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## A STUDY ON CUSTOMER SATISFACTION TOWARDS SELFMADE E-COMMERCE PRIVATE LIMITED

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### ABSTRACT

*Electronic Commerce is process of doing business through computer networks. A person sitting on his chair in front of a computer can pierce all the installations of the Internet to buy or vend the products. Unlike traditional commerce that's carried out physically with trouble of a person to go & get products, ecommerce has made it easier for mortal to reduce physical work and to save time. E-Commerce which was started in early 1990's has taken a great vault in the world of computers, but the fact that has hindered the growth of e-commerce is security. Security is the challenge facing e-commerce & there's still a lot of advancement*

*Key words :E-commerce ,customer satisfaction*

### INTRODUCTION:

Every business Organization's success depends on the Satisfaction of the Customers. The basic implication of a Business indicates that it should focus on customer needs and provide solution to those needs. Customers' expectations determine customers' experiences, satisfaction and loyalty towards firm and hence it gives indications of future intentions for purchase. Customers are viewed as champion in modern marketing as they seek to satisfy a set of needs and wants that are partly related to the essential services like banking services. Customers have their expectations on how these needs and wants are met and that consistently form impressions about the actual service offered them in comparing with their expectations. Arguably, the performance of every organization depends on how well it satisfies its sophisticated customers. Customer satisfaction is a strategic goal of any organization, since a satisfied customer is the core concern of any organization. Satisfying the customer occupies an important Position in Business management. The concept of customer satisfaction is a function of customer expectations. The overall objectives of providing value to customers continuously and more effectively than the competition is to have and to retain highly satisfied. In a competitive marketplace where business competes for customers, customer satisfaction is seen as a key differentiator and increasingly has been become a key element of business strategy

### OBJECTIVE OF THE STUDY:

- To know the level of satisfaction, derive by the customer
- To understand the expectations and requirements of the customers

- To identify the problems faced by the customers while sales service

#### STATEMENT OF THE PROBLEM:

This study is relating to finding out the level of Customer expectations and satisfaction level of customers towards sales service provided at self-made company where the respondent's opinion may be biased. The study will also look at any obstacles or problems users may run across when using these e-commerce and how they may be resolved to improve user happiness. Ultimately, the research will offer perceptions of the user's experience

#### SCOPE OF THE STUDY:

The Present study focuses on Customer expectations and satisfaction level towards sales service and it covers factors like price, comfortness and expected product of customers. This study would be useful to help to analyze the satisfaction level and their important feature for the researchers for their study..

#### RESEARCH METHODOLOGY:

The term "research methodology" refers to the theoretical examination of procedures that are appropriate for a given field of study or to the body of practises and guidelines that are unique to a particular sector of knowledge.

##### Area of study:

The area of the study on users perception and satisfaction towards Mobile self made e-commerce private limited with special reference to the Coimbatore city.

##### Data collection:

##### Primary data:

Primary data was collected through a questionnaire. It was collected from 50 respondents.

##### Secondary data:

Secondary data was gathered from publications, journals, and websites related to research. To aid in a proper grasp of the conceptual framework of the study, it was gathered through a library.

##### Sample size:

Totally 50 samples has been collected for the survey. Random sampling method is used.

#### LIMITATION OF THE STUDY:

- The maximum number of samples selected is 50. Therefore, the results cannot be generalized.
- Respondents may be biased. The data collected may not be predictable.
- Customer preferences and opinions are expected to change from time to time.

## REVIEW OF LITERATURE

RENUKA (2019) had done research on — The Present study has been done with the objective to measure the expectation and satisfaction level of policyholders on LIC's life micro insurance plans under micro insurance scheme in Salem district. For this purpose, 398 policyholders are selected by using simple random technique. The results were discussed based on the gap model. The study suggests that they should be mere authorized and motivated to promote micro insurance products for bringing about economic growth of the people. The LIC of India should take the necessary steps to improve the services and launching new products of micro insurance.

SANJUPA GIRI, KUMAR THAPA (2020) had done research on — The Purpose of this study is to explore the relationship between various identified after-sales service attributes of Two-Wheeler brands and customer satisfaction. This research is a quantitative research with a sample size of 280, 40 each on the basis of brands of bike and scooter. Sample is selected in a quota and convenience basis. Kano Model analysis, frequency analysis, correlation, ANOVA test, independent sample t-test, are used for data analysis. services. At present, 63% of customers are satisfied with the after sales service and 10% are very satisfied with the current after sales service. This study is significant to distributors of two wheelers and parent companies, as they can formulate after sales service strategies by understanding the present satisfaction level of customers and degree of each after sales service attributed to satisfy the customers

SUNDAR V, BALA SUBRAMANIAN B (2020) had done research on — The study was conducted among the customers of Mahindra Car Dealer in Thanjavur district to estimate the customer satisfaction level on the after-sale service of the motor dealer. A survey was conducted by administering a standardized questionnaire among the customers. Response of 50 respondents were recorded and analysed. Convenience Sampling method is used for Research methodology. Major findings of the research are 70% of the customers were satisfied with the after-sale service. The Mahindra should take necessary steps to improve car washing area. Price Offered and Time of delivery of cars were perfect and well satisfied by the customer thus organization need to maintain these facilities to attract customers.

## COMPANY OVERVIEW

Self-made Ecom Private Limited is an unlisted private company incorporated on 05 November, 2018. It is classified as a private limited company and is located in Madurai, Tamil Nadu. It's authorized share capital is INR 1.00 lac and the total paid-up capital is INR 1.00 lac. The current status of Self-made Ecommerce Private Limited is – Active. The last reported AGM (Annual General Meeting) of Self-made E com Private Limited, per our records, was held on 31 December, 2020. Also, as per our records, its last balance sheet was prepared for the period ending on 31 March, 2020. Self-made Ecom Private Limited has two directors -Riyajudeen Mohamed Bhasith and Moorthi Thirunavukkarasu. The Corporate Identification Number (CIN) of Self-made E-com Private Limited is U74999TN2018PTC125648. The registered office of Selfmade E-com Private Limited is at C/o M. Riyajudeen S/o Mohamed Sait 7/9, Suriya Gandhi Street, Ganapathy Nagar, NEW VILANGUDI, Madurai, Tamil Nadu. The company has 2 directors and no reported key management personnel. The longest serving directors currently on board are Riyajudeen Mohamed Bhasith and Moorthi Thirunavukkarasu who were appointed on 05 November, 2018. They have been on the board for 4 years and 4 months. Moorthi Thirunavukkarasu has the largest number

of other directorships with a seat at a total of 4 companies. In total, the company is connected to 3 other companies through its directors.

CIN

U74999TN2018PTC125648

## DATA ANALYSIS AND INTERPERTATION:

In this chapter the analysis and interpretations of **A STUDY ON CUSTOMER SATISFACTION TOWARDS SELFMADE E-COMMERCE PRIVATE LIMITED** “on a sample of 50 respondents selected from Coimbatore city is presented. The opinion of the respondents and the relevant information were collected through a questionnaire comprising of personal factors and study factors. The collected information was classified and tabulated and supplementary with the following statistical tools in tune with objectives of the study.

## PERCENTAGE ANALYSIS:

The percentage analysis is mainly carried out to determine the percentage of the respondents fall under each category. This analysis also helps to standardize the respondent’s opinion on various aspects. This analysis carried out for all questions given in the questionnaire.

### 1) TABLE DESCRIBES THE SOCIO ECONOMIC BACKGROUND OF THE RESPONDENTS

Demographic profile	Particular	No. Of respondents	Percentage
Gender	Male	24	48%
	Female	26	52%
	Prefer not to say	0	0%
	<b>Total</b>	<b>50</b>	<b>100%</b>
Age	Below 20	10	20%
	20 to 29	28	56%
	30 to 39	12	24%
	Above 40	0	0%

	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Marital status</b>	Married	15	30%
	Unmarried	35	70%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Educational qualification</b>	SSLC	3	6%
	HSC	1	2%
	Graduate	43	86%
	Other	3	6%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Annual income</b>	Upto Rs. 5000	5	10%
	Rs. 5000 to Rs. 25000	11	22%
	Rs. 25000 to Rs. 35000	10	20%
	Above Rs. 35000	15	30%
	Others	9	18%
	<b>Total</b>	<b>50</b>	<b>100%</b>
<b>Family members</b>	3	9	18%
	4	24	48%
	5	13	26%
	6	4	8%
	<b>Total</b>	<b>50</b>	<b>100%</b>

- The table shows that out of 50 respondents 48% of the respondents are male and 52% of the respondents are female.
- The table shows that out of 50 respondents 20% of the respondents are below 20 years, 56% of the respondents are between 20-29 years, 24% of the respondents are between 30-39 years, and 0% of the respondents are above 40 years.
- The table shows that out of 50 respondents 30% of the respondents are Married and 70 % of the respondents are Unmarried.
- The table shows that out of 50 respondents 6% of the respondents are SSLC, 2% of the respondents are HSC, 86% of the respondents are graduate, 6% of the respondents are others.
- The table shows that out of 50 respondents 10% of the respondents income level is upto Rs. 5000, 22% of the respondents income level is between Rs. 5000 to Rs. 25000, 20% of the respondents income level is between Rs. 25000 to Rs. 35000, 30% of the respondents income level is above Rs. 35000, and 18% of the respondents income level is others.
- The table shows that out of 50 respondents 18% of the respondents are 3 members in their family, 48% of the respondents are 4 members in their family, 26% of the respondents are 5 members in their family, and 8% of the respondents are 6 members in their family.

## 2) TABLE DESCRIBES THE CHI SQUARE TEST BETWEEN AGE AND AWARENESS OF THE RESPONDENTS

### 3) Chi-Square Tests between age and Usage of product

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.484 <sup>a</sup>	8	.233
Likelihood Ratio	11.525	8	.174
N of Valid Cases	50		

a. 12 cells (80.0%) have expected count less than 5. The minimum expected count is .80.

b. The above test proves that age has significant effect on the awareness of the respondents.

## FINDINGS OF THE STUDY :

- Majority (52%) of the respondents are female.
- Majority (56%) of the respondents are the below the age of 20 to 29.

- Majority (70%) of the respondents are Unmarried.
- Majority (86%) of the respondents have qualified to under graduate.
- Most (30%) of the respondents income level is above Rs. 35000.
- Most (48%) of the respondents are have 4 members in their family.
- The chi square test has proven that age has significant effect on the awareness of payment apps.

### SUGRESSIONS:

It would be suggested that the Company must improve on navigation on website to buy our products easily that helps more customers to Purchase

- ✓ The Company must be focuses on Responsiveness towards the Questions or concerns about our Products
- ✓ The Company must focus on Product Appeal, Product Novelty and Product Usefulness to increase the sales of Products
- ✓ The company must improve the Sales-Service performance of our Products
- ✓ The Company must improve in their Quality of their Products as it has been the Common cause of Complaint by most of the respondents
- ✓ The Company must improve their Product information on the website in where it lacks behind
- ✓ It should be suggesting that the company must focuses more in the Uniqueness of the Product

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