



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2017; 3(12): 171-174
www.allresearchjournal.com
Received: 29-10-2017
Accepted: 30-11-2017

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A study of consumer satisfaction towards online shopping with special reference to Coimbatore City

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Abstract

The importance of this study is to examine the customer satisfaction towards online shopping users in Coimbatore city. Also tried to find out various attributes of online shopping users. For this survey was conducted. The data will be collected from respondents through a scheduled containing questions the study result concluded that future of e-tailors in India especially in cities looking very bright. Online shopping offering best price, good products and completely easy shopping experience for our customers. The success of any e-tailor company in India is depending upon its popularity.

Keywords: Customer satisfaction, E-tailing, online shopping, Coimbatore city

1. Introduction

Recently at present time online shopping is the new trend of shopping in India that is used to refer to computer- based- shopping or E-shopping same like internet banking or E-banking. Over the past few years online shopping or E- shopping has increased percentage of online buyer's in India. New concept of the online shopping is a great example for of the business revaluation in India. 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 a recent phenomenon in e-commerce and its definitely going to be the future of shopping in the world.

2. Meaning of consumer satisfaction

- It is a measure of how products and services supplied by company meet or surpass the customer's expectations.
- Customer expectation is the needs, want, and preconceived ideas of a customer about a product or a service.
- The degree of satisfaction provided by the goods and services of a company as measured by the number of repeat customers.

3. History of online shopping

In 1979 it all began when Michael Aldrich 'invented' online shopping. Using videotext, a two way message service it revolutionized businesses.

- In 1994 the German company Intershop introduced its first online shopping system.
- Though surprising, pizza hurt was the first online retailer during 1994test phase in Santa Cruz, California, "All locations" option was put in 2007.
- In 1994 Amazon launched its online shopping site.
- eBay was founded on September 3,1995.

4. Objectives

- To analysis the satisfaction level of consumer towards the online shopping.
- To analysis the factors influencing online buying behavior of the consumer.
- To identify the problem in the online shopping.
- To analysis features that consumers expect at an online shopping.
- To analysis the socio economic background of consumer.

5. Scope

The first time ever, shoppers are going to the web for most of their purchases have resulted in more and more retailers providing online avenues for customers to make purchase at the click of the mouse. Customers not only use the internet to make purchases but also to search for information about the e-marketers analysis and understand the factors influencing Indian customers online behavior, they can future fine-tune their business strategies towards customer preferences.

- Products categories that customers purchase online.
- Quality and availability of the product
- Mode and speed of delivery of the product
- Product/price offers provided for online shopper
- Shipping, return and exchange policies
- Features of the shopping website such as
- Design
- Information provided
- Accessibility
- Ease to use

6. Limitations

- Waiting time involve in receiving the product as compared to purchasing it immediately from the physical store.
- Customer will have to bear the delivery charges with some of the seller but not all.
- Customer are not satisfied with the product received. For example, the product received in bad condition, broken or some the part are missing.
- Security measures regarding online payment.

7. Review of literature

Sharma and Mittal ^[1] in there study “Prospects of ecommerce in India”, mention that India is showing tremendous growth in e-commerce. Undoubtedly, with the population of millions of people, online shopping shows unlimited potential in India. Today e-commerce is the common word in India society and it has become an integral part of our daily life.

Chinting ^[2] stated that few school or educational studies have simultaneously explored both internet marketing and organizational commitment, and of those that have, only direct effects were examined. This study clarifies the relationship between school organization’s internet marketing and teacher’s organizational commitment by examining the mediating role of teachers’ job involvement and job satisfaction.

Kanwalgurleen ^[3] discussed that different options in internet encouraged them to search and eventually purchase online, because more than 100 million internet users in India. People those who are using internet from 5 to 7 hours a day were found to be adopter of online shopping, price consciousness, convenience and variety, easy payment options and challenges of online shopping are the factors found to be a significant in online shopping.

Adrita Goswami ^[4] *et al.* studies “Customer Satisfaction toward Online shopping with special reference to teenage group of Jorhat Town” study concludes that online customers are satisfied. This research explicitly indicates that online marketer should give more importance on price factor and after sale factor.

Nikhashemi ^[5] *et al.* found out the customer perceived quantity, perceived simple use, perceived security and online payment method have vital positive impact on increasing customer satisfaction toward internet shopping.

8. Research Methodology

8.1 Sample Size and Design

A sample of 50 people was taken on the basis of convenience.

8.2 Primary Sources

Primary data comprises information survey of “study of consumer satisfaction towards online shopping” the data has been collected directly from respondents with the help of structured questioner.

8.3 Tools for Analysis

- Percentage analysis
- Rank correlations
- Likert analysis

8.3.1 Percentage Analysis

Table 1: Showing visit of the respondents to internet for shopping

Factor	No Of Respondent	Percentage
Daily	8	16
Weekly	10	20
Monthly	23	46
Annually	9	18
Total	50	100

From the above table, it is clear that 16% of the respondents visits internet for shopping daily, 20% of the respondents visits internet for shopping weekly, 46% of the respondents visits internet for shopping monthly, 18% of the respondents visits internet for shopping annually.

Table 2: Showing the preference of the respondents towards online shopping websites

Factor	No of respondent	Percentage
Amazon	29	58
Flipkart	34	68
Snapdeal	13	26
Yepme	2	4
Homeshope	2	4
Voonik	3	6
Others	2	4
Total	75	170

From the above table, it is clear that 58% of the respondents prefer the amazon for shopping, 68% of the respondents prefer the Flipkart for shopping, 26% of the respondents

¹Sharma and Mittal. “Prospects of e-commerce in India”, Asian Journal of management and research, 3(2), pp 396-408, 2009.

²Chinting S, The Effect of Internet Marketing on Organizational Commitment: Job. 2010

³Kanwal Gurleen: Customers Perception Towards online Shopping-The case of Punjab, International journal of management & information Technology. vol 1, no, 1, May, 2012. Pp1-6

⁴Adrita Goswami *et al.*, Customer Satisfaction towards Online Shopping with special reference to teenage group of Jorhat Town Paripex – Indian Journal of Research, Vol: 3, Issue: 4, May 2013, pp 239-241.

⁵Nikhashemi, S.R., Critical factors in Determining Customer Satisfaction Toward Internet Shopping in Malaysia, Internal Journal of Business and Management Invention, 2(1), p.44-51.

prefer the Snapdeal for shopping, 4% of the respondents prefer the Yepme for shopping, 4% of the respondents prefer the Homeshope for shopping, 6% of the respondents

prefer the Voonik for shopping, 4% of the respondents prefer the others.

Table 3: Showing the commodity to purchase of the respondent

Factor	No of respondent	Percentage
Books	9	18
Mobile &tablets	34	68
Laptop & accessories	8	16
Clothing	17	34
Watches	19	38
Fragrances & beauty care	8	16
Home &kitchen	6	12
Total	101	202

In the above table, it is clear that 68% of respondents purchased mobile and tablets through online shopping, 38% of respondents purchased watches through online shopping, 34% of respondents purchased clothing through online shopping, 18% of respondents purchased books through online shopping, 16% of respondents purchased laptop &

accessories and fragrances & beauty care through online shopping, 12% of respondents purchased the home & kitchen through online shopping.

8.3.2 Rank Analysis

Table 4: Showing the response interested payment method for online shopping.

Factor	1	2	3	4	Total	Rank
Debit card	7(4)	31(3)	3(2)	6(1)	133	2
Cash on delivery	27(4)	10(3)	7(2)	7(1)	159	1
Credit card	13(4)	7(3)	18(2)	14(1)	123	3
Equated monthly instalment	3(4)	2(3)	22(2)	23(1)	85	4

From the above table, it is clear that cash on delivery is been ranked first, debit cards is been ranked second, credit cards is been ranked third, equated monthly installment is been ranked fourth.

8.3.3 Likert Analysis

Table 5: Showing the satisfaction level of the respondent of online shopping

Factor	HS	S	N	DS	HDS	Total	Likert scale value ($\sum fx/\sum f$)
Price	40	132	27	0	0	199	3.98
Quality	60	60	54	8	1	183	3.66
Customer service	30	72	69	2	2	175	3.5
Variety of product	100	72	27	6	0	205	4.1
Brand	60	112	27	2	0	201	4.02
Packaging	70	104	18	2	3	197	3.94
Mode of payment	35	104	42	4	1	186	3.72
Mode of delivery	60	92	42	4	1	199	3.98

HS-Highly satisfied S-Satisfied N-Neutral DS-Dis satisfied HDS-Highly dis satisfied

From the above table consumer satisfied with variety of product, brand, mode of delivery, price, mode of payment, packaging, quantity, consumer service.

9. Findings

- 46% of the respondents visits internet monthly for online shopping.
- 68% of the respondents prefer the Flipkart for online shopping.
- 68% of the respondents mostly purchased mobiles& tablets through online shopping.
- Cash on delivery mode of payment is been ranked first.
- Comparatively the respondents are satisfied with variety of product.

10. Suggestion

- One the major drawbacks that the respondents have felt are no proper returning policy to the product. After

getting opinion from the respondent if the above said problem occurs, then they should be guided in a proper way to return the product. This will create a good website reputation and repurchasing power of the respondents.

- The respondents face major problems on theft of credit card information, and lack of security on online payments. Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping.
- Online shopping follows international market standards and do not know about the local market standard. This will helps to increase consumer buying pattern and help the vendors to increase the sale.

11. Conclusion

The online become daily part of our lives, mainly because it is so convenient. The web allows consumers comparison

buy the most effective deals and find the product that might otherwise difficult to find. Online shopping can be easy and pleasure with some precaution. Online shoppers expect to visualize sensible deals online amid free or terribly low price shipping. Consumers are looking for trust, security and wider choice throughout online shopping.

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