

PROCEEDINGS OF THE INTERNATIONAL CONFERENCE
ON
**BUSINESS INNOVATION THROUGH
TECHNOLOGICAL ADVANCEMENT**

Editors

**Dr.K. Kumuthadevi
Dr. V. T. Dhanaraj
Ms.T.M. Hemalatha
Mr.S. Harikaran**



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Satisfaction towards Online Shopping Among Online Consumers –in Pollachi Taluk

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Abstract

Modern science and technology have made peoples life easier and more convenient. As one of the outcomes of modern science and technology the internet has been deeply into every aspect of people's daily life. Online shopping in India is in growing stages. However more and more people are gaining confidence about purchasing products through online. All the people are going to prefer to make purchase online, thus getting a mass changes in online shopping trends.

Key words: Electronic Commerce, Online Shopping, E-Commerce.

Introduction

The internet shopping is one of the electronic commerce has proliferated rapidly growth since is the middle of 1990's. Web technologies are played a major role in this present technological world. Modern science and technology have made peoples life easier and more convenient. As one of the outcomes of modern science and technology the internet has been deeply into every aspect of people's daily life. Online shopping in India is in growing stages. However more and more people are gaining confidence about purchasing products through online. All the people are going to prefer to make purchase online, thus getting a mass changes in online shopping trends. Online shopping offer to consumers with a variety of products to the various classes of consumers. It gives a chance to compare the same products with the other product and also shows the consumer level of satisfaction. Through online shopping, once the product is purchased it is easy to find the current status of the shipping and location of the product before it reaches the consumer. Consumer satisfaction is the ultimate result of meeting a customer's need and expectation from the performance of the products. Most satisfied customers normally have the intention to repurchase the product performance meet their expectations.

Statement of the Problem

In this digital area consumers are preferred for online shopping instead of traditional shopping. Online shopping becomes an alternative for the customers since it is more comfortable than traditional shopping. Online shopping saves precious time. The purpose of this dissertation to examine whether the consumers are satisfied with the online shopping or not. This research is primarily conducted in order to identify and get insight with the customer's satisfaction, benefits, problems and factors influencing for online shopping. Therefore, it is a need to find solution; the following questions were raised in the mind of the researcher:

- What are the factors are influencing for online shopping?
- What are the problems faced by online consumers?
- Who are major online shoppers preferred by online consumers?

Objectives of the Study

To find the answer for the above questions the following objectives were framed:

- ❖ To find the socio-economic background of the online consumers.
- ❖ To study the level of satisfaction among online consumers.
- ❖ To analyze the problems and benefits of online shopping.
- ❖ To identify the online shoppers preferred by the consumers.

Research Methodology

Data

The study is based on primary data. The data were collected from the consumers were well structured questionnaire.

Tools for analysis

The following tools were used in this present study are:

1. Simple percentage and
2. Weighted average method.

Period of study

The time period allows conducting this study for 6 months (November 2015 to April 2016).

Sample size and sampling method

Totally there are 135 questionnaires were issued among those only 120 questionnaires were answered for all questionnaires and 15 questionnaires were rejected. The convenient sampling technique has been used to select the respondents.

Significance of the Study

Internet is changing the way for consumers shop to buy goods and services and it has rapidly evolved into a global phenomenon. Many companies have started using internet with the aim of cutting marketing costs thereby reducing the price of their products and services in order to stay ahead in highly competitive markets.

Companies also use the internet to convey communicates and disseminate information to sell the products to take feedback and also to conduct satisfaction surveys with customers. Consumers use the internet not only to buy the product through online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. The study gives suggestions and helps the manufactures or dealers to increase their online shopping.

Limitation of the Study

The limitation of the study is as follows:

- ❖ The findings of the study are applicable only in Pollachi Taluk and it is not applicable to any other area.
- ❖ The study periods covers six months only.
- ❖ Only 120 questionnaires are in this study.

Findings of the Study

The findings of the study are divided into two sections namely socio economic profile and level of consumer satisfaction.

Socio Economic Profile of Online Consumers

- Majority (70.00%) of the respondents are in the age group between 18 to 25 years.
- Most (51.67%) of the respondents are female.
- Majority (66.67%) of the respondents are single.
- Most (72.50%) of the respondents are Under Graduate.
- Majority (52.50%) of the respondents are residing in urban area.
- Most (50.00%) of the respondents are Students.
- Majority (81.70%) of the respondents are in the member of the family.
- Majority (41.70%) of the respondent's family having three to four members in their family.
- Most (49.20%) of the respondents monthly income Rs.20001 to Rs.30000.
- Majority (43.30%) of the respondents using in internet for social network.
- Majority (41.67%) of the respondents are doing online shopping by monthly.
- Most (40.80%) of the respondents spent Rs.5000 to Rs.10000 for online shopping.
- Majority (52.50%) of the respondents having one to three years of experience in online shopping.
- Most (30.00%) of the respondents prefer to buy electronic products through online.
- Majority (57.50%) of the respondents are using cash on delivery as a payment method for online purchases.
- Majority (82.00%) of the respondents are satisfied with price of the product offered by online shoppers.
- Most (33.30%) of the respondents are feel that due to damages of the products while the consumer received from the delivery man.

Reason for Choosing Online Shopping (Weighted Average Method)

- I rank given to time saving of the product purchased through online.
- II rank given to convenience for finds the product through online shopping.
- III rank given to better prices of product available in online shopping.
- IV rank given to more varieties of products available in online shopping.

Factors Influences of Online Shopping

- I rank given to multiple choice of products through available in online shopping.
- II rank given to quick delivery of ordered products.
- III rank given to product quality of purchased product through online.
- IV rank given to free shipping of buying products through online shopping.
- V rank given to easy return of purchased products.
- VI rank given to customer service to be satisfied on online consumers.

Suggestions of the Study

- ❖ The government should take create more awareness about online shopping among all the consumers.
- ❖ The online shoppers may give more advertisement about the product, price details etc.
- ❖ The online shoppers create more confidence that they supply only quality of product, affordable price, time of delivery etc.

Conclusion

Online shopping is very common outside India but it is growing in Indian market. In the volatile world of e-commerce, it is particularly important to understand the consumer and the values that lead to their satisfaction. Successful e-commerce sites need to exhibit more qualities than just good site design and security. While browsing site online consumers encounter a multitude of factors simultaneously that influence their purchasing decision. This study focus to attempt significance on various personal details like age, gender, marital status, educational qualification, area of residence, occupation, types of family, status in family, number of members in your family, monthly income and customer satisfaction change according to the advanced technology, fashion and price of the product.

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