pervasiveness is most noteworthy in the United States, where 93% of Internet clients have purchased on-line (Business Software Association, 2002), and it is developing quickly in India also (www.ebay.com)

DATA ANALYSIS AND INTERPRETATION

Table 1.1 : Showing socio-economic background of the respondents

Factors	Category	No. of Respondents	Percentage (%)
Gender	Male	21	42
	Female	29	58
Age	Below 20 years	25	50
	25 – 30 years	18	36
	31 - 35 years	6	12
	Above 35 years	1	2
Location	Village	20	46
	Town	23	40
	City	7	14

Profession	Student	10	46
	Business	23	20
	Service	9	16
	Professional	8	18
Educational	School	16	18
	Graduate	09	32
	Post Graduate	05	40
	Illiterate	20	10

Factors	Category	No. of Respondents	Percentage (%)
Family status	Nuclear family	28	56
	Joint family	22	44
Monthly Income	Below Rs.5, 000	19	38
	Rs.10,001 to Rs. 15,000	11	22
	Rs.15,001 to Rs. 20,000	11	22
	Above Rs.20,000	9	18
Online websites	Flipkart.com	34	68
	Amazon.com	16	32
	eBay.com	08	16
	Myntra.com	05	10
	Snapdeal.com	14	28
	Olx.com	08	16
	Others	12	24
Sources of awareness	Online advertisement	21	42
	Offline advertisement	07	14
	Friends	15	30
	Newspaper	03	06
	Television	04	08
Products purchased	Electronics	13	26
	Mobiles	31	62
	Computer	04	08
	Home appliances	08	16
	Games	02	04
	Garments	05	10

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Footwear	09	18
Watches	09	18
Jewels	03	06
Mens Accessories	12	24
Womens Accessories	11	22
Toys	02	04
Baby care	02	04
Books	04	08
E-books	02	04

Cash on delivery	40	78
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Table 1.2 : Level of Satisfaction of the Respondent

Factors	Opinion	No of Respondent	Percentage (%)
Choice of availability of products	Strongly Disagree	05	08
	Disagree	04	06
	Neither Agree or Disagree	16	29
	Strongly Agree	30	57
	Agree	10	15
Facts consider before online Shopping	Product Rating	16	28
	Product review	22	45
	Advise for offline store	06	10
	Comparison of price	12	24

Factors	Category	No. of Respondents	Percentage (%)
Preference	Time saving	30	57
	Information Availability	07	12
	Less Stress	11	20
	Less Expensive	08	12
	Best Offers	11	20
	Helpful for Old & Disabled	06	10
	Service Quality	04	06
	Easy Ordinary System	04	06
Visiting retail store	Yes	28	54
	No	26	50
Frequency of Purchase	Daily	08	12
	Weekly	11	20
	Monthly	23	44
	Yearly	15	28
Mode of payment	Credit cards	05	08
	Debit cards	07	13
	Online bank transfer	08	14

Factors	Opinion	No of Respondent	Percentage (%)
Detailed information about the product	Strongly Disagree	01	02
	Disagree	04	08
	Neither Agree Nor Disagree	14	28
	Strongly Agree	14	28
	Agree	27	54
Easy to choose and make comparison with other products	Strongly Disagree	-	-
	Disagree	02	04
	Neither Agree Nor Disagree	16	32
	Strongly Agree	06	12
Quality of information provided in online shopping	Agree	26	52
	Strongly Disagree	01	02
	Disagree	01	02
	Neither Agree Nor Disagree	16	32
	Strongly Agree	08	16
Agree	25	50	

Website layout helps in searching the products easily	Strongly Disagree	02	04
	Disagree	-	-
	Neither Agree Nor Disagree	13	26
	Strongly Agree	10	20
	Agree	25	50
Safe and secure with online shopping	Strongly Disagree	04	08
	Disagree	08	16
	Neither Agree Nor Disagree	13	26
	Strongly Agree	21	42
	Agree	07	14
Shopping experience	Highly satisfied	07	14
	Satisfied	38	76
	Neither satisfied nor dissatisfied	05	10
	Dissatisfied	-	-
	Highly dissatisfied	-	-

Factors	Opinion	No of Respondent	Percentage (%)
Barriers which keep respondents away from online shopping	Safety of payment	11	22
	Low trust level of online store	11	22
	VAT, Customs Duty	08	16
	High shipping cost	04	08
	Delivery too slow	18	36
	Others	-	-

Table 1.3 : Problems faced by the Respondent while Online Shopping

S.No	Problems	No of Respondent	Percentage (%)
1	Product did not arrive at all	04	08
2	Product arrive in damage condition	08	16
3	Wrong product were sent	04	08
4	Not quality goods & services	07	14
5	Others	02	04
6	None of these	26	52
	Total	50	100

Table 1.4 : Ranking of the Services in Online Shopping

S.No	Ranking of the services in online shopping	Total Score	Rank
1	Payment security	176	6
2	Product delivery	188	4
3	Personal information privacy	156	8
4	Warranties, return policies	182	5
5	Convenience	215	1
6	Mode of payment	174	7
7	Time saving	203	2
8	Attractive offers	195	3

Findings

- Hence it is concluded that majority (58%) of the respondents are male.
- Hence the higher (50%) percentage of the respondents are falling under the category of below 25 - 30 years age group.
- Hence the higher (46%) percentage of the respondents are falling under the category of Village area.
- Hence it is disclosed that majority (46%) of the respondents are engaged on in students
- Majority 40% of the respondents are post graduate level
- Majority 56% of the respondents are belongs to Nuclear family.
- Majority 38% of the respondents are earning the monthly income below Rs.5, 000 only

- Majority 68% of the respondents visited Flipkart.com.
- Majority 42% of the respondents get awareness about websites through online advertisement
- Majority 62% of the respondents purchased Mobiles via online channels.
- Majority 56% of the respondents Prefer online shopping for time saving.
- Majority 52% of the respondents visiting retail store before online shopping.
- Majority 42 % of the respondents make purchase on Online Shopping Monthly.
- Majority 54% of the respondents Strongly Agree with the choice of products available in Online shopping.
- Majority 40 % of the respondents consider product review before Online shopping.
- Majority 54% of the respondents Agree with the detailed information about the products in Online shopping.
- Majority 52% of the respondents Agree with the easy to choose and make comparison with other products in Online shopping.
- Majority 50% of the respondents agree with the Quality of Information provided in Online shopping.
- Majority 50% of the respondents Agree with the Website layout helps in searching the products easily.
- Majority 42% of the respondents Strongly Agree with the Safe and secure with online shopping.
- Majority 52% of the respondents did not face any of the problems in online shopping.
- First rank given by the respondents for the Convenience in online shopping.
- Majority 76 % of the respondents make payment through Cash on delivery in online shopping.
- Majority 36 % of the respondent have barrier of delivery too slow in online shopping.
- Majority 76 % of the respondent satisfied with online shopping

CONCLUSION

Web based shopping is winding up increasingly prominent step by step with the expansion in the use of World Wide Web known as www. Understanding client's requirement for web based selling has progressed toward becoming test for advertisers. Uniquely understanding the customer's frames of mind towards web based shopping , making improvement in the components that impact buyers to shop on the web and dealing with variables that influence purchasers to shop online will assist advertisers with gaining the focused edge over others.

Taking everything into account, approaching web based shopping has genuinely upset and impacted our general public in general. This utilization of innovation has opened

new entryways and openings that empower for a progressively helpful way of life today. Assortment, speedy administration and scaled down costs were three huge manners by which web based shopping impacted individuals from everywhere throughout the world. Be that as it may, this idea of web based shopping prompted the potential outcomes of extortion and security clashes. Sadly, it has demonstrated that it is feasible for lawbreakers to control the framework and access individual data. Fortunately, today with the most recent highlights of innovation, measures are being taken so as to prevent programmers and culprits from improperly getting to private databases.

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