

CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN CUDDALORE TOWN

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Abstract:

This study endeavors to understand customer satisfaction in online shopping while investigating the major reasons that motivated customers' decision-making processes as well as inhibitions of online shopping. The existing literature was reviewed to discover reasons that would influence customers positively or negatively towards shopping online. Surveys were conducted by distributing questionnaires in Cuddalore district to gather data for this research. From the findings, it was discovered that respondents use internet to purchase products through online because they believe it is convenience to them and the term convenient includes elements such as time saving, information availability, opening time, easy to use, websites navigation, less shopping stress, less expensive and shopping fun. In contrast, along with respondents' mind-sets, online payment security, personal privacy and trust, unclear warranties and returns policies and lack of personal customer service are the foremost barriers of online shopping. Furthermore, the result of hypotheses established that even though online shopping is convenient to all consumers, online payment system and privacy or security anxieties have significant impact on online shopping. Finally, some recommendations have been offered for online retailers to take initiatives for making online shopping more admired and trustworthy.

Keywords: Customer satisfaction, Customer motivation and inhibition, On-line shopping, On-line vendor.

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Introduction:

Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay

STATEMENT OF THE PROBLEM:

Due to the rapid development of the technologies, Internet plays a vital role in the world. In modern days, people getting busy with their own work, they can't time to get shopping in the stores. Online shopping can save a lot of time for them. This research can fill the gap between the choice of online shopping and store shopping. Online shopping is a new medium, online shopping customer is devise from the offline shopping customer attitude. What factor to influence the customer to adopt the online shopping is a main thing? This study reflect the demographic factors affect between online and offline shopping. This study makes the consumer clear about which option should be taken by the consumer to get more benefit out of it.

REVIEW OF LITRETATURE:

According to a study by McKinsey & Company and Salomon Smith Barney, E-tailers who sell to their customers through catalogues; stores, and online significantly emerge victorious amid the e-tail shake out (**Pastore, 2000**).

The significance for retailers to having a web site is that a web site is informational and transactional in nature (**Murphy, 1998**). As the web site can be used for advertising and direct marketing; sales; customer support and public relations.

With seasonal events and holidays, the Internet has become a tool for a quick and stress free method of shopping. Allowing retailers to cash in the profit from another useful shopping channel.

OBJECTIVES OF THE STUDY

- To understand the internet usage pattern of the respondents
- To analyze the satisfaction level of the customer through the online shopping
- To analysis the relationship between frequency of purchase and factors such as Home page presentation, Website security, Easy of payment.

SCOPE OF THE STUDY

The scope of online shopping has found an effective increase in the development of technology. People are confused about the search for reliable websites for online shopping. They are also looking for a unique place to buy everything you need. Online stores meet all these needs of consumers. The list of products available and their description and other details can be viewed by customers. This helps them choose the product that meets specific requirements. You can have an online store because he certifies that the option to purchase insurance online, based on the quality of products. With its safety and reliability, online stores are increasingly popular today. It is not just marketing, but it affects the actual sale.

NEED FOR THE STUDY

Electronic commerce has witnessed an exponential growth resulting in greater use of this tool by the traders; also the competition in e-commerce is intensified. Therefore it becomes more important for online retailers to understand the antecedents of consumer acceptance of online shopping. Such knowledge is essential to customer relationship management, which has been recognized as an effective business strategy to achieve success in the electronic market. The current research is an effort to understand the satisfaction and loyalty pattern of the buyers shopping online. When people buy things, they will engage in a decision making process. One of the major problems of Ecommerce web sites is that they fail in supporting the customers in this process. By understanding the customer's needs and concerns the marketer can provide better products and services.

Online Shopping Vs Shopping – in – Store:

Buying in real stores takes extra amounts of time and money because people have to get themselves to the stores either by walking or by vehicles such as cars and motorcycles. Additionally, people not only spend extra money and time on transporting but also creating more carbon dioxide.

Shopping online can save time. The stores are never closed. Therefore, people can shop whenever they want. This is one of the attractiveness for people to shop online particularly for those busy people who can hardly make time from their busy schedules to go for a shopping. It is very convenient for customers to buy things within several clicks. Shopping online does not require people to go for a shop personally. That means that online buyers leave small carbon footprint compared with people driving to real stores.

ADVANTAGES OF ONLINE SHOPPING

- i. **Convenience:** Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. Other establishments such as internet cafes and schools provide internet access as well. In contrast, visiting a conventional retail store requires travel and must take place during business hours.
- ii. **Information & Reviews:** Online stores must describe products for sale with text, photos, and multimedia files, whereas in a physical retail store, the actual product and the manufacturer's packaging will be available for direct inspection
- iii. **Price & Selection:** Shipping costs (if applicable) reduce the price advantage of online merchandise, though depending on the jurisdiction, a lack of sales tax may compensate for this. One advantage of shopping online is being able to quickly seek out deals for items or services provided by many different vendors (though some local search engines do exist to help consumers locate products for sale in nearby stores).

DISADVANTAGES OF ONLINE SHOPPING

- i. **Frauds & Security Concern:** Given the lack of ability to inspect merchandise before purchase, consumers are at higher risk of fraud than face-to-face transactions. Secure Sockets Layer (SSL) encryption has generally solved the problem of credit card numbers being intercepted in transit between the consumer and the merchant.
- ii. **Lack of full cost disclosure:** The lack of full cost disclosure may also be problematic. While it may be easy to compare the base price of an item online, it may not be

easy to see the total cost up front. Additional fees such as shipping are often not be visible until the final step in the checkout process.

iii. **Privacy:** Privacy of personal information is a significant issue for some consumers. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant. In response, many merchants promise to not use consumer information for these purposes.

METHODOLOGY

Sources of Data:

This study uses both Primary Data and Secondary Data. The data were collected from 150 respondents through mailed questionnaires.

The Secondary Data has been collected from books, articles, and from websites.

Sampling Technique:

For the purpose of study 100 respondents were chosen. Convenience sampling has been adopted.

Tools for Analysis:

Percentage Analysis, Ranking and Chi-Square Analysis were used. The Chi-square test was carried at 5% level of significance.

LIMITATIONS OF THE STUDY

Due to paucity of time only limited samples were taken for study.

CUSTOMER RATING IN CUDDALORE FOR ONLINE WEBSITE

CUSTOMER RATING IN CUDDALORE

ONLINE SHOPPING

SNAP DEAL	45
FLIPKART	40
AMAZON	5
NAAPTOL	10

CHI-SQUARE ANALYSIS:

S.No.	Online Factors	Chi-Square value	Table value	Significance
1.	Home page presentation	10.87	9.49	Significant
2.	Website Security	12.25	9.49	Significant
3.	Ease of Payment	5.47	9.49	Not Significant

FINDINGS

1. 50% of respondents are internet users for a period of 1-2 years.
2. The respondents use the internet primarily for online purchase
3. 73% of the respondents use online for booking tickets followed by purchase of flowers.
4. The most preferred mode of payment by online shoppers is cheque.
5. 56% feel shopping Online is Secure
6. Home page presentation and website security are associated with frequency of online purchase.

SUGGESTIONS

Online retailers should focus on better home page presentation to appeal the prospects and sustain the existing buyers.

1. Web security should be ensured enabling a smooth online shopping.
2. The search option is the most important factor that helps the customers find the suitable products or services for their needs. Therefore it is necessary for the online retailers to improve the information supporting such as provide much detailed product information and use internal search engine in order to increase the efficiency of information search.

CONCLUSION

This study is mainly focus on the online factors and examines those factors that affect the consumer's online shopping behaviors. The online retailers have to attract customers and at the same time provide right products or services to fit the customer's needs.

The final results of the surveys taken over the last decade which rated the impact of Internet shopping are as follows:

1. Internet shoppers are more active as in-home shoppers.

2. Internet shoppers have more Internet experience, they use the Internet more frequently, and they have longer Internet sessions.
3. Computer professionals and those who use the Internet in their work are more active at shopping from the Internet, but only for work use.
4. Internet shoppers have found unique products on the Internet.
5. Internet shoppers perceive less risk in Internet shopping than non-shoppers what comes to inability to physically inspect the product, insecure payment method, and slowness of the buying process.

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