



Customer Preference and Satisfaction on Online Shopping

M.Nirmala¹ & D.Kavya²

¹Assistant Professor, PG Department of Commerce (CA), NGM College, Pollachi, Tamilnadu, India.

²Full Time Research Scholar, PG and Research Department of Commerce, NGM College, Pollachi, Tamilnadu, India.

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Abstract

Online shopping system presents an online display of an order cut off time and an associated delivery window for items selected by the customer. This will let consumers to view and order products online from any part of the world. The purpose of this dissertation was to examine if there are any particular factors that influence the online consumers. The objective of the study is based on to know the socio-economic profile of sample respondents and to know the preference and satisfaction level of customers. This research adopted survey by questionnaire approach. For analyzing the data the simple percentage is applied. The major findings of this research will provide a benchmark to understand retailers that key factor that drive customers preference and satisfaction.

Keywords: Customers, shopping, retailers.

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Introduction

Online 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. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same products availability and pricing at different e-retailers. Now a days, consumers prefer online shopping by using a range of different computers and devices including desktop computers, laptops, tablet computers and smart phones. An online shopping evokes the physical analysis of buying products or services at regular "Bricks and Mortar" retailer or shopping center, the process is called business to consumer (B2C) online shopping. When an online store is setup to enable business to buy from another businesses, the process is called business to business (B2B) online shopping. A typical online store enables the customer to browse the firms range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. Purchases can be done anywhere, anytime according to their preferences. Online stores typically enable shoppers to use "Search" features to find specific models, brands or items. Online customers must have to access to the internet and a valid method of payment in order to complete the transaction. Such as credit card, debit card.

For physical products (ie.Cosmetics or Clothes etc). Thus, the high number of online customers prove that customer satisfaction and preference in an online business is a key factor to profitability.

Reviews of Literature

Izyan Hizza Bt.Hila Ludin and Boon Liat Cheng (2014), in his study entitled "Factors influencing customer satisfaction and E-loyalty: online shopping among young adults". The main objective of this study aims to examine the factors influencing customer satisfaction and how customer satisfaction subsequently affects e-loyalty towards online shopping among young adults. The descriptive analysis was used to describe the basic features of the data. Findings show that only e-service quality and information quality have effects on customer satisfaction. It was also found that customers satisfaction does positively impact e-loyalty. On the other hand, the findings reveal that website design and security were insignificant towards customer's satisfaction.

Dr.R.Kavitha (2015), has entitled "A study on consumer awareness and determinants of online shopping". The paper aims to study about the consumer awareness and factors affecting on online shopping. The data were collected through questionnaire. Simple percentage analyzes has been used in the analysis. The findings of the study reveals that online shopping in india is significantly affected by various demographic factors like age, gender, marital status and income.

Dr.M.V.Sathiyabama and M.Ragaprabha (2016), has entitled study on "Satisfaction on online shopping-A study with special reference to pollachi taluk". The main objective of this study was carried out

Correspondence

D.Kavya

E-mail: kavaya1224.kk@gmail.com, Ph. +9188388 16893

to measure the preferred online websites. The data required for the study have been collected through questionnaire and analyzed by using statistical techniques as tools, such as simple percentage, chi-square test and weighted average rank method. The study was carried out to measure the extent of satisfaction on online shopping, factors influencing buying behavior and preferred online websites. The outcome of the study was based on 250 respondents selected from Pollachi town of Tamilnadu.

Statement of the Problem

Online shopping has gained a lot of importance in present marketing conditions. But along with its vital growth the number of fraudulent practice and cheating also increased. Today's early life customers are preferring online shopping why because time save, low risk, safety & security, so customers prefer to online shopping. On a daily shopping basis they use desktop computer, laptops, tablets, mobile phones to actively order the products in easy way. Which is the most preferred online shopping in pollachi taluk? What is the usage of customers towards preferring online shopping? and What is the satisfaction of the customers in online shopping?.

Objectives of the Study

- ✓ To find out the satisfaction level of the customer.

Methodology

This part explains the methodology used in the

Analysis and Interpretation

Socio-economic profile

S.NO	Factors	No of respondents	Percentage(%)
1.	Area		
	Rural	57	47.5
	Urban	63	52.5
2.	Age		
	18-25 years	82	68
	26-35 years	18	15
	36-55 years	12	10
	Above 55 years	8	7
3.	Gender		
	Male	37	31
	Female	83	69
4.	Marital status		
	Married	38	32
	Unmarried	82	68
5.	Educational Qualification		
	Upto SSLC	22	18
	HSC	12	10
	Diploma	3	3
	Under graduate	33	27.5
	Post graduate	41	34

study. The methodology includes source of data. Sample size, area of the study and framework of analysis. To study the project a convenient sampling method is adopted. the study depends on primary data. A pilot study is conducted to validate the questionnaire and to confirm the feasibility of the study. Based on the pilot study, the questionnaire is modified suitably to elicit response from the sample group. Sample of 120 people were taken into study, and their data were collected. Samples for the purpose of the study are selected systematically. The data for this study are of two types:

- Primary data
- Secondary data

Primary data is the data is collected from the respondents for the first time, it is original in nature. For the purpose of collection of primary data, a well structured questionnaire was framed and filled by the respondents. The questionnaire comprises of close ended questions. In close ended questions, checklist question and multiple choice questions are used. Secondary data are collected from books, magazines, website etc, and close ended questions are incorporated in the questionnaire for the collection of data.

Limitations of the Study

- The study is only based on the preference and satisfaction level of the customer.
- The sample size was limited to 120 also the study was conducted only in rural and urban area of pollachi taluk.

	Professional	9	7.5
6.	Occupation		
	Government	12	10
	Private	19	15.8
	Business	7	5.8
	Agriculture	6	5
	Home Maker	7	5.8
	Student	69	57.5
7.	Number of members		
	1-2 members	6	5
	2-3 members	23	19
	3-4 members	47	39
	Above 4 members	44	37

The above table reveals that out of 120 respondents, 57 (47.5%) respondents are residing in rural area and the remaining 63 (52.5%) respondents are residing in urban area. The above table shows that out of 120 respondents, 82 (68%) respondents belong to the age group of 18-25 years, 18 (15%) respondents are belong to the age group between 26-35 years, 12 (10%) respondents are belong to the age group between 36-55 years and remaining 8 (7%) respondents are belong to the group of above 55 years. Out of 120 respondents 37 (31%) are male respondents whereas 83 (69%) are female respondents. It is clear from the above table that out of 120 respondents, 38 (32%) respondents are married. while the remaining 82 (68%) respondents are unmarried. It could be seen from the above table that out of total respondents, 22 (18%) respondents are educated

upto SSLC, 12 (10%) respondents are HSC, 3 (3%) respondents are Diploma, 33 (27.5%) respondents are Under graduate, 41 (34%) respondents are Post graduate, 9 (7.5%) respondents are professional. It is evident from the above table that out of 120 respondents, 12 (10%) respondents are Government, 19 (15.8%) respondents are Private, 7 (5.8%) respondents are Business, 6 (5%) respondents are Agriculture, 7 (5.8%) respondents are Home maker, 69 (57.5%) respondents are Student. It is evident from the above table that out of 120 respondents, 6 (5%) respondents are belong to 1-2 members, 23 (19%) respondents are belong to 2-3 members, 47 (39%) respondents are belong to 3-4 members and remaining 44 (37%) respondents are belong to above 4 members.

Level of Satisfaction

Factors	Highly Satisfied	Satisfied	Neutral	Highly Dissatisfied
Quality	76 (63.3%)	28 (23.3%)	12 (10%)	4 (3.3%)
Speed	40 (33%)	54 (45%)	18 (15%)	8 (7%)
Price	44 (36.6%)	44 (36.6%)	27 (22.5%)	5 (4%)
Expectation of real products	15 (13%)	46 (38%)	34 (28%)	25 (21%)
Time convenient	23 (19%)	49 (41%)	36 (30%)	12 (10%)
Easy access	28 (23%)	44 (37%)	31 (26%)	17 (14%)
Availability of the products	30 (25%)	38 (32%)	35 (29%)	17 (14%)
Mode of payment	33 (27.5%)	34 (28%)	32 (26%)	21 (17.5%)
Description of the products	32 (27%)	36 (30%)	34 (28%)	18 (15%)
Traditional products	22 (18%)	38 (32%)	36 (30%)	24 (20%)
Communication	21 (17.5%)	42 (35%)	43 (35.8%)	14 (11.7%)
Shipping rates	17 (14%)	42 (35%)	36 (30%)	25 (21%)
Safety and security	36 (30%)	34 (28%)	24 (20%)	26 (22%)

Hence, it could be inferred that majority 76 (63.3%) respondents are highly satisfied with quality. Hence, it could be inferred that majority 54 (45%) respondents are satisfied with speed. Hence, It could be inferred that majority 43 (35.8%) respondents are neutral with communication. It could be inferred that majority 26 (22%) respondents are highly dissatisfied with safety.

Suggestions

- Many retail store should develop a smart phone application for online shopping.
- Avoid damages during the time of delivery.
- Risk perception for online shopping should be reduced.
- Online shopping to be developed through more advertisement.
- Sellers should provide brief description of products so that customers can order accordingly.
- To make online shopping more preferable, online sellers should make design of websites more attractive.
- Offers should be provided.
- Remove fake advertisement.
- Give the necessary details about the product.

Conclusion

In conclusion the main findings of this paper concluded that there are more than what meets the eye when it comes to deciding to buy online. People put more thought when it comes to purchasing e.g. if the site is safe and how it will be delivered. However one thing I find sticks out is that it is more convince than prices that pushes people to buy online and that is the main factor when people decided to shop online even though you can get some products cheaper and there is a global recession. That is not to say that price is not a big factor when it comes to the consumers decision making process, it is still a massive factor to consumers, it seems thought that it is not the number one factor.

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