International Journal of Applied Research 2015; 1(8): 489-495

ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2015; 1(8): 489-495
www.allresearchjournal.com
Received: 26-05-2015
Accepted: 29-06-2015

Dr. P. Jayasubramanian
Asst. Professor and Head, Department of Commerce (PA), Dr. N.G.P. Arts and Science College, Coimbatore-48

D. Sivasakthi
Asst. Professor, Department of Commerce (PA), Dr. N.G.P. Arts and Science College, Coimbatore-48

Ananthi Priya K
B.Com (PA), Dr. N.G.P. Arts and Science College, Coimbatore

Correspondence:
Dr. P. Jayasubramanian
Asst. Professor and Head, Department of Commerce (PA), Dr. N.G.P. Arts and Science College, Coimbatore-48

A Study on Customer Satisfaction towards Online Shopping

P. Jayasubramanian, D. Sivasakthi, Ananthi Priya K

Abstract
The rapid development of the internet has strongly impact upon the worldwide marketing environment. Currently it has become one of the popular approaches for business and customer to perform trade over the internet. Businesses have been coming up with creative ways to promote their product via online. Thus it describes how modern market is replacing the traditional markets. This study is taking place to identify the factors that may influence customer's online shopping satisfaction. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase.

Keywords: Customer Satisfaction, Online Shopping, Study.

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.

Nowadays, online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environment are therefore playing an increasing role in the overall relationship between markets and their consumers (look *et al.*, 2008). That is, consumer-purchases are mainly based on the cyberspace appearance such as pictures, image, quality information, and video clips of the product, not on the actual experience. As the internet has now become a truly global phenomenon, the number of internet users worldwide is expected to reach 1.8 billion by 2010 according to the survey of clickz stats, this growing and diverse internet population means the people having diverse taste and purposes are now going to web for information and to buy products and services.

The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Now day's internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers.

Essentially, the idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just few clicks in few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences.

Statement of Problem

Online marketing has gained a lot of importance in present marketing conditions. But along with its vital growth the number of scamps, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase.

The problem area of this survey is consumer's satisfaction and attitudes towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

Review of the Literature

Ashok Sinha decided to give it a try. Overall shopping experience was very good except for the inconvenience of seeing a lot of items that are not in stock. Think they have added a lot of products in to their database just to give a feeling that they have a big catalog but it will make anyone frustrated to see so many items in the catalog and later figure out most of them are not in stock.

Dharma Singh discussed had never used Tradus.com before but started hearing about the same in last few months had visited the site and the first impression was not bad. It was excited by seeing a lot of items at a decent price. A search for Tripod showed over 150 items, starting from a price range of Rs 700 to Rs 40,000. Then short listed a couple of them and started reading reviews. However, It was eventually figured out they have just one model in stock, which is over 22,000INR, which was beyond my budget.

Shippa Gupta 'Indian online shoppers believed there was a wider purchase choice online rather than offline, that shopping online was extremely convenient and easy, and that most goods were cheaper online than they were offline,' says, Country Manager, West Africa, MasterCard Worldwide.

Times of India also explored the reasons why the majorities (78%) of Indians surveyed do not currently shop online. Of this group, 59% said they were not sure that making transactions online was secure or safe, 43% said they simply preferred to shop in-store to look at the physical products and an additional 40% raised their concerns about the time it would take for items to be delivered to them.

Subash rowther Online security is a priority for and we work closely with our customer financial institutions and retailers in Nigeria to ensure that online holders can have the highest level of confidence when shopping online, and that retailers can gain greater assurance about the identity of the customer completing a purchase,'

Objectives of the Study

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

Scope of the Study

- To know there brand loyalty.
- To know about which purchase type people prefer most.
- To find out the reason for buying products.
- To find out the price range that people prefer most.
- To know which features they admire in their product

Limitations of the Study

- The study is confined to Coimbatore city only
- The study is based upon the consumer behaviors of online shopping
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true

Research Methodology

- **The Research Design Used For The Study**

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

- **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.

Data Analysis and Interpretation

Table: 1: Gender of the Respondents

S. NO	Gender of the Responded	No of Respondent	Percentage
1	Male	29	58
2	Female	21	42
	Total	50	100

Interpretation

From the above table 1 reveals that 58% of the respondents are male and 42% of the respondents are female

Table: 2: Age of the Respondents

S. NO	Age group of the Responded	No of Respondent	Percentage
1	Below 20 years	18	36
2	25 – 30 years	25	50
3	31 - 35 years	1	2
4	Above 35 years	6	12
	Total	50	100

Interpretation

From the above table 2 depicts that 36% of the respondents are falling under below 20 years, 50% of the respondents are falling under the category of 25 – 30 years old and 2% of the respondents are falling under 31– 35 years and 12% of the respondents are above 35 years

Table 3: Location of the Respondents

S. NO	Location of the respondents	No of Respondent	Percentage
1	Village	23	46
2	Town	20	40
3	City	7	14
	Total	50	100

Interpretation

From the above table 3 depicts that 46% of the respondents are falling under Village area, 40% of the respondents are falling under the category of Town area and 14% of the respondents are falling under City area.

Table 4: Occupation Status of the Respondents

S. NO	Occupation of the Respondent	No of Respondent	Percentage
1	Student	23	46
2	Business	10	20
3	Service	8	16
4	Professional	9	18
	Total	50	100

Interpretation
Above table 4 reveals that 46% of the respondents Occupation are student, 20% of the respondents are business, 16% of the respondents are service, and 18% of the respondents are professional activities

Table 5: Educational Level of the Respondents

S. NO	Educational level of the respondents	No of Respondent	Percentage
1	School	9	18
2	Graduate	16	32
3	Post Graduate	20	40
4	Illiterate	5	10
	Total	50	100

Interpretation
Above table 5 reveals that 18% of the respondents are educated at school level, 32% of the respondents of the respondents are educated at graduate level, 40% of the respondents are educated at post graduate level, 10% of the respondents are illiterate level.

Table 6: Family Status of the Respondents

S.NO	Family status of the respondents	No of Respondent	Percentage
1	Nuclear family	28	56
2	Joint family	22	44
	Total	50	100

Interpretation
Above table 6 reveals that 56% of the respondents belongs to Nuclear family, 44% of the respondents belongs to Joint family.

Table 7: Monthly Income of the Respondents

S. NO	Monthly Income of the Respondents	No of Respondent	Percentage
1	Below Rs.5, 000	19	38
2	Rs.10,001 to Rs. 15,000	11	22
3	Rs.15,001 to Rs. 20,000	11	22
4	Above Rs.20,000	9	18
	Total	50	100

Interpretation
Above table 7 reveals that 38% of the respondents are earning the monthly income below Rs.5, 000, 22% of the respondents of the respondents are earning the monthly income Rs.10,001 – Rs.15,000, 22% of the respondents are earning the monthly income Rs.15,001 – Rs.20,000, 18% of the respondents are earning the monthly income above Rs.20,000

Table 8: Online Shopping Websites Visited By the Respondents

S.NO	Online shopping websites	No of Respondent	Percentage
1	Flipkart.com	34	68
2	Amazon.com	16	32
3	eBay.com	08	16
4	Myntra.com	05	10
5	Snapdeal.com	14	28
6	Olx.com	08	16
7	Others	12	24
	Total	50	100

Interpretation
Above Table 8 reveals that 68% of the respondents visited Flipkart.com, 32% of the respondents visited Amazon.com, 16% of the respondents visited eBay.com, 10% of the respondents visited myntra.com, 28% of the respondents visited Snapdeal.com, 16% of the respondents visited Olx.com, 24% of the respondents visited other websites.

Table 9: Sources of Awareness of Respondents to Visit Online Websites

S.NO	Sources of awareness	No of Respondent	Percentage
1	Online advertisement	21	42
2	Offline advertisement	07	14
3	Friends	15	30
4	Newspaper	03	06
5	Television	04	08
	Total	50	100

Interpretation
Above table 9 reveals that 42% of the respondents get awareness about websites through Online advertisement, 14% of the respondents get awareness about websites through Offline advertisement, 30% of the respondents get awareness about websites through Friends, 06% of the respondents get awareness about websites through Newspaper, 08% of the respondents get awareness about websites through Television.

Table 10: Products Purchased By the Respondents

S. NO	Products purchased by the respondents	No of Respondent	Percentage
1	Electronics	13	26
2	Mobiles	31	62
3	Computer	04	08
4	Home appliances	08	16
5	Games	02	04
6	Garments	05	10
7	Footwear	09	18
8	Watches	09	18
9	Jewels	03	06
10	Men's Accessories	12	24
11	Women's Accessories	11	22
12	Toys	02	04
13	Baby care	02	04
14	Books	04	08
15	E-books	02	04
	Total	50	100

Interpretation
Above table 10 reveals that 26% of the respondents purchased Electronic goods via online channels, 62% of the respondents purchased Mobiles via online channels, 08% of the respondents purchased Computers via online channels,

16% of the respondents purchased Home Appliances via online channels,04% of the respondents purchased Games via online channels, 10% of the respondents purchased Garments via online channels, 18% of the respondents purchased Footwear via online channels, 18% of the respondents purchased Watches via online channels, 06% of the respondents purchased Jewels via online channels, 24% of the respondents purchased Men's Accessories via online channels, 22% of the respondents purchased women's Accessories via online channels, 04% of the respondents purchased toys via online channels, 04% of the respondents purchased Baby care via online channels, 08% of the respondents purchased Books via online channels, 04% of the respondents purchased E-Books via online channels.

Table 11: Preference of the Respondents to Online Shopping

S. NO	Preference	No of Respondent	Percentage
1	Time saving	28	56
2	Information Availability	05	10
3	Less Stress	09	18
4	Less Expensive	06	12
5	Best Offers	09	18
6	Helpful for Old & Disabled	04	08
7	Service Quality	02	04
8	Easy Ordinary System	02	04
	Total	50	100

Interpretation

Above table reveals 11 that 56% of the respondents Prefer online shopping for time saving, 10% of the respondents Prefer online shopping for Information Availability, 18% of the respondents Prefer online shopping for Less Stress, 12% of the respondents Prefer online shopping for Less Expensive, 18% of the respondents Prefer online shopping for Best offers, 08% of the respondents Prefer online shopping for Helpful for old & Disabled, 04% of the respondents Prefer online shopping for Service quality, 04% of the respondents Prefer online shopping for easy ordinary system.

Table 12: Visiting Retail Store before Online Shopping of the Respondent

S. NO	Visiting retail store	No of Respondent	Percentage
1	Yes	26	52
2	No	24	48
	Total	50	100

Interpretation

Above table reveals 12 that 52% of the respondents visiting retail store before online shopping, 48% of the respondents not visiting retail store before online shopping,

Table 13: Frequency of Purchase of the Respondents through Online Shopping

S. NO	Frequency of Purchase	No of Respondent	Percentage
1	Daily	06	12
2	Weekly	09	18
3	Monthly	21	42
4	Yearly	13	26
	Total	50	100

Interpretation

Above table reveals 13 that 12% of the respondents make purchase on Online Shopping Daily, 18% of the respondents make purchase on Online Shopping Weekly, 42% of the respondents make purchase on Online Shopping Monthly, 26% of the respondents make purchase on Online Shopping Yearly.

Table 14: Choice of Availability of Products

S. NO	Opinion	No of Respondent	Percentage
1	Strongly Disagree	03	06
2	Disagree	02	04
3	Neither Agree Nor Disagree	13	26
4	Strongly Agree	27	54
	Agree	06	12
	Total	50	100

Interpretation

Above table 14 reveals that 06% of the respondents Strongly Disagree with the choice of products available in Online shopping, 04% of the respondents Disagree with the choice of products available in Online shopping, 26% of the respondents Neither agree nor Disagree with the choice of products available in Online shopping, 54% of the respondents Strongly Agree with the choice of products available in Online shopping, 12% of the respondents Strongly Agree with the choice of products available in Online shopping.

Table 15: Facts Consider By the Respondents before Online Shopping

S. NO	Facts consider before online Shopping	No of Respondent	Percentage
1	Product Rating	14	28
2	Product review	20	40
3	Advise for offline store	04	08
4	Comparison of price	12	24
5	Referred by friends	06	12
	Total	50	100

Interpretation

Above table 15 reveals that 28% of the respondents consider product rating before Online shopping, 40% of the respondents consider product review before Online shopping, 08% of the respondents consider Advise for offline store before Online shopping, 24% of the respondents consider Comparison of price before Online shopping, 12% of the respondents consider Referred by friends before Online shopping.

Table 16: Detailed Information about the Product

S. NO	Opinion	No of Respondent	Percentage
1	Strongly Disagree	01	02
2	Disagree	04	08
3	Neither Agree Nor Disagree	14	28
4	Strongly Agree	14	28
5	Agree	27	54
	Total	50	100

Interpretation

Above table 16 reveals that 02% of the respondents Strongly Disagree with the detailed information about the products in Online shopping, 08% of the respondents Disagree with the detailed information about the products in Online shopping, 28% of the respondents Neither agree nor Disagree with the detailed information about the products in Online shopping, 28% of the respondents Strongly Agree with the detailed information about the products in Online shopping, 54% of the respondents Agree with the detailed information about the products in Online shopping.

Table 17: Easy To Choose and Make Comparision with Other Products

S.NO	Opinion	No of Respondent	Percentage
1	Strongly Disagree	-	-
2	Disagree	02	04
3	Neither Agree Nor Disagree	16	32
4	Strongly Agree	06	12
5	Agree	26	52
	Total	50	100

Interpretation

Above table 17 reveals that 04% of the respondents Disagree with the easy to choose and make comparison with other products in Online shopping, 32% of the respondents Neither agree nor Disagree with the easy to choose and make comparison with other products in Online shopping, 12% of the respondents Strongly Agree with the easy to choose and make comparison with other products in Online shopping, 52% of the respondents Agree with the easy to choose and make comparison with other products in Online shopping.

Table 18: Quality of Information Provided In Online Shopping

S. NO	Opinion	No of Respondent	Percentage
1	Strongly Disagree	01	02
2	Disagree	01	02
3	Neither Agree Nor Disagree	16	32
4	Strongly Agree	08	16
5	Agree	25	50
	Total	50	100

Interpretation

Above table 18 reveals that 02% of the respondents Strongly Disagree with the Quality of Information provided in Online shopping, 02% of the respondents Disagree with the Quality of Information provided in Online shopping, 32% of the respondents Neither agree nor Disagree with the Quality of Information provided in Online shopping, 16% of the respondents Strongly Agree with the Quality of Information provided in Online shopping, 50% of the respondents Agree with the Quality of Information provided in Online shopping.

Table 19: Website Layout Helps in Searching the Products Easily

S. NO	Opinion	No of Respondent	Percentage
1	Strongly Disagree	02	04
2	Disagree	-	-
3	Neither Agree Nor Disagree	13	26
4	Strongly Agree	10	20
5	Agree	25	50
	Total	50	100

Interpretation

Above table 19 reveals that 04% of the respondents Strongly Disagree with the Website layout helps in searching the products easily, 26% of the respondents Neither agree nor Disagree with the Website layout helps in searching the products easily, 20% of the respondents Strongly Agree with the Website layout helps in searching the products easily, 50% of the respondents Agree with the Website layout helps in searching the products easily.

Table 20: Safe and Secure With Online Shopping

S.NO	Opinion	No of Respondent	Percentage
1	Strongly Disagree	04	08
2	Disagree	08	16
3	Neither Agree Nor Disagree	13	26
4	Strongly Agree	21	42
5	Agree	07	14
	Total	50	100

Interpretation

Above table 20 reveals that 08% of the respondents Strongly Disagree with the Safe and secure with online shopping, 16% of the respondents Disagree with the Safe and secure with online shopping, 26% of the respondents Neither agree nor Disagree with the Safe and secure with online shopping, 42% of the respondents Strongly Agree with the Safe and secure with online shopping, 14% of the respondents Agree with the Safe and secure with online shopping.

Table 21: 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

Interpretation

Above table 21 reveals that 08% of the respondents faced the problem of product did not arrive at all in online shopping, 16% of the respondents faced the problem of product arrive in damage condition in online shopping, 08% of the respondents faced the problem of wrong products were not sent in online shopping, 14% of the respondents faced the problem of product were not of quality in online shopping, 04% of the respondents faced other problems in online shopping, 52% of the respondents did not face any of the above problems in online shopping

Table 22: 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

Interpretation

Above table 22 reveals that first rank given by the respondents for the Convenience in online shopping. Second rank given by the respondents for the Time saving in online shopping and third rank given by the respondents for the Attractive offers in online shopping, fourth rank given to the Product delivery in online shopping, fifth rank given by the respondents to the Warranties, return policies in online shopping, sixth rank given by the respondents to the payment security in online shopping, seventh rank given by the respondent to the mode of payment in online shopping and finally eight rank given by the respondents to the personal information privacy in online shopping

Table 23: Mode of Payment Preferred By the Respondents

S.NO	Mode of payment	No of the respondents	Percentage
1	Credit cards	03	06
2	Debit cards	05	10
3	Online bank transfer	06	12
4	Cash on delivery	38	76
	Total	50	100

Interpretation

Above table 23 reveals that 06% of the respondents make payment through credit cards in online shopping, 10% of the respondents make payment through Debit cards in online shopping, 12% of the respondents make payment through Online bank transfer in online shopping, 76% of the respondents make payment through Cash on delivery in online shopping.

Table 24: Barriers Which Keep Respondents Away From Online Shopping

S.NO	Barriers	No of the respondents	Percentage
1	Safety of payment	11	22
2	Low trust level of online store	11	22
3	VAT, Customs Duty	08	16
4	High shipping cost	04	08
5	Delivery too slow	18	36
6	Others	-	-
	Total	50	100

Interpretation

Above table 24 reveals that 22% of the respondents have barriers of safety of payment and low trust level of online store in online shopping, 16% of the respondents have barriers of VAT, customs duty in online shopping, 08% f the respondents have barrier of high shipping cost in online shopping, 36% of the respondent have barrier of delivery too slow in online shopping.

Table 25: Shopping Experience of the Respondents

S.NO	Shopping experience	No of the respondents	Percentage
1	Highly satisfied	07	14
2	Satisfied	38	76
3	Neither satisfied nor dissatisfied	05	10
4	Dissatisfied	-	-
5	Highly dissatisfied	-	-
	Total	50	100

Interpretation

Above table 25 reveals that 14% of the respondents highly satisfied with online shopping, 76% of the respondent satisfied with online shopping, 10% of the respondent neither satisfied nor dissatisfied with online shopping.

Findings

- ❖ Hence it is concluded that majority 58% of the respondents are male.
- ❖ Hence the higher 50% percentages 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

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

In conclusion, having access to online shopping has truly revolutionized 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. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases.

Through privacy and security policies, website designers are doing their best to put an end to this unethical practice. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

References

1. Palmer, Kimberly, More Consumers Using Tablets to Holiday Shop Study". December 8, 2011
2. Peterson RA, Balasubramanian S, Bronnenberg BJ. Exploring the implications of the Internet for consumer marketing. Retrieved June, 28, 1997.
3. "Nielsen Global Online Shopping Report". Blog.nielsen.com. 2010-06-29. Retrieved 01, 19, 2012.
4. Campbell DJ. Task complexity: A review and analysis. Academy of Management Review, 13, 1, 1998.
5. Stephen F. King en Juhn-Shiuan Liou, "A framework for internet channel evaluation", International Journal of Information & Management. March, 24, 2004.