

A Study on Customer Satisfaction Towards Online Shopping in Alangulam Area**P.MARIS**

Reg.No.19211041012009

Ph.D Research scholar

CSI Jayaraj Anna packiam college Nallur -627851.

(Affiliated to MS university,Tirunelveli-627012)

Dr. P. DEVI

Ressearch Supervisor

Assistant Professor

Department of Commerce.

CSI Jayaraj Anna packiam college Nallur -627851

(Affiliated to MS university,Tirunelveli-627012)

Abstract

The customer satisfaction is the degree to which customer expectations of a product or services are met or exceeded . It is seen as a key performance indicator within business. In a competitive market place where business completed for customer satisfaction is seen as a key differentiator and increasingly has become a key element of business strategy .The online shopping is the process whereby consumers directly buy goods, services. This online shopping is the process of buying goods and services from merchants who sell on the internet .The shoppers can visit web stores from the comfort of their homes and shop as they of the computer. The study is undertaken to understand the online shoppers through a self –constructed questionnaire of 50 in the respondents. This study is undertaken with a view to understand the customer satisfaction towards online shopping in Alangulam Area. It is analyzed by using percentage analysis and ranking technique Chi – Square value.

Key words: customer ,buying,online shopping**INTRODUCTION**

This online shopping system is very helpful for where the customer can directly buy the products or items from home through internet connection on mobile or system . This project

reduces a lot of work load for customer as well as the owner. The transaction of money is completed in real time system. Some of the online shops are EBAY Amazon . Buy this online shopping items is directly delivered to buyer home. Online shopping system can help to manage goods ,products and services online by choosing the listed products from online shopping store websites.The customer asked to fill or select a billing address,a shipping option ,and payment information like credit card or debit card number. At that time ,more information can needed to complete the transaction. This online shopping is a very useful for e-mail notification is sent to the customer as soon as the order is placed.

REVIEW of LITERATURE

DahiyaRicha (2012) his study on impact of Demographic factors of consumers on online shopping Behavior:A study of consumers in india .The main objective of the study was to identify the various categories of demographic factors and variables impacting online shopping behavior of consumers in india .

.Svatosava Veronika (2013) conducted a study on Motivation of online Buying Behavior .The aim of study was to analyze behavior of consumers when shopping on the internet and their motives.

AdritaGoswami (2013) studies “Customer Satisfaction towards Online Shopping with Special Reference to Teenage group of Jorhat town “study concludes that customer are satisfied in the aspects such as price ,Quality of products,Ease of in mobile platform and Timely Delivery at remote areas .

MohanaPriya S and AnusuyaD(2014) A Study on Customer Preferences and Satisfaction towards selected online websites with special reference to Coimbatore city”stated that online shopping has grown in popularity over the years mainly because people find it convenient from the comfort of their home or office .

Objective of the Study

- To find out the frequency usage of customers.

- To find out reasons for choosing online shopping .
- To find out the customer satisfactions online shopping .

Payment

Online shoppers commonly use a credit card or a PayPal account in order to make payment. However, some systems enable users to create accounts and pay by alternative means, such as:

- Billing to mobile phone and landlines
- Cash on delivery (C.O.D)
- Cheque \ Check
- Debit card
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer \ delivery on payment

Limitations of the study

- ❖ The study confined to Alangulam area only
- ❖ The study is based upon the customer behaviour of online shopping
- ❖ The study has limited so responds only

Research methodology**Research design:**

The research design used for the descriptive research studies.

Population size:

The total population size is indefinite.

Sample design:

The respondents are selected based on convenient sampling.

Statistical tools:

The data collected questionnaires using percentage analysis, and ranking analysis.

Results and Discussion**Table:1 Frequency of Usage**

S.NO	Frequency	No of respondents	Percentage
1	Once in a week	17	7
2	Once in a month	15	27
3	Quarterly	14	6
4	Whenever need	4	60
	Total	50	100

Source:Primary data

Interpretation

The table above reveals that out of 50 respondents, 60% of the respondents were purchase goods from once in a month, 27% of the respondents were purchased quarterly 6%, of the respondents were purchase 60% whenever need.

Table: 2 Reason for Choosing Online Shopping

S.NO	Reasons	Respondents	Percentage
1	It saves time	10	40
2	Reasonable price	7	15
3	Variety of products	30	37
4	Improved products	3	8
	Total	50	100

Source: Primary data

Interpretation

The table reveals that, out of 50 respondents, 40% of the respondents were chosen online shopping for the reason of it save the time, 37% of the respondents were chosen for a variety of products, 15% of the respondents were chosen for a reasonable price and 8% of the respondents were chosen for improved products.

Table:3 Satisfaction For Customer

S.NO	Particular	Responds	Percentage
1	Highly satisfied	25	40
2	Satisfied	10	30
3	Neither satisfied nor dissatisfied	1	5
4	Dissatisfied	4	5
5	Highly dissatisfied	10	20
6	Total	50	100

Source: Primary data

Interpretation

The table out of 50 respondents,40% of the respondents were highly satisfied,30% of the respondents satisfied, 5% of the respondents were neither satisfied nor dissatisfied,5% of the respondents dissatisfied,20% of the respondents were highly dissatisfied.

Table: 5 Chi – Square test

Gender	Level of Satisfaction			Total
	Low	Medium	High	
Flipkart	12	5	1	18
Amazon	4	7	2	13
Snapdeal	3	1	4	8
Others	2	4	5	11
Total	21	17	12	50

Source: Primary data

Null Hypothesis(H₀)

There is no significant difference between the Gender of the Respondents and their level of satisfaction with regard to mobile banking.

Table: 6 Computation of Chi – Square value

Row & Column	O	E	(O-E)	(O-E) ²	(O-E) ² /E
R1C1	12	7.56	=(12-7.56)4.44	4.44x4.44 19.71	19.71%7.56 2.607
R2C1	4	5.46	1.46	2.13	0.607
R3C1	3	3.36	0.36	0.12	0.390
R4C1	2	4.62	2.62	6.86	0.035

R1C2	5	6.12	1.12	1.25	1.484
R2C2	7	4.42	2.58	6.65	0.204
R3C2	1	2.72	1.72	2.95	1.504
R4C2	4	3.74	0.26	0.06	1.084
R1C3	1	4.32	3.32	11.02	0.016
R2C3	2	3.12	1.12	1.25	2.550
R3C3	4	1.92	2.08	4.32	0.400
R4C3	5	2.64	2.36	5.56	2.25

Source:Primary data

Source: Computed

$$X^2 = 14.63$$

$$\begin{aligned} \text{Degree of freedom} &= (r-1) \times (c-1) \\ &= (12-1) \times (3-1) \\ &= 11 \times 2 \\ &= 22 \end{aligned}$$

Calculated value = 14.63

Table value for 8 degree of freedom at 5% level of significance = 33.924

The reveals that the calculated value is less than the table value at 5% level of significance, therefore, the null hypothesis is accepted . So the researcher concludes that there is no significant difference between favourite site used by the respondents and their level of satisfaction with regard to the reason for online purchasing.

Findings of the Study

- ❖ It is observed that , 60% of the respondents were purchase goods from whenever they need.
- ❖ It is found that ,40% of the respondents were choose online shopping for the reason of it save the time.
- ❖ It is foundthat,out of 50 respondents, 40% of the respondents are highly satisfied .

CONCLUSION

I have concluded from my study that most of the respondents were satisfied with their Amazon online shopping. But some of the respondents were not satisfied for some reason, like payment system, high price, package problem and misleading advertisement, etc. So Amazon company keep an eye on these types of problem and takes remedies to correct those problems. It will be increasing your sales volume as well as attract new customers. And the consumers before purchasing anything from online, first to know the information about that particular product, payment system and delivery system etc.,.

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