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Consumers Satisfaction to Wards Online Shopping with Special Reference to Erode District

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ABSTRACT

Internet has changed the way purchases of goods and services. People feel uncomfortable to buy the products, so online shopping is a boon as it saves time. Shoppers can visit online stores from comfort of any place at any time by sitting in front of the computer. So it is convenient for them to shop online. The purpose of this study is to explore the influence of online benefits customer satisfaction. The data has been collected on convenience from 100 respondents who have experienced. The data was analyzed by using the appropriate statistical techniques. The results found that the overall level of satisfaction of the consumers towards online purchase. This study will also be useful for the online buyers and also online traders to increase their sales.

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INTRODUCTION

Along with the development of modern technology customer have become more important for trading activities. Online shopping is a form of electronic which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Online stores typically enable shoppers to use search features to find specific models, brands or items. In this study, the authors aim to measure customer satisfaction towards online shopping process. The questionnaire items are designed based on the factors chosen. The data are carried out by using Descriptive Statistics and Multiple Regression Analysis. Multiple Regression Analysis results show that the affecting customer satisfaction towards online shopping activities. This study provides significant suggestions for online traders to raise their sales.

KEYWORDS

Customer Satisfaction, Online Shopping, Shopping, Internet,

1.2 STATEMENT OF THE PROBLEM

In order to meet out the expectations and provide satisfaction to the consumers in online buying, it is necessary to know the extent of online purchase by the consumers. The present study is an attempt to identify the answers to the following question:

1. What is the level of satisfaction of online consumers?

1.3 REVIEW OF LITERATURE

Nitesh and Sanjee 2012¹ analysed the relationship between the identified factors ie, service quality, customer satisfaction and trust with purchase behaviour of online customers in retail industry with the sample size of 198 customers. The statistical tools namely Correlation, Regression and Path Analysis were used. It was found that service quality and customer satisfaction collectively affected the repurchase behaviour significantly.

Zhilin Yang 2004² examined the moderating effects of switching costs on customer loyalty through both satisfaction and perceived-value measures in online shopping. A web-based survey of online service users was conducted. The results indicated that the moderating effects of switching costs on the association of customer loyalty and customer satisfaction and perceived

value were significant only when the level of customer satisfaction or perceived value is above average. It was suggested that the companies which strive for customer loyalty should focus primarily on satisfaction and perceived value.

1.4 OBJECTIVES OF THE STUDY

The present study consumers in Erode District. Following are the specific objectives:

1. To measure the level of satisfaction of the consumers in online shopping.
2. To offer suggestions based on the findings of the study.

1.5 HYPOTHESES

Based on the objectives of the study and review of relevant literature, hypotheses have been framed and tested by using appropriate statistical techniques.

1.6 METHODOLOGY

- ***Sample size:***

A selection for the research in Erode city only and people who are visiting online stores, keeping in view the limitation of time and resources have decided to take the sample of 100 respondents. Questionnaires were distributed both by male and female respondents and enough time given to respondents to fill the questionnaire to reduce sampling error.

- ***Area of the study:***

The study area only covered by online buyers in the Erode city.

- ***Data source:***

The data required for this study have been collected from both primary and secondary sources. Primary data have been collected from the online buyers with the help of a questionnaire schedule. Data have been collected from the related web sites, text books, newspapers, universities, published and unpublished thesis, various magazines and journals.

1.7 RESULTS AND DISCUSSION

LEVEL OF SATISFACTION

The advent of the internet has empowered consumers. Consumers can access virtually unlimited numbers of products, brands and sellers. They can switch brands to try different

products in a single click. However, consumers have limited time and unlimited choice. Satisfaction is one of the most important consumer's reactions in internet shopping and its importance is reflected in the ability to help to build up customer loyalty, enhance favorable word of mouth and lead to repeat purchase and to improve consumer's market share and profitability.

Overall Level of Satisfaction of Consumers towards Online Purchase

The overall level of satisfaction of the consumers towards online purchase is shown in Table-1.

TABLE-1: Overall Level of Satisfaction of Consumers towards Online Purchase: Descriptive Statistics

Factors	N	Mean	S.D
Variety of choices	473	4.18	0.70
Easy handling of returns or refunds	473	3.62	0.86
Quality of information about purchase choices	473	3.86	0.82
Ease of placing orders	473	3.99	0.85
Ease of canceling orders	473	3.58	1.03
Ease of contacting the vendor	473	3.44	1.07
Satisfaction with being on the cutting edge	473	3.51	0.95
Lowest price	473	3.86	0.91
Getting orders/services in a timely manner	473	3.82	0.93
Privacy & Security of sensitive information	473	3.83	0.90
Customer service and after-sales support	473	3.65	0.93
Internet vendor's reliability	473	3.45	0.91
Easy payment procedures	473	3.81	0.99
Customer friendly	473	3.83	0.95

It is seen from the Table-1 shows that, the ratings given by the respondents vary between a minimum of 1 to a maximum of 5. The mean ratings fall between 3 and 4. The highest mean rating is found for variety of choices (4.18) and the lowest mean rating is found for ease of contacting the vendor with the mean rating of 3.44.

Overall Satisfaction Level of Consumers towards Online Purchase: Multiple Regression Analysis

To assess the effect of the independent variables on overall satisfaction level of consumers towards online purchase in Erode District and to determine the relative importance of the individual dimension, Multiple Regression Analysis is performed. The regression model considers 9 dimensions as the independent variables and overall satisfaction level of online buyers as the dependent variable. The Table-2 shows the effect and relative importance of the individual dimensions of overall satisfaction level of consumers towards online purchase.

TABLE-2: Overall Satisfaction Score of Online Consumers

Factors	Unstandardized Coefficients		t	Sig.
	B	Std. Error		
(Constant)	41.176	2.968		
Age	-.501	.281	-1.783	Ns
Monthly Income	.481	.194	2.479	*
Years of using internet services	-1.048	.313	-3.345	**
Do you have internet connection at home?	-1.448	.863	-1.678	Ns
Numbers of stores you visit before purchasing a product?	1.130	.446	2.534	*
Average amount spent online shopping in past 6 months	-.737	.265	-2.781	**
Quality of Information	.469	.093	5.014	**
Importance level for choosing a website to purchase	.241	.046	5.230	**
Would you continue buying from the internet?	-1.928	.912	-2.113	*

R	R Square	F	Sig.
0.418	0.175	10.889	**

It is observed from the Table-2 shows that, the Multiple Correlation between the selected independent variables and the dependent variable is 0.418, which indicates that there is a moderate level of Correlation between the independent variables and the dependent variable. The

F-test value is significant showing 10.889. The R square value (0.175) indicates that 17.5 per cent of variation in satisfaction is influenced by the related independent variables.

The t-Test results shows that monthly income, years of using internet services, number of stores visited before purchasing products, average amount spent on online shopping in the past 6 months, quality of information, importance level for choosing websites to purchase and could you continue buying from the internet have significant effect on overall satisfaction score either at 5 per cent or at 1 per cent level of significance. Age and do you have internet connection at home do not affect satisfaction score significantly.

1.8 SUGGESTIONS

In the light of the findings of the present study the following suggestions are made for the betterment of the online consumers and online traders.

- For traders to improve their operations for home delivery services to raise consumers belief in the trustworthiness of e-services
- Traders can use their website to directly connect with their customers and encourage purchase.
- Traders give an contact information should be clear and easy to find on your about page and throughout your website as well.
- Offer free shipping to lower the overall cost of items for buyers, incentivize the purchase and increase product varieties.

1.9 CONCLUSION

Apart from cultural differences customers have different expectations. Hence it is suggested that global online traders must customize marketing. They must provide an enjoyable online shopping environment besides offering interesting products and services. Online traders should consider providing high quality products with variety to choose from their sales. The finding of this study is made to explore the online shopping satisfaction of consumers. In this regard, the study along with the constructive suggestions for the betterment of online trade business.

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