

Customer Satisfaction of E-Commerce and Online Shopping: A Study with Reference to Online Customers at Kallakurichi City

* Dr. P. Veeralakshmi,
Department of Commerce,
Thiruvalluvar University Constituent Arts
and Science College,
Kallakurichi

** Dr. P. Prema,
Department of Computer Science,
Thiruvalluvar University Constituent Arts
and Science College,
Kallakurichi

Abstract

Online shopping is basically a process of selling and buying of goods using World Wide Web (WWW). In the era of globalization, e-commerce is a great revolution and offering online shopping which gives more beneficial to the customers (such as convenience, better price, more variety and privacy, etc.). Even though, some people fear that they might get addicted to online shopping and the following are some of the disadvantages during online shopping: delay in delivery, frauds, lack of close examinations, etc. This paper focuses the study of customer satisfaction level and attitude at the time of online shopping at Kallakurichi city.

Key Words: e-commerce, customer satisfaction, online shopping

Introduction

Online shopping also known as electronic-commerce has become increasingly fashionable. With e-commerce is expanding very speedily. People are easily buying everything through online: books, clothing, cosmetics, airline tickets, home appliances, groceries and furniture items. E-commerce is growing rapidly in India. Factors that contributed to its growth include telecommunication infrastructure, changing attitudes of customers, awareness of business organizations towards e-commerce and the role played by the government. The application of e-commerce can be seen in various industries and trade related activities, such as Banking, Trading, Education, Travel and Tourism, job market, Real Estate, Match Making, Publishing, Insurance, Health Care, E-Tailing and Auction, E-Agriculture, etc.

Growth of e-commerce in India

The steps taken by the Indian government, growing income of middle class, increase in the number of credit card holders and internet users have paved way for the penetration of e-

commerce in India. Most of the traditional firms have recognized the success of online stores. Now-a-days, a lot of companies are conducting transactions over the web. E-commerce applications can be witnessed in banking, ticketing including airlines, bus, railways, bill payments, hotel booking, retailing, digital downloads, education, will exceed entertainment, infotainment, finance, etc. Experts believe that overall e-commerce transactions will increase rapidly in future. They forecast that the business to business transactions will exceed business to consumer transactions. Online retailing will also enjoy a healthy growth in future.

Advantages of Online Shopping

Due to rapid growth of technology, business organizations have switched over from the traditional method of selling goods to electronic method of selling goods. Business organizations used internet as a main vehicle to conduct commercial transactions. Online stores do not have space constraints and a wide variety of products can be displayed on websites. It helps the analytical buyers to purchase a product after a good search.

Convenience

Customers can purchase items from the comfort of their own homes or work place. Shopping is made easier and convenient for the customer through internet. It is also easy to cancel the transactions.

No Pressure Shopping

Generally in physical stores the representatives try to influence the buyers to buy the product. There can be some kind of pressure, whereas the customers are not pressurized in any way in online stores.

Saves Time

Customers do not have to stand in queues in cash counters to pay for the products that have been purchased by them. They can shop from their home or work place and do not have to spend time travelling. The customers can also look for the products that are required by them by entering the key words or using search engines.

Comparisons

Companies display the whole range of products offered by them to attract customers with different tastes and needs. This enables the buyers to choose from a variety of the products on display. Sometimes, price comparisons are also available online.

Tracking

Online consumers can track the order status and delivery status tracking of shipping is also available.

Availability

The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vendor and buyers are.

Disadvantages of Online Shopping

Through the internet provides a quick and easy way to purchase a product, some people prefer to use this technology only in a limited way. Some people also fear that they might get addicted to online shopping. The major disadvantages of online shopping are as follows

Delay in delivery: Long duration and lack of proper inventory management result in delay in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes, the delivery of the product to customer's doorstep takes about 1-3 weeks. This frustrates the customer and prevents them from shopping online.

Lack of significant discounts: Physical stores offer discounts to customers and attract them so this makes it difficult for e-trailers to compete with the offline platforms.

Lack of shopping experience: The traditional shopping exercise provides lot of fun in the form of show-room atmosphere, smart sales attendants, scent and sounds that smart sales attendants, scent and sounds that cannot be experienced through a website. Indians generally enjoy shopping. Consumers look forward to it as an opportunity to go out and shop.

Fraud: Sometimes, there is disappearance of shopping site itself. In addition above, the online payments are not much secured. So it is essential for e-marketers and retailers to pay

attention to this issue to boost the growth of e-commerce. Customers have to be careful in revealing their personal information. Some of the e-tailers are unreliable.

Objectives of the Study

- To study the “Origin and growth of Online Shopping in India”
- To examine the “Socio-economic background of the Online Shopping Customers in Kallakurichi city”
- To examine the “Satisfaction level of the Customers in Online shopping Customers in Kallakurichi city”
- To offer the suggestions, Findings and Conclusion of the study

Scope of the Study

The present research analysis is a wide scope, it covers various aspects which are useful in several ways to various people.

- It helps to find out the customer attitude towards online shopping
- It show the satisfaction level of customers in online shopping

Methodology

Primary Data: With the aim of formal questionnaire with personal face interview the researcher had gathered the data for this project.

Secondary Data: The secondary data are these data or information collected from the secondary sources. There are secondary sources may be both internal as well as external. The internal source refers to information that already exists within the company or unit studied. The sources may consist of both private and public document, it may be published or unpublished.

Research Design: The research has adopted descriptive cum diagnostic research design.

Area of the Study: Kallakurichi is a town in the Indian state of Tamil Nadu and the administrative headquarters of Kallakurichi district in Thiruvannamalai region. As of 2015, the town had a population of 57,628.

Sampling Design: The researcher has using Simple random sampling technique. In the study area 300 were only considered for the study.

Limitations of the Study

The study covers the respondents selected through the simple random sampling method

The study results hold good only to the sample respondents of Kallakurichi City

Hypothesis of the Study

H₀1: There is no association between Age and Online Shopping

H₀2: There is no association between Monthly Income and Online Shopping

H₀3: There is no significant relationship between Features of online shopping and Satisfaction level of customers

Null Hypothesis (H₀1): There is no association between Age and Online Shopping

The Table 1.1 shows the results of significant influence of Age of customers on online shopping behavior.

Table 1.1

Particulars	Classification	N	Mean	SD	t/F Value
Age	Below 20 years	73	84.175	2.763	F=14.49 (p<.001)
	20 – 30 years	109	86.705	3.632	
	30 - 40 years	78	87.71	2.393	
	Above 40 years	40	82.545	3.087	
	Total	300			

According to the mean table 1.1 that the customers in the age 30-40 years have scored higher mean value of 87.71 and the lowest mean was scored by the customers with age below 20 years of age (82.545). This shows that the customers in the age 30 -40 years are eager in online shopping.

Therefore, the formulated hypothesis Ho1, that “there is no significant influence of customer’s age towards online shopping behavior” is rejected.

Null Hypothesis (H₀2): There is no association between Monthly Income and Online Shopping

The Table 1.2 shows the results of significant influence of Monthly Income of customers on online shopping behavior.

Table 1.2

Particulars	Classification	N	Mean	SD	t/F Value
Monthly Income	Below 20,000	54	81.685	8.861	F=12.171 (p<.001)
	20,000 -40,000	110	84.198	4.471	
	40,000 – 60,000	88	86.345	6.136	
	Above 60,000	48	84.95	6.487	
	Total	300			

Monthly Income

The obtained 'F' value is 12.071 and it is significant at 1% level. The value indicated that there is significant influence of customer's monthly income towards online shopping. Further, the mean table 1.2 indicates that the customers earning monthly income of Rs. 40,000 – 60,000 have scored the higher mean value 86.345 and the lowest mean was scored by the customers earning monthly income of below 20,000 (81.685).

This shows that the customers are earning monthly income of Rs. 40,000 – 60,000 is better in online shopping and the customers are earning below 20,000 are lacking in online shopping.

Therefore, the formulated hypothesis H₀₂ that "There is no significant influence of customer's monthly income towards online shopping" is rejected.

Null Hypothesis (H₀₃): There is no significant relationship between Features of online shopping and Satisfaction level of customers

The Table 1.3 shows the results of significant relationship between Features of online shopping and Satisfaction level of customers

Table 1.3

Features of Online shopping	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Total
-----------------------------	------------------	-----------	---------	--------------	-------

Easy to Purchase	83	21	14	08	126
Payment Secure	32	41	26	10	109
Speed of delivery	23	12	06	04	45
Perceived Risk	04	06	03	07	20
Total	142	80	49	29	300

Level of Significance = 5%

Degrees of Freedom = 4

Table Value = 5.236

Calculated Value = 8.982

The calculated value is higher than the table value, the null hypothesis is rejected. So there is a signification relationship between the features of online shopping and Satisfaction level of customers.

Conclusion

The present study revealed that online product features and buying decision of customers. The customer expects from the online retailer quality of product, price of product, time of delivery, protect the money transaction and effective customer service. The Retailer should give adequate information, details of the product. Online buyers will find the easy and identify the quality product. The online retailer should provide better customer service by the way of response to the customer questions, queries and complaints.

References

1. Bellmen, S. Lohse, G.L.& Johnson, E.J.(1999), "Predictors of online buying behavior", Communication of the ACM, Vol.42, No.12, pp.32-38.
2. Hilders, T.L. Carr, C.L. Peck, J. & Carson, S.(2001), "Hedonic and utilitarian motivations for online retail shopping behavior", Journal of Retailing, Vol.No.77(4), pp.511-535.
3. Donthu, N; Garcia, (1999) "The Internet shopper", Journal of advertising Research, Vol.39, No.3, pp.52-58.
4. Dowling & Stalin, R.(1994) "A model of perceived risk and intended risk-handling activity", Journal of Consumer Research, Vol. No.21, pp. 119 -134.
5. Folkes, V.S.(1988), "Recent Attribution Research in Consumer Behavior: A Review and New Directions", Journal of Consumer Research, Vol.No.14, pp.548-565.
6. D. Karahanna, E. & Starub, D.W.(2003), "Trust and TAM in online shopping: An integrated model", MIS Quarterly, Vol,27, No.1, pp. 51-90.