



A Study On Customer Satisfaction Towards Online Shopping In Retail Industry

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ABSTRACT

Online shopping is the biggest part of customer attraction as well as customer satisfaction. In this technological world, most of the companies use online shopping for satisfying the customer and for attracting more customers as well. This research paper is based on the topic of the impact of online shopping on improvising the customer satisfaction in the retail company. The focus of this research paper has been to identify the impact of online shopping on the retail business. Apart from this aim, the research paper also has some other aims such as to determine the customers satisfaction towards the products as well as services of the retail companies. The research study also aimed at identifying the impact of online shopping on the improvement of customer satisfaction in the retail companies. The researcher has used positivism philosophy, descriptive design, deductive research approach and primary data collection method for conducting the research. From the findings of the study, it could be evident that online shopping helps the organizations to enhance their business opportunity as well as it will help the organizations to enable more customer satisfaction in the organizational context. It has also been evident from the study that online shopping has numerous effects on business of the organization and as per the analysis, it can be referred that online shopping helps the organization to grow their business which will enable more financial benefit in the organizational context.

Keywords: Online Shopping, Customer Satisfaction, Services, Retail Companies, Financial Benefit.

INTRODUCTION

Online shopping is very convenient, and it is one of the biggest parts of any business. This convenient quality of online shopping makes the customers more comfortable. The customers can avoid waiting for a long time in the queue due to the facility of online shopping. Online shopping is

the process where the customers can purchase their products and the company can attract more customers. The companies maintain customer satisfaction by seeking the feedback of the customers, asking some questions to the customers and analyzing the online comments. These all strategies can be maintained through online. It has been seen that maximum companies have implemented the strategy of giving a rating according to the quality of the products, or according to the online services which are provided by the company through their websites. By the ratings of the customers, the company can evaluate their online performances. Some customers also give some comments on the company's websites regarding the products, online performances and many more.

It is very important to attract more customers to the industry. If any industry attracts more customers in the industry, then the brand value of the company will be increased. It has been seen that digital technology imparts a huge impact over the customer attraction and customer satisfaction as well. Online shopping is the biggest part of customer attraction as well as customer satisfaction. In this technological world, most of the companies use online shopping for satisfying the customer and for attracting more customers as well. Online shopping is the main part of electronic commerce and many customers are guided by this electronic commerce regarding the way of buying products from the companies.

REVIEW OF LITERATURE

Vijay, Sai. T. & Balaji, M. S. (2009) revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India.

Sanjeev Kumar and Savita Maan (2013) The Study provides insights into consumers' online shopping behaviors and preferences. Moreover, paper also identify the hurdles that customers' face when they want to adopt internet shopping as their main shopping medium. Present study is a descriptive study based on the detailed review of earlier relevant studies related to the various concepts of online shopping to explore the concept of online shopping. Findings reveal that online shopping brings optimum convenience to the consumers. Privacy and security risk emerges frequently as a reason for being wary about internet shopping.

K. Vaitheeswaran (2013) examined the convenience of online shopping "With product getting standardized, specifications getting fixed and the concept of service getting eroded, the post-sale responsibility of the retailer has come down drastically. Hence customers go to stores to explore the product physically in detail but online at a cheaper rate. Heavy discounts of e-commerce firms are possible because of their no warehouse model."

MingyaoHu, Elliot Rabinovich and HanpingHou (2014) while this paper focuses on online customer pre-purchase perceptions. In an online market, trustworthy online retailers send signals to separate themselves from retailers who are untrustworthy in the eyes of customers. However, untrustworthy online retailers can mimic trustworthy online retailers" behavior by sending similar signals without providing services indicated by the signals.

Dr. D. Sudhakar, R. Swarna, Deva Kumari (2016) Customer satisfaction towards online shopping, a study with reference to Chittoor district. Study was conducted to find the satisfaction levels of customers of the selected products. In the study it was found that majority respondents preferred to buy products through the Flipkart website followed by Amazon respondents are highly satisfied with on time delivery of the product.

OBJECTIVE OF THE STUDY

❖ PRIMARY OBJECTIVE

A study on customer satisfaction towards online shopping in retail industry

❖ SECONDARY OBJECTIVE

- To find out the satisfaction level of the customer for online purchase.
- To know the specific reasons for which customers purchase online shopping.
- To find out the consumer's satisfaction level for services provided by online shopping.
- To analyze the brand value of the company.
- To identify the current trend and requirements of the customer.

RESEARCH METHODOLOGY

The main source of information for this study is based on the data collection. Data collection is both primary and secondary in method.

PRIMARY DATA

Primary data is known as data collected for the first time through field survey. such data is collected with a specific set of objectives. Primary data always reveals the cross-section picture of anything studied. This is needed in research to study the effect or impact any policy.

SECONDARY DATA

Secondary data refers to the information or facts already collected. Such data are collected with objectives of understanding the past status of any variable data collected and reported by some sources that are accessed and used for the objectives of the study.

SAMPLE SIZE

Due to time and resource constraint the sample size is taken as 103 for the survey from the total population(infinity) employees.

SAMPLE AREA

It is the area of research, meaning which all your research falls into. Research is highly specific, mostly it is interdisciplinary and is conducted in teams where each member is proficient in at least one discipline needed in that research.

STATISTICAL ANALYSIS

CHI SQUARE TEST

H0: There is no significant difference between age and information about the products.

H1: There is a significant difference between age and information about the products.

Finding

H0 is rejected.

Table showing that there is a significant difference between age and information about the products.

	Value	Df	Asymptotic Significance(2-sided)
Pearson Chi-Square	24.729 ^a	6	.001
Likelihood Ratio	29.547	6	.001
Linear-by-Linear Association	17.408	1	.001
N of Valid Cases	103		

Interpretation

Sine calculated value is greater than the table value. We reject H0, therefore an alternative hypothesis is accepted. There is a significant difference between age and information about the products.

One way anova

H0: There is no significant difference between gender and online shopping preference.

H1: There is a significant difference between gender and online shopping preference.

Table showing that there is a significant difference between gender and online shopping preference.

Anova

	Sum of square	Df	Mean square	f	Sig.
Between groups	.158 24.890	2 100	.079 249	318	.728
Within groups	25.049	102			
Total					

Interpretation

Since the calculated value is greater than table value we reject H0. Therefore, an alternative hypothesis is accepted. There is a significant difference between gender and online shopping preference.

FINDINGS

1. A higher percentage of respondents are female and a comparatively lower percentage of respondents are male.
2. It is found that there is a higher percentage of respondents in age between 18 to 25 and comparatively lower percentage in 51 & above age.
3. There is a higher percentage of respondents who are UG graduates and less (0%) in others.
4. There is a higher percentage of respondent's income level is 0- 25,000 category and lower percentage of respondents are 45,000 & above category.
5. A higher percentage of respondents are urban and lower percentage of respondents are rural.
6. A higher percentage of respondents are purchasing the products online and a lower percentage of respondents are not purchasing the products online.
7. A higher percentage of respondents are satisfied that online shopping provides more facility than conventional shopping methods and lower percentage of respondents feel very poor.
8. A higher percentage of respondents are mostly using the online facility while purchasing the products and lower percentage of respondents are not using it.
9. A higher percentage of respondents are satisfied with the information about the product provided in online shopping and a lower percentage of respondents are not feeling like that.
10. A higher percentage of respondents agree that product comparison among different companies is possible and a lower percentage of respondents disagree and strongly disagree.

11. A higher percentage of respondents are feeling neutral about online shopping safety & secure and lower percentage of respondents are feeling totally unsafe about it.
12. A higher percentage of respondents agree that quality of product will influence the buyer and lower percentage of respondents disagree and strongly disagree.
13. A higher percentage of respondents agree that the price of a product will influence the buyer and lower percentage of respondents disagree and strongly disagree.
14. A higher percentage of respondents agreed that the offer of the product will influence the buyer and a lower percentage of respondents strongly disagreed.
15. A higher percentage of respondents agreed that recent trends of product will influence the buyer and lower percentage of respondents disagreed.
16. A higher percentage of respondents are time saving and lower percentage of respondents are secure transactions.
17. A higher percentage of respondents are different from ordered products and lower percentage of respondents are others.
18. A higher percentage of respondents agree that they all are satisfied with online shopping and a lower percentage of respondents strongly disagree with it.
19. A higher percentage of respondents are sometimes feeling that a company is providing the experience till date and lower percentage of respondents are always feeling that the company is providing the experience till date.
20. A higher percentage of respondents are mostly brand value and lower percentage of respondents are never seeing brand value.
21. A higher percentage of respondents are recommending online shopping to others and a lower percentage of respondents are not recommending online shopping.

SUGGESTIONS

Online shopping always helps the customers to save their valuable time and it also gives the customers a wide range of product lists. Additionally, they can choose their preferred products by comparing those products with other company's products who are the sellers of the same product. These recommendations are:

- **Offers and discounts:** The organization must ensure good offers and discounts for their potential customers because it will help the organization to attract more new customers which will enable more financial benefit in the organizational context.
- **Feedback system:** The organizations also need to provide a feedback option to the customers because it will help the organization to felicitate that the organization is giving value to their customer's views which will engage more customers.

- **Free shipping of the products:** The organizations need to provide free shipping for the products because it will help the organization to attract more customers and the customers can save their money which will enable more customer loyalty towards the organization.
- **Social media marketing:** The organization must need to invest their resources to felicitate social media marketing because nowadays most of the customers collect reviews about a product from the social media platforms.
- **Felicitating awareness program for the uniqueness of the product:** Awareness program will help the organization to differentiate their products from the other companies and it will help the customers to identify the uniqueness of the product which will influence the buying behavior of the potential customers.

CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of the World Wide Web known as www. Understanding customer's need for online selling has become a challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today.

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