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CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING AT Dr. AIT, BANGALORE

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Abstract:

Online shopping is the process whereby consumers buy goods from seller in real time without any intermediary over the internet here direct interaction with buyer and seller is possible. Internet is the main surf for both buyer and seller in the online shopping where shoppers can visit any website at any time as it is 24x7 hours service where they can select their comfort stores and shop as they sit in front of computers with wide variety range of items from online store. Online shopping has become a popular method of doing business which involves purchasing and selling goods due to many reasons because now a days people are busy with their schedule and face the problem of the time management as a solution to that problem, people select the online shopping has it more flexible and convenient to purchase whatever they want with their customize price and product consumers have ability to get access complete information about the product features, quality and directions which they plan to purchase and they have option to select what they want with review and complete information of a products and can chose most compatible item from site store. The consumers have mutual interaction with their sellers and service providers gets better and efficient. According to recent survey online shopping play a significant role in satisfying their customers and retaining those with loyalty in the long run the e-commerce have effective website design, detailed product description and quality and timely delivery of goods to their customers. The main problem of the study is to find out the customer behavior, attitude and usage pattern towards online shopping.

Keywords: Consumer Behavior, Customer satisfaction, Online shopping.

Introduction:

Electronic commerce is popularly known as e-commerce. An e-commerce business(B2C) which enables a firm to conduct business over an electronic network, typically the internet. Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store. Many people choose to conduct shopping online because of the convenience and time saving .

Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores. Analyzing consumer behavior and attitudes toward online purchasing involves looking at how pleased customers are with pricing, quality, variety, and other aspects of online shopping. Customers can search for any product using their smart phones, laptops, computers, tablets, etc., depending on their purchase behavior and decision-making processes. For efficient business operations, the business-to-consumer (B2C) model is used, and all the products are available online. A study on customer satisfaction towards online shopping will help the marketers to analyse the factors which influence consumer behaviour and buying pattern toward online shopping and help the marketers to improve and maintain long term relationship with their customers which is profitability and increase the sales of the business.

Customer Satisfaction:

Customer satisfaction always measures how much customer is happy with the product, its quality and overall experiences reflect customer delight towards the product which directly build the long-term relationship and engage with business and kind of exclusive service increases customer satisfaction and led to re-purchase. Satisfaction helps the market to predict the subsequent behavior and the future economic performance of the business. The key indicator for customer satisfaction is re-purchase, customer evaluate and past experience of the previous purchase and consumption history of a particular customers. Customer service is the key success for the virtual business (e-commerce) in online business there are few instances when companies accept the orders for items that are not in stock on rare occasion the customer places the order and later comes to know that out of stock. online customer services can increase their effectiveness and profitability to their business. Therefore, system quality, information quality, service quality, product quality and delivery service are considered useful predictors of overall customer satisfaction with online shopping holiday.

Online shopping website should offer gift remainder service to their registered customers on their special occasion or date that has been stored in company information system this is one way to connect with their customer frequently revenue by promoting their product and website at a same time switching cost reduces to their site. Both existing and new customers will have long term relations with company by providing them a delight services to their customers by satisfying their needs and wants which is first priority given by online

marketers to their customers. The biggest advantage of e-commerce is that large market size therefore the business gets bigger and the consumers have greater access to quality products and services. The consumers have mutual interaction with their sellers and service providers gets better and efficient. According to recent survey online shopping play a significant role in satisfying their customers and retaining them with loyalty in the long run the e-commerce have effective website design, detailed product description and quality and timely delivery of goods to their customers. It helps the marketers to understand what exactly customers are expecting by analysing their purchasing behaviour and attitude according to that they can expand or diversify their online services to attract or retain the new and existing customers.

Objective of the study:

- To study the attitude and behavior of the customer towards online shopping.
- To measure the satisfaction level of the customer towards online shopping.

Scope of the study:

The study is confined to assess the customer online shopping towards non-durable product category only which includes clothing, food, beverages, cosmetics etc. It will not consider the durable products. The study also elicits the customer attitude towards online shopping it also helps to determine the customer buying and their usage pattern along with their satisfaction level and their consistency level towards online shopping it mainly concentrates on effectiveness of online shopping from customer point of view.

Review of Literature:

- **Rosenberg and Czepiel (2017)**, A study on customer loyalty and satisfaction in modern businesses found that because customers are a scarce resource today and there are many options available, it is crucial for businesses to cultivate their relationships with both existing and potential customers in order to retain both groups of clients. Customer happiness have a favorable impact on the profitability and sales of online purchasing.
- **Rachant Singh (2014)**, have studied how consumers behave when shopping online, with the primary goal of the study being to explore and analyse how consumers behave when making purchases online. As a result of price comparisons that differ between websites for the same goods, more people are turning to online purchasing than in-store shopping. The lifestyle and psychological factors of the consumer are wholly responsible for their purchase decisions. An important factor in customer purchase behavior is emotional attachment.
- **Heckett (2011)**, have conducted research on factors that influence the customer loyalty which states that customer loyalty is another important factor in satisfaction. The impact of satisfaction in loyalty has been most popular topic in study of marketing theory therefore, several studies have proved that satisfaction and loyalty have a direct relationship with each other. As satisfied customers are the loyal to their business. The customer satisfaction has a positive correlation in their performance which mainly focus on customer expectation, customer commitment and customer retention.

- **Kotler and Keller (2006)**, have conducted research on customer expectation and satisfaction which states that when products are bought customer expect perfection instead of quantities. Each individual customer has different taste and choice therefore satisfaction level differs from one customer to another customer for the same purpose. Not all the customers consumption and usage pattern are same it is completely depended on individual lifestyle and psychological factor which is more difficult for a marketers to understand the needs and wants of consumer has a whole that's why most of the consumer prefer online shopping wherein it has all kind of products according to customize features.
- **Bellman et al (1999)**, have conducted study on online shopping and found that prospective demographics are not a major factor in influencing online shopping. Due to the lower cost, higher quality, and broader selection of products, online purchasing encourages repeat purchases. Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market.
- **Berry and Parasuraman (1991)**, have conducted research on customer relationship marketing which states satisfaction is the delight feeling of an individual consumer after comparing product and service performance with their expectations. If the organization meet their customer expectation, then there is a high level of having long term relationship with their loyal customers. Satisfaction led to retain the customers for their business and convert them to potential customers. Online consumer behavior consists of studies that handle the various variables which influence the consumer online purchase are; vendor quality, price consideration, transaction security, service quality, system quality, information, trust, privacy and security risk, shopping enjoyment, valence of online shopping experience and perceived product quality etc.

Methodology:

Type of research:

The research design used for the study is descriptive. Descriptive research is used to obtain information the current status of the phenomenon to describe what exists with respect to variable. It describes the customer satisfaction and their buying behavior and usage pattern in pertain to online shopping among the population. The studies concerned with specific prediction with narration of facts and characteristics concerning with individuals and group of individuals relating to buying behavior towards online shopping.

Sources of data collection:

Data collection is the process of gathering, analyzing and measuring the facts and figures in a systematic manner.

- **Primary Data:** Primary data has been collected through google form in which the information is obtained from the respondents through a structured questionnaire.

- **Secondary Data:** Secondary data are collected from various websites, articles, journals, magazines, references books.

Sampling Method:

Convenience sampling under non-probability is chosen for the study. Convenience sampling was used to identify the potential customers in the large population who frequently do online shopping.

Sampling unit:

Teaching staff employees of Dr. AIT, Bangalore

Sampling Size:

100 No's teaching employees of Dr. AIT, Bangalore is taken as sample size.

Statistical tools and Techniques:

For testing the hypothesis SPSS (Statistical Package for the Social Science) software will be used in that chi-square test. The tools used for analyzing the data collected are percentage analysis.

Analysis and Interpretation:**1. Kind of product purchase in online shopping**

| Details | No. of respondents | Percentage (%) |
|--------------------------------|--------------------|----------------|
| Fashion and Accessories | 53 | 53% |
| Home and Kitchen Appliances | 28 | 28% |
| Groceries and Daily essentials | 6 | 6% |
| Others | 13 | 13% |

Source: Primary Data

Analysis:

From the above table, 53% of respondents purchase online for clothing and accessories, while 28% do so for appliances for their homes and kitchens. Online shopping for food and daily necessities is done by 6% of respondents, while for other things it is done by another 13% of respondents.

2. Regularly used online shopping sites

| Details | No. of respondents | Percentage (%) |
|----------------------|--------------------|----------------|
| Amazon | 51 | 51% |
| Flipkart | 18 | 18% |
| Meesho | 20 | 20% |
| Other shopping sites | 11 | 11% |

Source: Primary Data

Analysis:

From the above table, 51% of respondents are regular consumers of Amazon, 18% of respondents are frequent customers of Flipkart, 20% of respondents are regular customers of Meesho, and another 11% of respondents are regular customers of other shopping websites.

3. Monthly budget of Online shopping

| Budget | No. of respondents | Percentage (%) |
|----------------|--------------------|----------------|
| Rs. 500-1000 | 7 | 7% |
| Rs. 1000-1500 | 38 | 38% |
| Rs. 1500-2000 | 49 | 49% |
| Rs. Above 2000 | 6 | 6% |

Source: Primary Data

Analysis:

From the above table, 7% of respondents spend between Rs. 500 and Rs. 1000, 38% between Rs. 1000 and Rs. 1500, 49% between Rs. 1500 and Rs. 2000, and 6% above Rs. 2000.

4. Frequency of doing Online shopping

| Frequency | No. of respondents | Percentage (%) |
|-----------------|--------------------|----------------|
| Frequently | 26 | 26% |
| Once in month | 40 | 40% |
| Once in 6 month | 25 | 25% |
| Once in a year | 9 | 9% |

Source: Primary Da

Analysis:

From the above table, 26% of respondents purchase frequently online, 40% do so once per month, 25% do so once every six months, and 9% do so once a year.

5. Reason for preferring online shopping

| Details | No. of respondents | Percentage (%) |
|--------------------------------------|--------------------|----------------|
| Product variety and reasonable price | 27 | 27% |
| Convenient and Time saving | 16 | 16% |
| Home delivery | 12 | 12% |
| All the above | 45 | 45% |

Source: Primary source

Analysis:

From above table, 45 percent of respondents prefer online shopping for the reasons listed above, while 27 percent cite the availability of a wide range of products at reasonable prices, 16 percent cite convenience and time savings, 12 percent cite home delivery, and 12 percent list all of the above reasons.

6. Quality, attributes, price and overall experience Ratings of Online shopping

| Ratings | No. of respondents | Percentage (%) |
|---------------------|--------------------|----------------|
| Extremely Satisfied | 45 | 45% |
| Satisfied | 40 | 40% |
| Neutral | 15 | 15% |

Source: Primary Data

Analysis:

From the above table, 45 percent of respondents are extremely satisfied with online shopping price, quality, attributes and overall experience while 40 percent of respondents are only satisfied but rest 15 percent of respondents have neutral opinion about online shopping.

7. Chi- Square Test between Gender of the respondents and their satisfaction level towards online shopping**Null hypotheses:**

There is a significant association between Gender and satisfaction level towards Online shopping.

Alternative Hypotheses:

There is no significant association between Gender and satisfaction level towards Online shopping.

| | | Customer Satisfaction Level | | | Total |
|--------|--------|-----------------------------|-----------|---------|-------|
| | | Extremely Satisfied | Satisfied | Neutral | |
| Gender | Male | 15 | 10 | 10 | 35 |
| | Female | 30 | 20 | 15 | 65 |
| | Total | 45 | 30 | 25 | 100 |

Chi- Square Test

| | Value | Df | Asymp. Sig (2- sided) |
|---------------------|-------|----|-----------------------|
| Pearson Chi- Square | 6.5 | 2 | 21.01 |

Source: Primary Data

Interpretation:

Chi-square has a value of 6.5 (D.f = 2) and a significant value of 21.01 as a result (which is greater than 0.05). This leads to the conclusion that there are differences between respondents' levels of contentment with online shopping and their gender, as evidenced by the respondents' varying levels of pleasure. The aforementioned cross table clearly demonstrates that the level of satisfaction with online shopping among male and female respondents is not the same, and that this level of satisfaction is completely based on the goods and services that online retailers offer to their clients. As a result, the null hypothesis is rejected and the alternative hypothesis is accepted.

Findings:

From the analysis of the data it is found that all the respondents are satisfied with online shopping for various reasons like price, supreme quality, wider choice, time convenience, door step service, variety product category, both branded and unbranded items, language option, more flexible, saves energy to visit physical store mainly all the kind of product will be available under one roof and one fingertip of any electronic gadget with internet access across the global at anywhere at any time (24x7) services.

Suggestion:

Online marketers should always engage their customers by providing more offers and discount towards the product regularly so that they have long term relationship with the company. The company should take care about customers review and suggestion after the product delivered to their final consumers. The online marketer needs to have strong communication channel (oral or written) with customers by sending them emails or message regarding status of the products to avoid the order cancel or switch to competitor site along with it the company should concentrate on improve customer dimensions like availability, responsiveness, timeliness, completeness and convenience which increase the satisfaction level of customer towards online shopping.

Conclusion:

With the rise in internet usage, online shopping is becoming more and more common. The study aims to understand consumer demands, attitudes, and the elements that drive or affect consumer purchasing behavior while shopping online. Consumer purchase decisions are influenced by factors like price, quality, quantity, and convenience and home delivery etc. According to customer opinions, internet shopping is more convenient and time-saving in their busy life. The chi square test shows that gender and satisfaction level have no relationship with each other. Through the study online shopping is more effective than offline shopping in future there will be more scope and increase number of customers and more online shopping business in upcoming future. Finally, it can conclude that majority of the customers are extremely satisfied and remaining customers are neutral about the online shopping.

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