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Customers Satisfaction towards Online Shopping in Nagercoil Taluk

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Abstract: In today's world of modernism, life-style and technology has altered the way customer's thinking towards online shopping. In the present day, an individual life is absolutely dependent on gadgets means like Internet, Mobile phones, and email system which has completely changed the livelihood standard of the customer. Online shopping is a system of shopping goods and services from marketers who advertise on the internet. At the present time due to globalization customers are looking for superior quality and service. They are now more conscious about the time and prefer convenience. This study attempts to find out the customers satisfaction towards online shopping in Nagercoil taluk. The data was collected from 150 respondents who shop through online shopping, by using structured questionnaire. The purpose of the study is to explore the reason for buying through online shopping, and also suggest the steps to be taken to the online seller to improve their sales.

Key Words: Online Shopping, Consumer behaviour, Consumer Satisfaction

INTRODUCTION

Online shopping is a current happening in E-commerce and its certainly going to be the prospect of shopping in the world. Most of the business nowadays is selling their goods and services in online. Youngster's interest towards online shopping is growing day by day. The youngster's opinion towards online shopping is completely special; they see this as new fashion, time saving, easy accessible, diversity and with more attractive. When online shopping had just come into the scenario, the observation was of low safety, poor in quality and not to be relied on. But slowly, the observation has changed and at the current time it is showing positive signs among youngsters.

Due to growing internet and mobile penetration and digitalization, the acceptability of online payments has provided the unique opportunity to companies to connect with their customers. Online shopping

created a trend among both young males and females because previously where they spent a lot of time for shopping, today just by sitting at home they can browse through many sites and choose the best deal and place an order within few minutes.

REVIEW OF LITERATURE

Kanwal Gurleen (2012) mentioned that utterly totally different choices in web affected them to seem and eventually purchase on-line, as a result of over one hundred million web users in the Asian country. People who unit victimization the web from five to seven hours on a usual were found to be a parent of on-line wanting. Convenience and selection, straightforward payment choices, value consciousness, and challenges of the on-line wanting unit the factors found to be a vast in on-line wanting. Whereas not rush traffic and vehicles one should buy an outsize reasonably product by commerce minimum temporal property.

Adrita Goswami (2013) Studied “Customer Satisfaction towards on-line wanting with Special reference to young cluster of Jorhat Town” study concludes that on-line customers unit happy. This analysis expressly indicates that on-line bourgeois ought to offer additional importance on value issue and once sale issue. Throughout this competition era, all the web marketers ought to focus on the customer’s satisfaction to retain these customers and wish to supply new theme day by day to draw in the new customers.

Ashish Pant (2014) everyplace in his analysis article that a triple-crown web store isn’t the simply AN honest trying data processor with the dynamic technical selections, however, is additionally stress on building the relevance customers with creating cash. First of all understanding, the shopper’s wants and desires are improbably essential for building a relation with the purchasers keeping companies’ guarantees provides a client a reason to return back and meeting the expectations provides them a reason to remain.

Michal Pilik, (2012) denoted that on-line buying behaviour is full of varied factors like demographic factors, economic factors, technical factors, psychological factors, merchandising factors social factors, cultural factors, and legislative factors. Customers opt for the web - search primarily supported menu navigation, references, clarity and further services, terms of delivery, and graphic vogue. Troublesome customers browse discussions on World Wide Web before they pay their cash on-line and once customers are unable to look out the merchandise quickly and easily they leave on-line-search.

Nikhashemi, (2013) got the wind the shopper perceived simple to use, perceived quality, on-line payment technique and perceived security have necessary positive impact on increasing shopper satisfaction toward web looking.

PROFILE OF RESPONDENTS

| <i>Profile</i> | <i>Particulars</i> | <i>Frequency</i> | <i>Percentage</i> |
|----------------|--------------------|------------------|-------------------|
| Gender | Male | 97 | 64.7 |
| | Female | 53 | 35.3 |
| | Total | 150 | 100.0 |
| Age | 18-24 | 59 | 39.3 |
| | 25-34 | 73 | 48.7 |
| | 35-44 | 16 | 10.7 |

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| | | | |
|---------------------------|--------------------|-----|-------|
| | 45-54 | 2 | 1.3 |
| | 55 and above | 0 | 0 |
| | Total | 150 | 100.0 |
| Educational Qualification | Upto PUC/HSC | 6 | 4.0 |
| | Graduation | 53 | 35.3 |
| | Post-Graduation | 79 | 52.7 |
| | Doctorate | 12 | 8.0 |
| | Total | 150 | 100.0 |
| Geographic Region | Metro | 42 | 28.0 |
| | Urban | 75 | 50.0 |
| | Rural | 33 | 22.0 |
| | Total | 150 | 100.0 |
| Occupation | Employed for wages | 69 | 46.0 |
| | Self-Employed | 12 | 8.0 |
| | Student | 47 | 31.3 |
| | Homemaker | 6 | 4.0 |
| | Job seeker | 16 | 10.7 |
| | Total | 150 | 100.0 |
| Marital Status | Single | 110 | 73.3 |
| | Married | 40 | 26.7 |
| | Total | 150 | 100.0 |
| Income | Up to 250000 | 78 | 52.0 |
| | 250001-500000 | 50 | 33.3 |
| | 500001-1000000 | 22 | 14.7 |
| | 1000001 and above | 0 | 0 |
| | Total | 150 | 100.0 |

From the above respondents 64.7% are Male and 35.3% are Female. 39.3% are from age group (18-24), 48.7% are from 25-34, 10.7% are from 35-44 and 1.3% are from 45-54. Regarding Educational Qualification 35.3% are Graduates, 52.7% Post-Graduates, 8.0% Doctorates and 4.0 are up to PUC/HSC. Regarding Geographic Region 28.0% are from metro, 50.0% Urban and 22.0% are from rural area. For Occupation 46.0% are employed for wages, 8.0% are Self-Employed, 31.3% students, 4.0% Homemakers and 10.7% Job seekers. Regarding Marital Status 73.3% single and 26.7% are married. Regarding Income 52.0% are getting up to 250000rs per annum, 33.3% are getting up to 250001-500000rs per annum, 14.7% are getting up to 500001-1000000rs per annum.

CUSTOMER SERVICE

One Sample T test was conducted to perceive if there was a difference of opinion with regard to the statements of Customer Service. The result of the analysis is presented in Table

H_0 : Opinion regarding the statements of Customer Service are equal to average level

Table 1
Customer Service

| No. | Statements | Mean | SD | T value | P value |
|-----|---|------|-------|---------|----------|
| 1 | Goods are being delivered safely. | 3.61 | .995 | 44.468 | <0.001** |
| 2 | Goods reach on time. | 3.58 | 1.137 | 38.571 | <0.001** |
| 3 | Goods and services on the web site is adequate. | 3.21 | 1.150 | 34.211 | <0.001** |
| 4 | After sales service is satisfactory | 3.09 | 1.117 | 33.847 | <0.001** |
| 5 | Easily return the goods | 3.81 | 1.095 | 42.638 | <0.001** |
| 6 | Satisfied with COD payment | 3.89 | 1.056 | 45.136 | <0.001** |

Note: 1. **Denotes significance at 1% level

Table 1 indicates that the majority of the respondents (M= 3.61, SD = .995) stated that goods are being delivered safely. Majority of the respondents (M= 3.58, SD = 1.137) indicated that goods reach on time. Majority of the respondents (M= 3.21, SD = 1.150) stated that the specification given regarding the Goods and services on the web site is adequate. Majority of the respondents (M= 3.09, SD = 1.117) found that after sales service satisfactory in online shopping. Majority of the respondents (M= 3.81, SD = 1.095) can easily return the goods if they are not convinced with it. Majority of the respondents (M= 3.89, SD = 1.056) are satisfied with COD payment

OVERALL WEBSITE QUALITY

One Sample T test was conducted to perceive if there was a difference of opinion with regard to the statements of Overall website quality. The result of the analysis is presented in Table

H_0 : Opinion regarding the statements of overall website quality are equal to average level

Table 2
Overall website quality

| No. | Statements | Mean | SD | T value | P value |
|-----|--|------|------|---------|----------|
| 1 | The explanations are acceptable | 3.22 | .889 | 44.364 | <0.001** |
| 2 | Easy for making purchases | 3.75 | .884 | 51.923 | <0.001** |
| 3 | Straight forward to grasp and navigate | 3.81 | .880 | 52.978 | <0.001** |
| 4 | Extremely engaging and attractive | 3.75 | .802 | 57.307 | <0.001** |
| 5 | Provides goods details | 3.67 | .916 | 49.120 | <0.001** |
| 6 | Uses text and graphics | 3.72 | .928 | 49.110 | <0.001** |

Note: 1. **Denotes significance at 1% level

Table 2 indicates that the majority of the respondents (M= 3.22, SD = .889) stated that the explanations of Goods shown on the websites are acceptable. Majority of the respondents (M= 3.75, SD = .884) found that the websites is easy for making purchases. Majority of the respondents (M= 3.81, SD = .880) stated that the websites is straight forward to grasp and navigate. Majority of the respondents (M= 3.75, SD = .802) indicated that the websites is extremely engaging and attractive. Majority of the respondents (M= 3.67, SD = .916) stated that the websites provides goods details like volume, weight, and size. Majority of

the respondents (M= 3.72, SD = .928) stated that the website uses each text and graphics to showcase the goods to the customers.

CONVENIENCE

One Sample T test was conducted to perceive if there was a difference of opinion with regard to the statements of convenience. The result of the analysis is presented in Table

H₀: Opinion regarding the statements of convenience are equal to average level

Table 3
Convenience

| No. | Statements | Mean | SD | T value | P value |
|-----|-------------------------------------|------|-------|---------|----------|
| 1 | It saves time. | 3.95 | .854 | 56.694 | <0.001** |
| 2 | It saves price. | 4.02 | .908 | 54.202 | <0.001** |
| 3 | Selection of products is accessible | 3.98 | .945 | 51.605 | <0.001** |
| 4 | Good deal in pricing | 4.02 | .878 | 56.057 | <0.001** |
| 5 | I might order goods wherever I'm. | 3.91 | 1.019 | 46.620 | <0.001** |
| 6 | Best mode of buying goods | 3.74 | 1.033 | 44.361 | <0.001** |

Note: 1. **Denotes significance at 1% level

Table 2 indicates that the majority of the respondents (M= 3.95, SD = .854) indicated that it saves time to book/purchase goods. Majority of the respondents (M= 4.02, SD = .908) indicated that it saves their price to go to the retail search. Majority of the respondents (M= 3.98, SD = .945) indicated that the selection of products is accessible on the web is extremely broad. Majority of the respondents (M= 4.02, SD = .878) indicated that shopping online would enable me to get good deal in pricing. Majority of the respondents (M = 3.91, SD = 1.019) indicated that I might order goods wherever I'm. Majority of the respondents (M = 3.74, SD = 1.033) indicated that I realize it because the best mode of buying goods through online purchase.

OVERALL WEBSITE QUALITY AND MARITAL STATUS

H₀: There is no significant difference in Overall website quality with regard to Marital Status

Table 4
Overall website quality and Marital Status

| Overall website quality | Single | | Married | | T Value | P Value |
|---|--------|-------|---------|-------|---------|---------|
| | Mean | SD | Mean | SD | | |
| The explanations of Goods shown on the websites are acceptable. | 3.25 | 0.880 | 3.15 | 0.921 | 0.580 | 0.563 |
| The websites is easy for making purchases. | 3.69 | 0.916 | 3.90 | 0.778 | -1.284 | 0.201 |
| The websites is straight forward to grasp and navigate. | 3.75 | 0.815 | 3.95 | 1.037 | -1.205 | 0.230 |
| The websites is extremely engaging and attractive | 3.74 | 0.820 | 3.80 | 0.758 | -0.428 | 0.669 |
| The websites provides goods details like volume, weight, and size. | 3.72 | 0.930 | 3.55 | 0.876 | 0.994 | 0.322 |
| The website uses each text and graphics to showcase the goods to the customers. | 3.76 | 0.908 | 3.60 | 0.982 | 0.955 | 0.341 |

Since p value is greater than the significant level the null hypothesis is accepted. There is no significant difference between marital status and overall website quality.

SUGGESTIONS

Shopping online is a new trend of buying goods through online. Most of the online customers are in the age group of 15-35. The websites and app have penetrated the market well, but still there must be more awareness about online shopping regarding security and trust about the payments among the public. The online seller has to take utmost effort to offer the wide range of products with competitive price because the price of the product the important role in purchase decision. They need try out various advertising strategies to reach the various categories of consumer through their online website and mobile application. Most of the customers prefer COD to make payment and recently due to Digital India customers are moving towards the card payments. Security system for the payments must be made more secure.

CONCLUSION

The latest technological improvement with respect to the internet has raised the online shopping system to a higher level. The current technological development with respect to the internet has given rise to a new marketing system. The study brought to the fact that most of the online shoppers are educated people and students who have a positive perception towards online shopping, Risk perceptions particularly concerns about online security, are preventing many people from shopping online. Ensure adequate safety measures in delivery of products are a challenging task in front of online sellers to increase their sales. Online sellers have to resolve these problems and also introduce wide range of products with additional discounts. This will create more demand from customers. On the basis of the present study concludes that online customers are satisfied. This research clearly indicates that online marketer should give more importance on price factor and after sale service. In this competition era all the online marketers should have to focus on the customer's satisfaction to retain the existing customers and have to offer new attractive schemes day by day to attract the new customers.

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