

## **A Study On Customer Satisfaction Towards Online Shopping In Kerala (With Special Reference To Kollam District).**

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### **ABSTRACT**

*Online shopping is the most recent phenomenon in the Indian online space. Men and women of all ages visit the e-commerce websites regularly and buy the necessities of life. The objective of the study is to understand the consumer awareness and preferences towards various products available online, to understand the frequency of online shopping and the amount spent on a single purchase and to understand the factors affecting online purchase and the choice of payment gateway. The study is empirical in nature and cross-sectional research design was applied and the primary data was collected through a structured questionnaire. A sample size of 75 respondents was taken, by applying judgmental and convenience sampling method. This study analyses the various factors that affect the online shopping behavior of the consumers. Here the researcher had studied the attitude, behavior and intentions shown by the consumers when they decide to buy products online. The statistical analysis of the data reflects that trust and convenience will have great impact on the decision to buy online or not. Trust is been considered as the most relevant factor affecting the customer's buying behavior towards online shopping when it comes to younger generation. The major reason behind their perception was based on various discounts, easy payment facilities, easy return facility, timely and express delivery.*

**Key words:** *E-Shopping, Online Consumers, Customers behavior.*

### **INTRODUCTION**

Online Shopping is a form of electronic commerce where by consumers directly buy goods or services from a seller over the internet without an intermediary service. Online Shopping becomes more popular into people's daily life lot of people prefer online shopping to normal shopping. Online shopping is easy and convenient for people to pick up the product

they want using internet people just need to click the mouse to finish the whole shopping process. Online shopping makes shopping easy and life become easy too. There are various reasons of shifting the customers buying patterns towards online retail shop. The facility of comparing your product with competitive products on the basis of price, color, size and quality is one of the biggest benefits of online shopping. This movement has been broken up into two main sector: business to-business (B2B) and business-to-customer (B2C) E-Commerce comprises core business processes of buying, selling goods, services and information over the internet is huge and still growing. Online Shopping provides many choices to customer than the traditional bricks and mortar retail stores. Online shopping is shopping while online or while on the interest.

A lot of shoppers are using the internet now a days as Internet provides a lot of advantages to shopper. It is save times and enables them to avoid crowd. Certain products are substantially cheaper and allow customers to purchase product from anywhere anytime in the world. By shopping online customers are able to compare prices easily many large retailers display link and will refers their customers to similar product. Which again adds to the variety of products available there. The process of buying products through an online store has become rather refined Business provides customer care by answering their queries sending e-mail after purchase and follow up after the post purchase. Consumer can also visit websites if they have any clarification with the product usage or performance. Impact of Technology in online shopping has brought a revolution in shopping industry on the whole. Online Shopping is booking delivery of a new and traditional sale products and service to the customer through electronic channels. It facilitates receiving prompt information on financial products and services. For the customers the important benefits are anywhere purchasing through internet and mobile. It has also facilitated the use of secured Debit card and Credit card and online bank transaction and cash on delivery. The major focus of the study was the majority of internet users are youngsters.

The majority of goods and services demanded are related to only this segment. The e-stores are frequently visited by the shopper 24×7 has made very easy shopping for consumer worldwide. In addition to the tremendous potential of the E-business market, the Internet provides a unique opportunity for companies to more efficiently reach existing and potential customers. The popular online retailing companies in India are Myntra, Flipkart, Snap deal, Amazon.com and e-Bay etc. The five dominant factors which influence consumer

perceptions for online shopping are information, easy to use, satisfaction, security, proper utilization of available information to compare the different products.

## **REVIEW OF LITERATURE**

**Benedict et al (2001)**<sup>1</sup> in his study on perception towards online shopping reveals that perception towards online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors. Product characteristics, previous online shopping experiences, and trust in online shopping.

**Wolfenberger and Gilly (2002)**<sup>2</sup> have shown that privacy plays a crucial part in the evaluation of online service. The construct of privacy refers to companies not sharing information with third parties unless the customer gives permission. It includes the security of sensitive information between the customer and company.

**Smith(2003)**<sup>3</sup> pointed out that main concern for consumers in website interactivity is the delivery of the desired product or service. Consumers place an important emphasis on the outcome of the service, and if an e-retailer fails to deliver the product or service in the manner desired, then provision evaluation of website interactivity will mean very little in the evaluation of e-service quality.

**Sore(2005)**<sup>4</sup> in study of online shopping found that younger consumer searched for more products online and they were more likely to agree that online shopping was more convenient.

**Parikh(2006)**<sup>5</sup> aimed at identifying various shopping orientations prevailing among the internet and classified internet users into five shopping profile, socializing, home, mall, economic and civil.

**Dr.Durmaz (2011)**<sup>6</sup> in the study entitled – impact of cultural factors on online shopping behavior and the study found that while buying goods and services, culture, beliefs, and traditions take an important position, while the environment, friends, social groups stated 48.6% in this case the impact of cultural factors means a lot.

**Shalini S and Kamalaveni.D(2013)**<sup>7</sup> in their articles stated that online shoppers are young highly educated active, intensive and expert users of the internet. They have a strong positive perception towards online shopping and generally spend a very low amount online shopping.

Ankit goel et al(2014)<sup>8</sup>study found that service after sale provided by sellers (online shops)are quite excellent and what they assure makes buyers comfortable therefore,online shopping getting more success.

## **OBJECTIVES OF THE STUDY**

- To find out the satisfaction of online shopping customers.
- To identify the factors that influence the customers to purchase through online.
- To identify the intention of customer towards online shopping.

## **STATEMENT OF THE PROBLEM**

In response to the facility and opportunity offered by the internet, many retailers adopted web sites as part of their marketing activities. All the online shopping companies have their own mobile app also for promoting their web store. It is seen that, there is a huge trend shift in the traditional retail purchase among the consumers also. In Kerala, the consumers experience in online shopping has been made by the researcher for studying the perception towards online shopping in substitution of traditional brick and mortar retail shop purchase.

## **RESEARCH METHODOLOGY**

The study is analytical in nature based on survey methodfor this study has been collected with the help of a well-structured questionnaire consist of 18 questions that covers factors that goes through customers buying behavior.

## **NATURE OF STUDY:**

- The study is based on the questionnaire method.
- Primary data have been used for this study .
- Primary data is collected from online shopping customers.

## **SAMPLE SIZE:**

The size of the sampling is determined by the researcher is 75 respondents on the basis of random sampling method.

**TOOLS USED FOR THIS STUDY**

The data collected have been analyzed with the help of percentage analysis and ranking method.

- T TEST
- ANOVA
- CHI-SQUARE

**RESULT AND DISCUSSION**

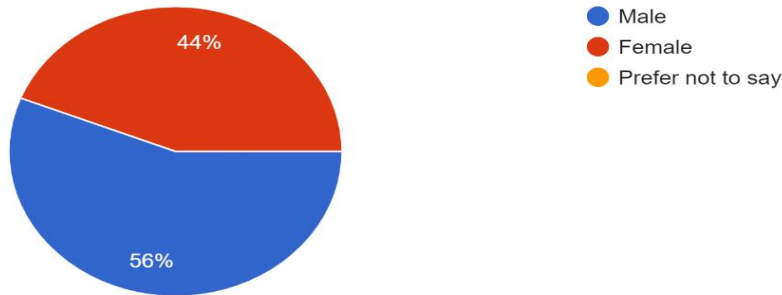
Demographic classification is based upon the Characteristics such as gender, age, education level and occupation. The attitude of the customer may be influenced by the demographic variable which influenced the researcher to classify the respondents based upon demography which is presented in following table.

**TABLE 1 DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

SI. No	Factor	Classifications	Number Of Respondents	Percentage(%)
1	Gender	Male	42	56
		Female	33	44
		Total	75	100
2	Age	Below 18	0	
		19-35	60	80
		36-50	12	16
		51-65	3	2.25
		Above 65	0	
		Total	75	100
3	Occupation	School Student	0	
		College Student	26	34.7
		Working Professional	45	60
		Pensioner	4	3
		Total	75	100
4	Income Monthly	Below 15000	37	49.3
		15000-40000	25	33.3
		40000-65000	11	14.7
		Above 65000	1	2.7
		Total	75	100

Sources:Primary data

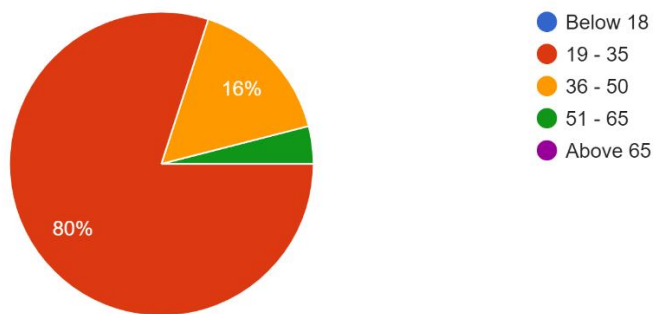
**CHART 1 GENDER OF THE RESPONDENTS**



**Interpretation:**

From the above table it reveals that out of 75 respondents 56 percentage are female and the 44 percentage are male. From this it's clear that the female are more using online shopping than the male.

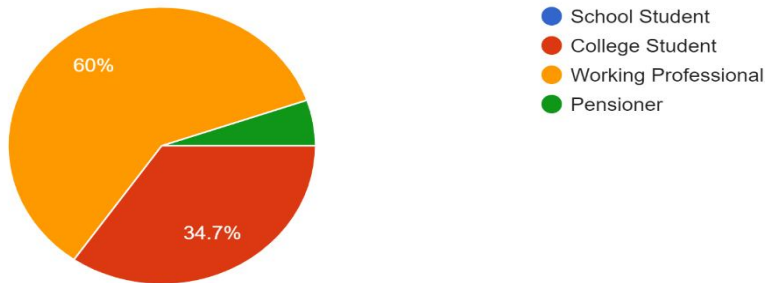
**CHART 2 AGE GROUP OF THE RESPONDENTS**



**Interpretation:**

From the above chart it states that the 80percentage of respondents are under that categories of 19 to 35 age groups, then 15 percentage of respondents are under the categories of 36 to 50. So the majority of respondents are using online shopping under the categories of age group 19 to 35.

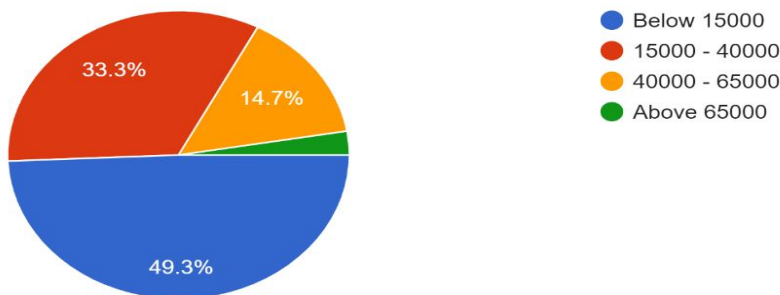
**CHART 3 OCCUPATION OF THE RESPONDENTS**



**Interpretation:**

The graph help us to known the occupation of the respondents, 60 percentage are working professional and 34.7 percentage are college students.so it clear that most of online shopping are working professional.

**CHART 4 MONTHLY INCOME OF THE RESPONDENTS**



**Interpretation:**

In this diagram shows that 5,3% of respondents under the categories of below 15000 monthly income ,31.3% respondents under the categories of 15000-40000 monthly income,15% of respondents 40000-650000.it clear that majority of online shopping is below 15000 categories.

**Independent Samples Test (gender)**

Particulars	F	t	Df	Sig. (2-tailed)	Mean Difference
Which do you prefer shopping online or in stores.	213.992	-2.194	25	.038	-.565
		-5.348	22.000	.000	-.565

**Source** :Primary data

**Inference:**

In this above table shows that P value is smaller than 0.05 ,So than null hypothesis rejected and alternative hypothesis accepted.

**ANOVA (income)**

Particulars	Sum of Squares	df	Mean Square	F	Sig.
You will buy the products again from a same shop if you are satisfied with it.	1.540	3	.513	1.046	.378
	34.365	70	.491		
The differences between your expectations and the real products would influence your satisfaction.	.806	3	.269	.492	.689
	38.235	70	.546		

**Source:**Primary Data

**H0 = Null hypothesis**

There is no significant difference between income and expectation of real product satisfaction.

**H1 = Alternative hypothesis**

There is a significant difference between income and expectation of real product satisfaction.

**Inference:**

In this above table explained anova for income and expectation and real product satisfaction significant value above model is greater than 0.05 value 0.378 accepted null

hypothesis .Hence it conclude that no significant different income and expectation and real product satisfaction.

### CHI-SQUARE TESTS

Particulars	Chi – Square	df	Asymp.Sig.
The service quality of sellers is important.	52.378 <sup>a</sup>	3	.000
The price is important when you are shopping online.	29.946 <sup>b</sup>	2	.050
The differences between your expectations and the real products would influence your satisfaction.	46.324 <sup>a</sup>	3	.000
You will buy the products again from a same shop if you are satisfied with it.	53.459 <sup>a</sup>	3	.000
The speed of delivery is important to you.	46.865 <sup>a</sup>	3	.090

**Source:**Primary Data

#### **H0 = Null hypothesis**

There is no significant difference between service quality and expectation of real product.

#### **H1 = Alternative hypothesis**

There is significant difference between service quality and expectation of real product.

#### **Inference:**

From the above table it is evident that the significant value is less than 0.05 when the service quality of the seller is important, when there is a difference between the expectations and the real product influences, purchasing the products again and the price of the product ,Hence it is concluded that null hypothesis is rejected expert the speed of delivery is important to the customers.ie ,the value is 0.090.

**FINDINGS**

The online shopping is getting popular among the young generation as they feel it more comfortable, time saving and convenient. It is analyzed from the survey that when a consumer makes a mind to purchase online good he or she is effected by multiple factors. The main crucial identified factors are time saving, the best price and convenience.

1. The majority of 80% respondents online shopping buyers are below 35 years old.
2. Mostly of 60% respondents prefers online shopping.
3. Majority of 75% respondents are purchases though internet home electronics.
4. Majority of 74.3% respondents have online shopping less than 2 times in a month.
5. Majority of 54.1% respondents are interested to pay on internet in debit card and credit card option for payment.

**SUGGESTIONS**

Online shopping in India is poised for greater acceleration as PC and Internet penetration grows. It is becoming one of the top internet activities and there is a huge growth in the business as more manufacturers and providers are integrating the internet to their sale model. But there are many things that need to occur in online shopping to generate higher revenue and the key to its lies in hands of the markets. To make online shopping a boom following method can be followed.

- The online companies should concentrate more on attracting rural consumers towards online shopping.
- The mobile app should make more user friendly to attract more consumers towards online shopping.
- Companies should to take care of the security issues related with their online transactions. Technology like text to speech software should be innovated to take care of the security concern.
- An education program on the use of internet and its multifarious application could increase the usability it in all the field of life.
- Government should establish the consumer protection machinery to monitor internet purchasing which could enhance the confidence of public in virtual shopping system.

**CONCLUSION**

This study implies customer buying behavior of Online Shopping. Online Shoppers seek for clear information about product and service, time saving, convenience, wide variety and Better price on time are all important factor for online shopping. All Online Shopping should improve their promotional and service strategies to make aware the customer regarding Information Technology services and build up positive perception to improve the level of usage of Online Shopping with high level of satisfaction. Online shopping is a different experience and you can make the shopping creative over the internet as you get used to it. There can be lot of apprehensions about online shopping when you get into it for the first time. As you experience more and more of it those apprehensions disappear slowly. Shopping from verified and reputed sites can reduce the risk of online shopping and will help to maximize the advantages of shopping experience.

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