



The study on customer satisfaction level on online shopping in surat area

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Abstract

It is a type of electronic commerce that allows customers to buy goods or services directly over the internet using a web browser. It is the action or activity of purchasing things and services over the internet. In today's world, online purchasing has become increasingly popular. But with this lot of consumer are facing problem like product are defective, late delivery, refund problem, exchange policy etc. such problem had created fear in the minds of customers and also an adverse impact in the satisfaction of consumers towards online purchase. we has done research in surat area that are customer satisfied with online shopping while they experience online shopping. We had checked the satisfaction level with the factor such as product are defective, late delivery, refund problem, exchange policy etc which the customer face that affect their online shopping decision. We also checked that which online shopping application does customer use the most.

Key Words: Online Shopping, Customer Satisfaction, preferences.

INTRODUCTION

It is a form of electronic commerce which allows consumers to directly buy goods or services over the internet using web browser or The action or activity of buying goods and services over the internet. Example- Myntra, big basket, amazon, Alibaba, Nykaa, flipkart.

The term does not only include buying things online but also searching for them online. In other words, I may have been engaged in online shopping but did not buy anything.

Online shopping has been around for about twenty-five years. It has grown in popularity significantly.

Today, we can purchase nearly anything online. In fact, retail experts say that online shopping will soon overtake traditional shopping in monetary terms.

History of online shopping-

It has evolved in many ways since it started, and it's changing the way we live, shop and do business. Let's drive into the history and the future of ecommerce.

In 1979 Michael Aldrich invents electronic shopping, in 1995 Amazon launched, in 1999 alibaba launches, in 2004 shopify launches, in 2005 amazon introduces amazon prime membership, in 2017 shoppable Instagram was introduced and in 2020 COVID-19 drives ecommerce growth.

Changes in technology have certainly driven ecommerce growth. Ecommerce must meet consumer's expectations for safety and convenience.

Satisfaction level of consumers while shopping online-

Any business runs because of customers and customers are the kings. Any business's performance is based on the satisfaction of the customer. Customer satisfaction is used to measure how much customer is happy with any product, its quality and overall experience. On the other hand, if the customer is unhappy, it might affect the business negatively and even will lead to loss.

Preference of customers for online shopping-

- 1] It helps consumers easily share products to buy
- 2] faster buying for customers
- 3] Time saving
- 4] Energy saving
- 5] wide options
- 6] contactless shopping {considering COVID-19}
- 7] Try and buy at home
- 8] Best deals or offers {discount, new buyer, referrals} or Exclusive offers
- 9] Rating and reviews

Customer satisfaction level on online shopping-

Customer satisfaction is the degree of how the needs and responses are team up and transported to excel customer anticipation. It is a part of customer's knowledge that disclosures a supplier's performance on customer's anticipation.

ONLINE SHOPPING: Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping (Arjun Gupta¹, Rohit Bansal², Atul Bansal³, 2013). The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Now day's internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers.

CUSTOMER SATISFACTION: A measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction is a kind of measure of how products or services provided by a company meet customer expectations. Customer satisfaction is an important metric for companies as it provides an insight into things like customer loyalty, likelihood of churn, and also helps identify issues with the product or service. Companies that provide a high level of customer satisfaction can also use it to differentiate themselves from their competitors.

PREFERENCES: A preference is a technical term usually used in relation to choosing between alternatives. Preferences are evaluations: they concern matters of value, typically in relation to practical reasoning. Preferences refer to certain characteristics any consumer wants to have in a good or service to make it preferable to him. This could be the level of happiness, degree of satisfaction, utility from the product, etc. Description: Preferences are the main factors that influence consumer demand.

CUSTOMER SATISFACTION LEVEL AND PREFERENCES OF ONLINE SHOPPING: A customer satisfaction level and preference of online shopping means that the consumer first make the purchase. They see the service, quality of product, payment option, exchange policy in that the consumer satisfied or not. Some time the consumer are not satisfied and change the preference next time.

Problem statement

In today's world, online purchasing has become increasingly popular. However, many consumers are experiencing issues such as damaged products, late delivery, refund issues, and exchange policies. Such a situation has instilled anxiety in the minds of buyers and had a negative impact on their pleasure with online purchases.

The problem area of this survey is consumer's satisfaction level towards online shopping will determine the factors that influence customers to shop online and those factors which satisfy the consumer and those factors will help the marketers to formulate their strategies towards online marketing.

Literature Review

1. P. Jayasubramanian, D. Sivasakthi, Ananthi Priya 2015 says It describes how modern market is replacing the traditional markets. This study is taking place to identify the factors that may influence customer's online shopping satisfaction.
2. Mr. Pratiksinh Vaghela 2015 says most of the customers were perceived that online shopping is better option than manual shopping and most of the customers were satisfied with their online shopping transactions.
3. Gurvinder S Shergill 2005 says found that website design, website reliability/fulfilment, website customer service and website security/privacy are the four dominant factors which influence consumer perceptions of online purchasing.
4. Hana Uzun, Mersid Poturak 2014 tells pointed out the relation between satisfaction with online service and consumers' intention to buy in the future which generates customer loyalty
5. Ravi Kiran and Ash Sah 2017 The findings of the study reveal that perceived usefulness and website functionality have a positive impact on customer satisfaction, whereas perceived usability had a significant but negative impact on customer satisfaction
6. M. RAJESWARI 2015 The results indicate that the respondents are becoming more internet savvy every day. As they become more confident they are ready to buy high value products online as well. Businesses venturing into or expanding into the online market need to reduce the customer perceived risks by making shopping portals easier to navigate, providing secure payment options as per norms, ensuring speed and quality of delivery to gain and maintain customer trust, better presentation and categorization to make up for the missing touch and feel experience etc.
7. G. Shainesh 2012 Three segments were identified: value singularity, quality at any price, and reputation/recreation. The quality at any price and reputation/recreation segments were the predominant online shoppers. Although their orientations toward shopping differed, their behaviour, web site attribute ratings, and demographics were very similar except for occupation (managerial versus clerical, respectively). The finding that the value singularity segment is not the pioneer online shopper in India contrasts with the early online shoppers in the USA, who were often motivated by price.
8. Srishti Dixena , Suman Sahu 2018 Majority of respondents are satisfied by good quality products are available, with timely delivery, satisfied by purchase return policy and also payment security of flipkart. Majority of respondent are highly satisfied as latest product information is available to them, variety of brand choice is also available in the website of flipkart. Some respondent feels that after sale service are not up to the mark in flipkart.

9. Subhro Sarkar and Arpita Khare 2015 The results of the study revealed that Indian students' satisfaction from online shopping is primarily influenced by four variables namely customer service quality, website factors, perceived risk and perceived price
10. Mutaz M. Al-Debei 2015 The empirical findings of this study indicate that consumer attitudes toward online shopping is determined by trust and perceived benefits. Trust is a product of perceived web quality and eWOM and that the latter is a function of perceived web quality.

Objectives

- To find out the satisfaction level of the customer of online purchase.
- To know the specific reasons for which purpose customers purchases online.
- To find out the consumers' satisfaction level for services provided by the online shopping.
- To know the problem that customer are facing in online shopping.

Research Methodology

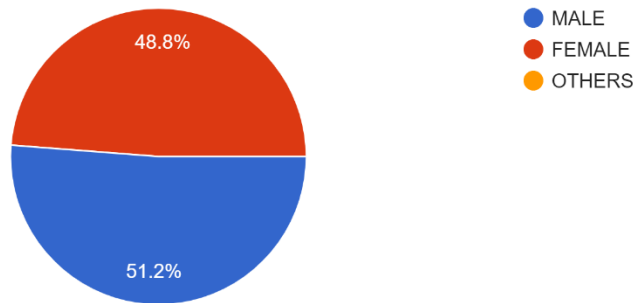
- **Research design:** secondary research and Primary Research. Primary research will be descriptive survey research.
- **Sources of data:** secondary data sources from google scholar, google website. Primary survey from online digital survey through google forms .
- **Data collection Method:** primary survey method
- **Population:** surat city, target consumers age group 18-65 years.
- **Sampling Method:** Random sampling
- **Data collection instrument:** Questionnaire having dichotomous, likert scale , rating scale and Ranking scale.

Data Analysis & Interpretation

GENDER

GENDER

123 responses

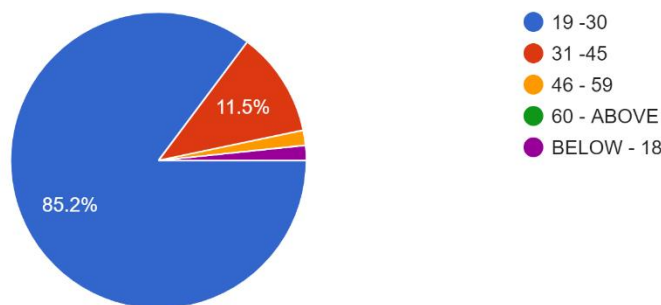


From 123 responses 48.8% are female (red area in the circle) and 51% are male (Blue area).

AGE GROUP

AGE GROUP IN YEAR

122 responses

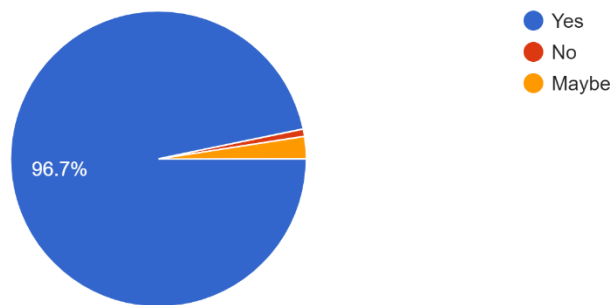


Out of 123 responses between 19-30 age group people hold 85.2%, 31-45 holds 11.5%, 46-59 holds very low.

Are you aware about online shopping?

ARE YOU AWARE ABOUT ONLINE SHOPPING ?

123 responses

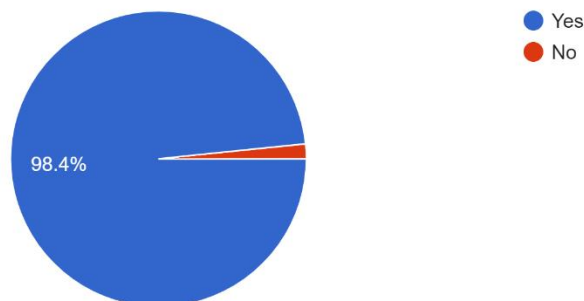


In this question mostly everyone is aware about online shopping. According to the responses 96.7% knows about online shopping rest 3.3% voted that they don't know.

Do you Shop Online

DO YOU SHOP ONLINE ?

123 responses

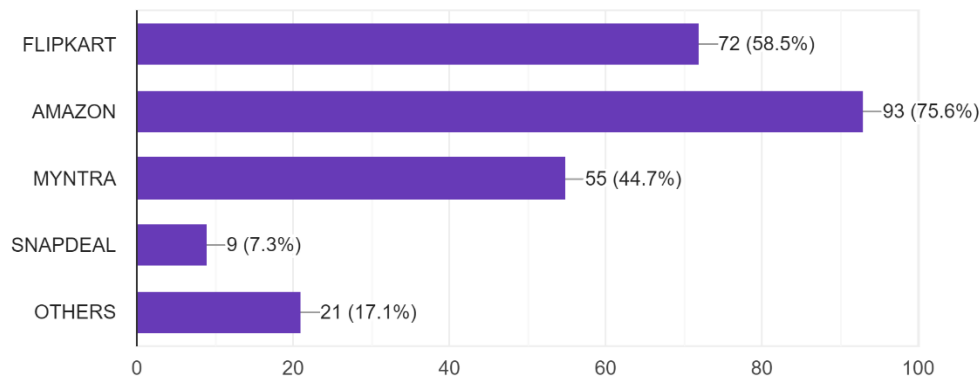


According to the study 98.4% voted that they do shop online. In my opinion as we see the above graph 96% people voted that they are aware about online shopping and rest 4% voted that they aren't that shows that few people have not read the questionnaire properly as 98.4% shop online.

WHICH ONLINE SHOPPING APPLICATION OR WEBSITE DO YOU USE ?

WHICH ONLINE SHOPPING APPLICATION OR WEBSITE DO YOU USE ?

123 responses



There are many shopping apps today and when we surveyed we got to know which application is leading the chart. Out of 123, 93 people voted for amazon that comes to 75.6%. Flipkart is occupying the second position in this survey as 72/123 voted for it that comes to 58.5%. Moving forward Myntra comes at 3rd position by occupying 44.7% (55/123 voted). Then comes snapdeal with 7.3% (9/123 voted). Now we can see there are some other application for which we got 17.1% people voted for these can be any application lets say Alibaba, Urbanic, nykaa etc.

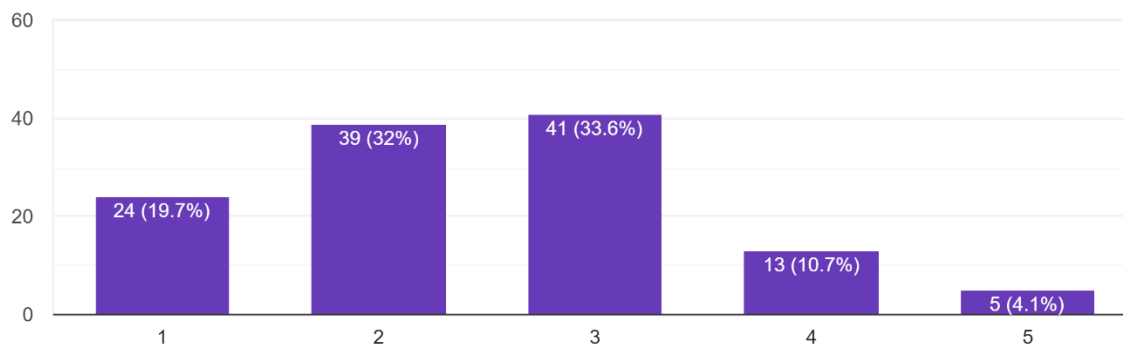
HOW RISKY ONLINE SHOPPING IS

HOW RISKY IS ONLINE SHOPPING IS



HOW RISKY IS ONLINE SHOPPING IS

122 responses

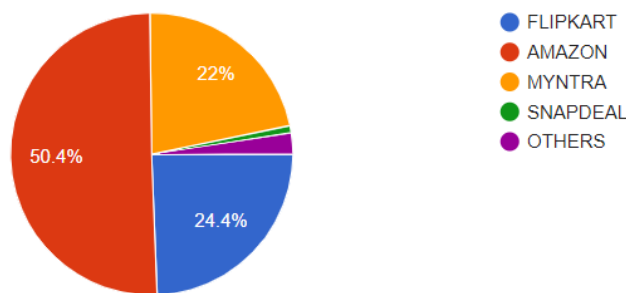


In this 19.7% people told that it is low risky , 32% people give at scale 2, 33.6% people gave 3 it means its average, 10.7% people says that its risky and 4.1% people says that it is highly risky.so as conclusion its seen that most people says that its low risky.

WHICH ONLINE SHOPPING APPLICATION DO YOU USE MOST ?

WHICH ONLINE SHOPPING APPLICATION DO YOU USE MOST ?

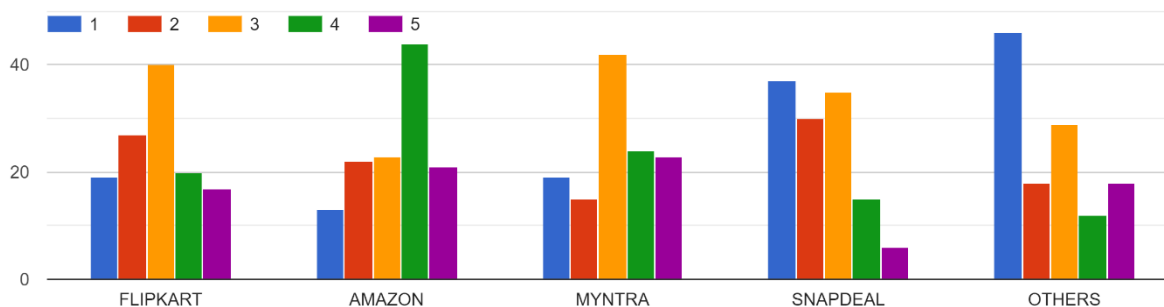
123 responses



50.4% people use Amazon , 24.4% people use Flipkart, 22% people use Myntra, 2.4% people use other shopping application and 0.8% people use snapdeal. So here we can say that most people prefer Amazon for online shopping.

RATE THE ONLINE SHOPPING WEBSITE ON THE BASES OF SERVICES OUT OF 5 ?

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19 person rate flipkart 1 out of 5, 27 person rate flipkart 2 out of 5, 40 person rate flipkart 3 out of 5, 20 person rate flipkart 4 out of 5, 17 person rate flipkart 5 out of 5 . so it can be said that flipkart service is average.

13 person rate Amazon 1 out of 5, 22 person rate Amazon 2 out of 5, 23 person rate Amazon 3 out of 5, 44 person rate Amazon 4 out of 5, 21 person rate Amazon 5 out of 5. So it can be said that amazon service is good.

19 person rate Myntra 1 out of 5, 15 person rate Myntra 2 out of 5, 42 person rate Myntra 3 out of 5, 24 person rate Myntra 4 out of 5, 23 person rate Myntra 5 out of 5. So it can be said that Myntra service is good.

37 person rate Snapdeal 1 out of 5, 30 person rate Snapdeal 2 out of 5, 35 person rate Snapdeal 3 out of 5, 15 person rate Snapdeal 4 out of 5, 6 person rate Snapdeal 5 out of 5. So it can be said that Snapdeal Service is not good .

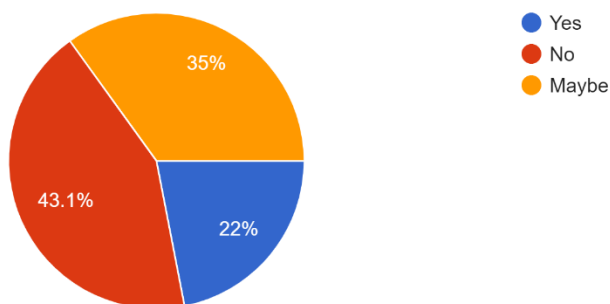
46 person rate Other shopping Website 1 out of 5, 18 person rate Other shopping Website 2 out of 5, 29 person rate Other shopping Website 3 out of 5, 12 person rate Other shopping Website 4 out of 5, 18 person rate Other shopping Website 5 out of 5. So it can be said that other shopping website service are not good.

Overall Interpretation according to Response Best service provider in Amazon and Myntra.

ARE YOU FACING PROBLEM WHILE SHOPPING ONLINE?

ARE YOU FACING ANY PROBLEM WHILE SHOPPING ONLINE?

123 responses

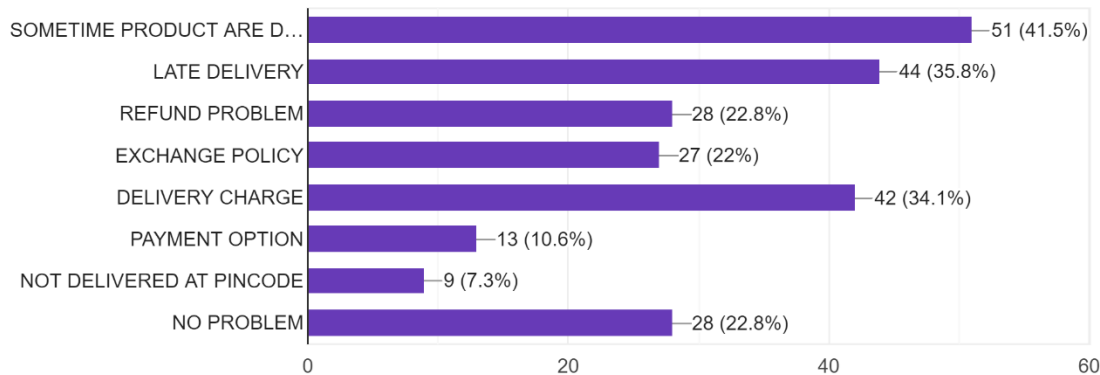


Problems here means like Timely delivery, Price, Quality, Connectivity, reliable, Return policy, Exchange policy etc. Here 43.1% people voted that they face issues while shopping online. 22% voted that they don't face any issues and rest 35% people voted maybe they face maybe they don't.

WHAT PROBLEM ARE YOU FACING DURING ONLINE SHOPPING?

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123 responses

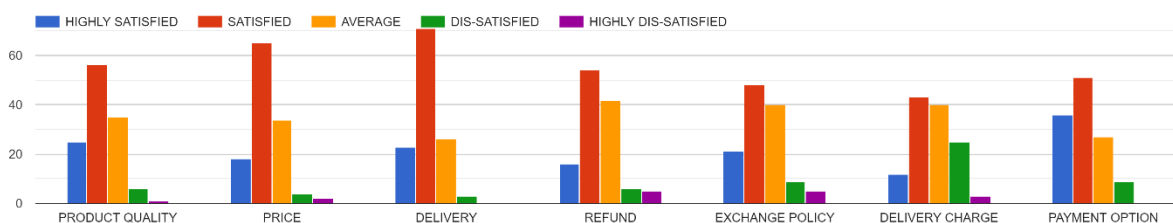


41.5% people says that sometime product are defective, 35.8% people says that their product is delivered late. 22.8% people says that they are facing refund problem, 22% people says that they have problem with exchange policy, 34.1% people says that problem is with delivery charge, 10.6% people says that they are facing problem with payment option, 7.3% people says that the product is not delivered at their pincode, 22.8% people says that they have no problem.

So as a result Most of the customer are facing Problem during online Shopping.

SATISFACTION LEVEL OF VARIABLE ON ONLINE SHOPPING?

SATISFACTION LEVEL OF VARIABLE ON ONLINE SHOPPING?



In product Quality 25 out of 123 people says that they are Highly satisfied, 56 out of 123 people says that they are satisfied, 35 out of 123 people says that they are average satisfied, 6 out of 123 people says that they are Dis-satisfied, 1 out of 123 people says that they are Highly Dis-satisfied. In this people are satisfied.

In price 18 out of 123 people says that they are Highly satisfied, 65 out of 123 people says that they are satisfied, 34 out of 123 people says that they are average satisfied, 4 out of 123 people says that they are Dis-satisfied, 2 out of 123 people says that they are Highly Dis-satisfied. In this people are satisfied.

In Delevary 23 out of 123 people says that they are Highly satisfied, 71 out of 123 people says that they are satisfied, 26 out of 123 people says that they are average satisfied, 3 out of 123 people says that they are Dis-satisfied, 0 out of 123 people says that they are Highly Dis-satisfied. In this people are satisfied.

In Refund 16 out of 123 people says that they are Highly satisfied, 54 out of 123 people says that they are satisfied, 42 out of 123 people says that they are average satisfied, 6 out of 123 people says that they are Dis-satisfied, 5 out of 123 people says that they are Highly Dis-satisfied. In this people are satisfied.

In Exchange policy 21 out of 123 people says that they are Highly satisfied, 48 out of 123 people says that they are satisfied, 40 out of 123 people says that they are average satisfied, 9 out of 123 people says that they are Dis-satisfied, 5 out of 123 people says that they are Highly Dis-satisfied. In this people are satisfied.

In Delevary charge 12 out of 123 people says that they are Highly satisfied, 43 out of 123 people says that they are satisfied, 40 out of 123 people says that they are average satisfied, 25 out of 123 people says that they are Dis-satisfied, 3 out of 123 people says that they are Highly Dis-satisfied. In this people are satisfied.

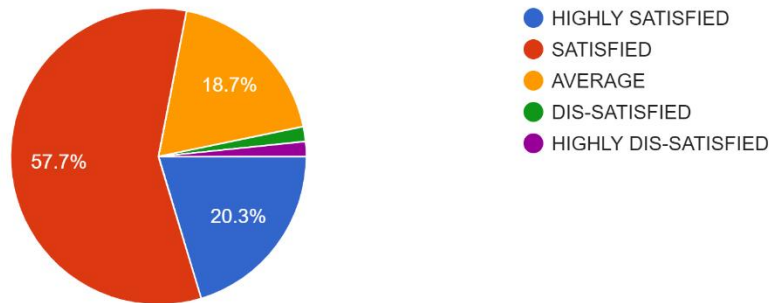
In payment option 26 out of 123 people says that they are Highly satisfied, 51 out of 123 people says that they are satisfied, 27 out of 123 people says that they are average satisfied, 9 out of 123 people says that they are Dis-satisfied, 0 out of 123 people says that they are Highly Dis-satisfied. In this people are satisfied.

In overall people are satisfied.

OVERALL SATISFACTION LEVEL WHILE ONLINE SHOPPING?

OVERALL SATISFACTION LEVEL WHILE ONLINE SHOPPING?

123 responses



20.3% people voted that they are highly satisfied, 57.7% people voted that they are satisfied, 18.7% voted that they are averagely satisfied and very few voted that they are dis satisfied/ highly dis-satisfied.

Conclusion

Online shopping is becoming more general with every passing day with the growth in the usage of World Wide Web. customer's need for online selling has become challenge for marketers. Specifically accepting the consumer's satisfaction towards online shopping, making development in the factors that impact consumers to shop online and working on factors that affect consumers to shop online will help dealers to gain the competitive edge over others. In assumption, having access to online shopping has truly transformed and our society as a whole. This use of knowledge has opened new doors and chanc that enable for a more convenient existence today. Variety, quick service and reduced prices were three significant ways in which online shopping subjective people from all over the world. However, this concept of online shopping led to the opportunities of fraud and privacy conflicts. Unluckily, it has shown that it is possible for criminals to operate the system and access personal material. Luckily, today with the latest features of knowledge, events are being taken in order to stop hackers and criminals from inappropriately opening private databases.

In this research it is also been notice that most of the people prefere amazon and the people are statisfied with online shopping there some people who are facing problem in online shopping which create fear in mind of customer during shopping online. Problem like defective product, late delivery , refund problem , exchange policy etc
People are not that much dis-satisfied but it create fear in mind of people.

QUESTIONNAIRE

CP PROJECT

The study on customer satisfaction level of online shopping in surat area.
PREPARED BY- MANTHAN PATEL & SONAL KAUSHIK

* Required

NAME *

Your answer

GENDER

- ☐ MALE
- ☐ FEMALE
- ☐ OTHERS

AGE GROUP IN YEAR *

- ☐ 19 -30
- ☐ 31 -45
- ☐ 46 - 59
- ☐ 60 - ABOVE

ARE YOU AWARE ABOUT ONLINE SHOPPING ? *

- ☐ Yes
- ☐ No
- ☐ Maybe

DO YOU SHOP ONLINE ? *

- ☐ Yes
- ☐ No

WHICH ONLINE SHOPPING APPLICATION OR WEBSITE DO YOU USE ? *

- ☐ FLIPKART
- ☐ AMAZON
- ☐ MYNTRA
- ☐ SNAPDEAL
- ☐ OTHERS

HOW RISKY IS ONLINE SHOPPING IS

- | | | | | | | |
|----------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------|
| | 1 | 2 | 3 | 4 | 5 | |
| LOW RISK | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | HIGH RISK |

WHICH ONLINE SHOPPING APPLICATION DO YOU USE MOST ? *

- ☐ FLIPKART
- ☐ AMAZON
- ☐ MYNTRA
- ☐ SNAPDEAL
- ☐ OTHERS

RATE THE ONLINE SHOPPING WEBSITE ON THE BASES OF SERVICES OUT OF 5 . *

	1	2	3	4	5
FLIPKART	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AMAZON	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MYNTRA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
SNAPDEAL	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
OTHERS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

ARE YOU FACING ANY PROBLEM WHILE SHOPPING ONLINE? *

- ☐ Yes
- ☐ No
- ☐ Maybe

WHAT PROBLEM ARE YOU FACING DURING ONLINE SHOPPING? *

- ☐ SOMETIME PRODUCT ARE DEFECTIVE
- ☐ LATE DELIVERY
- ☐ REFUND PROBLEM
- ☐ EXCHANGE POLICY
- ☐ DELIVERY CHARGE
- ☐ PAYMENT OPTION
- ☐ NOT DELIVERED AT PINCODE
- ☐ NO PROBLEM

SATISFACTION LEVEL OF VARIABLE ON ONLINE SHOPPING? *

	HIGHLY SATISFIED	SATISFIED	AVERAGE	DIS-SATISFIED	HIGHLY DIS-SATISFIED
PRODUCT QUALITY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PRICE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DELIVERY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
REFUND	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
EXCHANGE POLICY	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DELIVERY CHARGE	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PAYMENT OPTION	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

OVERALL SATISFACTION LEVEL WHILE ONLINE SHOPPING? *

- ☐ HIGHLY SATISFIED
- ☐ SATISFIED
- ☐ AVERAGE
- ☐ DIS-SATISFIED
- ☐ HIGHLY DIS-SATISFIED

Submit

Never submit passwords through Google Forms.

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