



A STUDY FOCUS ON CUSTOMERS LEVEL OF SATISFACTION TOWARDS ONLINE SHOPPING IN ERODE TOWN

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Abstract: The study intends to investigate the effect of consumer satisfaction towards online shopping in Erode Town. The study identifies the determinants that influence customer online buying satisfaction. The descriptive and causal comparative research designs are used. Primary data was collected through questionnaire from respondents in Erode Town. A total of five hundred respondents were surveyed for this research. The primary source was used for the purpose of collecting data so as to analyze data for ascertaining findings. The primary source of data is structured questionnaire which contained single choice questions, multiple choice question and likert scale questions. The questionnaire includes general information about the respondent, single response questions, multiple response questions and a 5-point likert scale. The data was analyzed in tabulated form. Descriptive Analysis and Chi-Square Test was performed. The respondents were classified according to their Gender, Age, Educational Qualification, Employment Status, Monthly Income, Marital Status, Number of Family Members and Family Type. The major findings of this research were; website responsiveness, website transaction security and website responsiveness are the most important dimensions that affect customer satisfaction, while website personalization is the least important for customer satisfaction; website quality is an important factor for customer satisfaction. A good layout, functioning website helps promote customer satisfaction while shopping online. Website reliability such as timely delivery of products, being truthful about its offerings, fast delivery is also very important for customer satisfaction.

Keywords: *Customer satisfaction, Online shopping, Descriptive analysis, Internet shopping*

I. Introduction

Online shopping is part and form of e-commerce where buyer purchases the product and services using computer, tablets or smart phones over internet. Customer is the king of market and the success of any business depends on the satisfaction of customer. An unsatisfied customer detains more customers from the particular brand and product and a satisfied customer helps in adding more customers for the same product or brand. This is the reason that companies focus on customer's satisfaction on priority. Online shopping has big impact on customer's satisfaction and it has more focused on customer attraction towards buying product online. For knowing about customer satisfaction, the companies time to time take feedback from customer's online using questionnaire or through rating scale.

II. Importance of the study

The explosion of the internet has revolutionized the retailing sector for evermore has more people prefer to buy products at the comfort of their homes and offices. This sudden surge in the number of people using online shopping services has induced several research efforts aimed at understanding the factors leading to customer satisfaction in an online environment. Research contributing to understanding the importance of various dimensions that online shopping service quality comprises of and their impact on customer satisfaction is limited. It is against this backdrop; the paper examines the satisfaction level of customers using online shopping services in Erode Town. Hence, the present research is undertaken to examine the online customer's satisfaction level and identifies the problems faced by customers when online shopping with reference to Erode town.

III. Statement of the problem

Customer satisfaction is increasingly recognized as the main pillar for success in the business environment and also a key factor for the survival and growth of the retail sector in India. Providing superior service quality enhances customer satisfaction and encourages more participation among customers. High Service quality deliverance leads to overall customer satisfaction. With the widespread adoption of online shopping services, an understanding of factors leading to customer satisfaction is beneficial for business as this knowledge will drive them to focus and further strengthen the critical areas that lead to customer satisfaction and retention. Therefore, it is imperative for online retailers to align their strategies in response to changing customer's needs and developments in technology. The research is undertaken to gain a better understanding of the one of the factor service quality dimensions that affects customer's satisfaction when online shopping with reference to Erode Town.

IV. Objectives of the study

The present study was undertaken with the following specific objectives in focus:

1. To study the socio economic and demographic factors of the respondents using online shopping in Erode Town.
2. To analyze the customer level of satisfaction towards online shopping in the study area.
3. To offer suitable suggestions to improve the online shopping in the modern business world.

V. Hypothesis of the study

Null Hypothesis: There is no significant relationship between demographic factors and level of satisfaction towards online shopping in Erode Town.

VI. Research Methodology

6.1 Research Design

This research adopted a conclusive research design. Specifically, this research used the descriptive research method. The major objective of descriptive research is to describe the data, usually to describe market characteristics or functions. In this research, demographic profile (gender, age, occupation, education and income) were investigated whether there are differences between the groups of consumers' using online shopping. Cross-sectional design was used as this research involved one-time collection of information from the Erode Town population. Non-probability sampling technique which is convenient sampling was used in this research. To get the right sample size from the Erode Town population, the minimum number of respondents needed was 500. However, a sample size of 500 respondents was recommended to be sufficient for data analysis. Data was collected through well designed questionnaire. Moreover data was then analyzed by using the Statistical Package for Social Science latest software version.

6.2 Sample Selected for the Study

The study is to find out the customer level of satisfaction towards online shopping in Erode Town. The primary data gathered from the customers are frequently using familiar web sites such as www.amazon.in, www.flipkart.com, www.myntra.com, www.meesho.com, www.ajio.com, www.snapdeal.com, www.jiomart.com, www.lenskart.com, www.shopsy.in, www.shopclues.com.

6.3 Statistical Tools Used

The primary data collected from the respondents were analyzed and presented in the form of tables. The entire statistical test in this study was carried out at 5% and 1% level of significance. In this present study the following statistical tools are used i.e., Descriptive Analysis and Chi - square test.

VII. Limitations of the Study

Like most of the studies, the present study also suffers from some limitations. Limitations of the study are mentioned as below:

- 1) The research study is limited to Erode Town. The research findings may not generalize to other areas.
- 2) Totally 500 samples were taken under convenient sampling method. The result may not generalize to total population.
- 3) The study is confined to respondents were selected only from frequently using familiar web sites in the study area. The result may not be generalized to other areas.

VIII. Review of Literature

The following are different review of literatures displayed by the researcher, which are collected from various books, journals and websites and so on.

Bikas Chandra Mandal and Soma Sur (2017)¹ Internet marketing and online shopping have opened the gates not only for big, small and medium enterprises (SMEs), it has created immense opportunities for startups of India, to market their products (both goods and services) globally. But though there is significant development of the internet technologies, internet facilities and services, still the online sale is not significant compared to the sale through retail. Hence, this study is undertaken to find the factors that will improve online sales. The findings are that there are two major categories of influencing factors, namely motivating and restricting factors, which affects the customers' intension to use online shopping for purchase. Based on these findings a model has been conceptualized. In the proposed model, the construct variables are motivating factors and restricting factors and the dependent variable is intension to buy online.

Arya Prasad and Amal (2018)² the systematic literature reviews from the selected articles gives an overview about the major factors that was discussed by different researches across the time period between 2010 and 2017. Major factors that were found out from research papers are quality, price, perception, attitude, promotion, offers, options, availability, convenience etc. These factors are divided to four groups consumer factors, perception/attitude, behaviour, website attribute. There are different factors which motivates the buying behaviour of customers in the online platform. These factors can be external and internal. External factors include demography, culture, sub-culture, socio-economic, technology etc. and internal factors includes the traits or behaviour like attitude, learning, perception. Customers use this factor to decide on the final selection of different choices that they are offered.

Mohammad Anisur Rahman et al. (2018)³ in their study made an attempt to analysis the World Wide Web has propelled in no small extent of changes in the attitude and behaviour of people all over the world. The survey reveals that consumers shop online to save time, and for available varieties of products and services. Both male and female have the same type of behaviour towards liking and disliking factors; they like home delivery facility and dislike inability to touch and feel the product most. They acquire online shopping information from websites especially from the social network and purchase apparels, accessories mostly through cash on delivery method of payment. The most of the consumers are concern about the security of the payment system, and their overall online shopping satisfaction is mixed.

Vinod Kumar Pal, et al. (2018)⁴ In Today's Era, Digital Platform gives the opportunity to consumers as a new experience to collect information, comparing the available products or their prices and possibility of purchasing it on the internet. Therefore, consumer Behaviour is an important factor for e-commerce companies. Prediction of consumer Behaviour in today's era e-commerce companies need to understand how, where and why consumers behave in such a way and they need to offer products and services according to those expectations of the consumers, wherein, turn it would certainly make a customer happy towards their shopping experience and would become loyal those brands which they preferred to buy those products and services through online mode of shopping on a regular interval basis.

Muhammed Muntaqheem and Satish D Raiker (2019)⁵ Shopping has changed as a result of the influence of technology most people preferring online shopping than the traditional physical store shopping. This trend took center stage in the past decade with many retail giants integrating the two approaches to achieve maximum benefit. This research aims to understand the comparison between online shopping and physical store shopping and consumer behaviour towards these modes of shopping. This paper identifies and discusses that male population tend to shop more online shopping rather than physical shopping. For safety of payment more preference is given to shopping malls related to physical shopping. People are slowly going for online shopping but the majority of people's mentality goes to physical shopping as it is having trust, feel and touch of the product. In the research it has been found that FlipKart and Jabong are the major players in the online retail and online shopping is here to stay and number of people favoring this mode is growing day by day.

Vidya and Selvamani (2019)⁶ Consumer Behaviour is a complex and challenging field to analyze by the marketer as preferences vary over a period of time. The traditional method of purchase is replaced with online mode facilitating the consumer anytime purchase providing all the benefits under a single roof. Various E-Commerce models provide both the product and service sectors to utilize the facilities and opportunities at the right time. The online shopping had become an entertainment activity in spite of the gender differences. This study analyses the Consumer Behaviour towards Online Shopping with due considerations with the product related dimensions. The results indicated that the online shoppers are satisfied with all the product dimensions and the variables like educational qualification, knowledge of online shopping, frequency of online purchases and preferred mode of payment had a significant

relationship with the awareness level on online shopping. The researcher suggest that with due attention to product delivery at remote places and increased advertisements online sales can be increased over a period of time.

Ashok Panigrahi and Vijay Joshi (2019)⁷ Online shopping is a phenomenon that is growing rapidly now-a-days. Web based business advertising in India is developing at a quick pace. The purpose of this paper is to look at the factors driving online shopping and to develop an understanding of the factors influencing the online shopping by the consumers. This study is aimed to look into how consumers' loyalty, trust, service quality and other related factors that affects the online buying behaviour of consumers and the selection of a seller. With the rapid development of network technology and electronic commerce, e-marketing had been formed and developed gradually. The number of internet users are increasing at a very rapid rate which ultimately increasing the size of online purchasing of goods and services but there are certain factors which affects the buyers buying behaviour, which every e-commerce business need to understand in order to attract new customers as well as to retain the existing.

Anupam Sharma and Deepika Jhamb (2020)⁸ this paper aims to reflect on different issues and perspectives of online marketing due to COVID-19. There are still many more uncertainties to predict how the sale for the next few months will be impacting the global community, both personally as well as professionally. This study explores the impact of the epidemic from toilet tissue rolls to baby gear, pet food to many more daily essentials. Although some of the companies managed to operate through social commerce that is marketing by using e-commerce and social media. The results are indicative of the fact that online marketing and shopping will soon go back to normal but the losses and downshift brought by this pandemic are not ignorable.

Pratima Merugu and Vaddadi Krishna Mohan (2020)⁹ The paper aims to apply the modified SERVQUAL model in the context of online shopping to describe how customers perceive online shopping quality. This empirical study mainly focuses on examining the major factors influencing online customer satisfaction. Design/Methodology/Approach - A survey research questionnaire of 24 items has been applied and the data of 200 respondents were collected from customers using online shopping service in Jalandhar city. A convenient sampling technique was used for selecting the respondents. Statistical tools such as factor analysis cross tabulation and frequency tables were applied to interpret the data. Main findings of the study are to achieve the objective reliability test was conducted. The reliability analysis shows that all dimensions are reliable. First, the study identified Ease of use, service reliability, responsiveness, assurance, and security are the major determinants of customer satisfaction with reference to online Shopping. The study primarily focuses on exploring the factors that influence online customers' satisfaction. The study not also helps in assessing the significance of these factors in the context of online shopping but also provides an insight for retailers on the factors affecting customer satisfaction.

Anand Sengupta and Rama Raman Pandey (2022)¹⁰ Online shopping is the process of shopping where customers interacted to online retailers through website of mobile apps by using internet and computer system or smart phones to buy product or service. In online shopping the customers can buy the products or services from anywhere and anytime (24X7). To satisfying customer is the key for organizational success because satisfied customer becomes the loyal customer. So it is important to measure the customer satisfaction level, because satisfied customers will make recurring purchases and provide recommendations to other customers, thus it helps in generating profit for a particular online seller. The study reveals the main factors attracting customers for online shopping in. In this research paper the study also focused on the satisfaction level of customers towards online shopping and the factors behind customer's satisfaction. In this study it is also trying to find out the factors which create problems in online shopping.

IX. Results and Discussion

In this section its presents the socio-demographic and economic profiles of the respondents from those who are using value added services as it provides authenticity to the collected data and makes it a true representation of the unit under study.

9.1 Descriptive Analysis - Demographic Factors

9.1.1 Gender

Gender normally plays a vital role as the new age marketers are providing more significance to gender segmentation in offering new products and services. The Indian females are coming out to take up responsibility in building up serious careers. Economic independence enables women to take their own decisions and make good use of online shopping. For this purpose, gender has been classified into two groups' viz., male and female.

The table 1 shows that out of the total respondents taken for the study, 55.60 per cent of the respondents are male and 44.40 per cent of the respondents are female. The majority of the respondents are belonging to male category. In this study area, the female population has just now started taking up dual career for economic independence, so compared to the males, female respondent are less.

9.1.2 Age

The Age wise classification is exhibited in the Table 1. Youngsters are considered to be modern, dynamic and energetic. Hence they will have greater interest in using the novel concept of online buying and selling activity.

Table 1 shows that, the respondents are classified into four age groups namely, 18 to 25, 26 to 40, 41 to 55 and above 56. It indicates that 39.60 per cent of respondents are between 26 to 40 years and they are well-experienced customers who have adequate and rich knowledge about the online shopping. The age group of 41 to 50 years accounts for 32.60 is in the productivity span of life. Next to above 56 age groups representing 15.00 per cent of the respondents are older and more responsible and sensitive to the online activities and issues expressed their concerns over the problems in terms of their perception towards online shopping compare to window shopping. Lastly 12.80 per cent of the respondents are beginners in the online activity and will be more willing and interest to using online shopping and services effectively.

It is quite evident from above that, majority of the sample respondents are in the age group of 26 to 40 (39.60 per cent) and hence it is concluded that this age group dominates the other age groups in the use of online activities and services. It indicates that the matured customer or respondents are in the age group of 26 to 40 years and are more experienced and well knowledge than others.

9.1.3 Educational Qualification

Education plays an important role in improving the knowledge, attitude, tendency and temperament of the customers.

Table 1 reflects that, 40.00 per cent of the respondents are qualified post graduates, 32.00 per cent of the respondents are qualified under graduates, 15.00 per cent of the respondents are diploma or ITI and 13.00 per cent of the respondents are school level. Hence, it is concluded that the majority of the sample respondents are post graduates using online shopping effectively.

9.1.4 Employment Status

Employment wise distributions of sample respondents are classified according to their occupational position. Employment is a status symbol in society. Hence the respondents are classified into groups namely Government Employees, Private Sector Employees, Businessmen, Professionals and others.

Table 1 reveals the employment wise distribution of respondents. Out of 500 respondents, private sectors employees constitute 34.40 per cent, followed by government employees are 21.60 per cent, own business people are 18.40 per cent, and Professionals make 16.00 per cent. Lastly 9.60 per cent of the respondents are 'others' categories of employment.

It shows majority of the respondents from private sector employees are using online shopping effectively and enthusiastically.

9.1.5 Monthly Income

Monthly income is important for all human beings because income is essential for day to day life. In this study, the income has been studied closely to see its relationship with value added services. The respondents' income was studied under four different categories.

Table 1 clearly shows that 27.60 per cent of the respondents have an income level between Rs.15,001 to Rs.30,000, 26.80 per cent of the respondents has an income level between Rs.30,001 to Rs.45,000, 24.00 per cent of the respondents have income level above Rs.45,000, 21.60 per cent of the respondents have income level less than Rs.15,000.

Finally, the greater part of the respondents (27.60 per cent) have normal income level between Rs.15,001 to Rs.30,000.

9.1.6 Marital Status

Marital status wise distributions of sample respondents are classified according to their social position, because the marital status is also one of the status symbol in society. Hence the respondents are classified into groups namely married and unmarried.

Table 1 reveals the marital status wise distribution of respondents. Out of 500 respondents, 327 who are account for 65.40 per cent of the total are married. It is clear that, married respondents are more commitment to use of online shopping which are useful in the modern financial world. Next to unmarried respondents are 34.60 per cent.

It shows most of the respondents belongs to married in the selected study area.

9.1.7 Number of Family Members

Since the family size of the value added services users may influence the level of the standard of living of the respondents and it may have its own influence on their level of perception and utilization.

The table 1 indicates that, the important numbers of dependents in family members are three to four members which constitute 34.00 per cent. Below three members of the family are 31.00 per cent, five to six members of the family are 24.00 per cent. Lastly 11.00 per cent of the respondents constitute above six members.

The analysis infers that the number of family members three to four are more (34.00 per cent) compare to others.

9.1.8 Type of Family

Type of the family exerts a major impact in online shopping compare to window shopping. The increased number of dependents was naturally increasing the necessity to earn more for the family. For this purpose of the study, the type of the family was classified in table below.

Table 1 shows that 77.00 per cent of respondents categorized nuclear family and 22.00 per cent of the families are joint family of the selected respondents in the study area.

In this era, the nuclear families are majority in the study area, the table reveals that now-a-days the nuclear families are maximum using online shopping in the selected study area.

9.2 Chi-Square Analysis

The Chi-square test is an important test amongst the several tests of significance developed by statisticians. Chi-square, symbolically written as X^2 , is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance. It is a non-parametric test, it could be used to determine if categorical data shows dependency or the two classifications are independent. It can also be used to make comparisons between theoretical populations and actual data when categories are used. Thus, the chi-square test is applicable in large number of problems. The test is a technique through the use of which it is possible for all researchers to do the following. (i) Test the goodness of fit, (ii) Test the significance of association between two attributes and (iii) Test the homogeneity or the significance of population variance.

9.2.1 Gender of the Respondents

Null Hypothesis: There is no significant relationship between gender and level of satisfaction towards online shopping in Erode Town.

It is pragmatic that table 2, Chi-square p-value as 0.196, likelihood ratio is 0.054 and Linear-by-Linear Association is 0.212. The Chi-square p-value is more than 0.05 at 5 per cent level of significance. So, the null hypothesis is accepted and the researcher hypothesis is not supported. There is no significant relationship between gender and level of satisfaction towards online shopping in Erode Town. Hence, a personal factor like gender is not related with the level of satisfaction towards online shopping.

9.2.2 Age of the Respondents

Null Hypothesis: There is no significant relationship between age and level of satisfaction towards online shopping in Erode Town.

It is observed that table 2, Chi-square p-value as 0.000, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between age and level of satisfaction towards online shopping in Erode Town. Hence, a personal factor like age is related with the level of satisfaction towards online shopping.

9.2.3 Educational Qualification of the Respondents

Null Hypothesis: There is no significant relationship between educational qualification and level of satisfaction towards online shopping in Erode Town.

It is evident that table 2, Chi-square p-value as 0.000, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between educational qualification and level of satisfaction towards online shopping in Erode Town. Hence, a personal factor like educational qualification is outspokenly related with the level of satisfaction towards online shopping.

9.2.4 Employment Status of the Respondents

Null Hypothesis: There is no significant relationship between employment status and level of satisfaction towards online shopping in Erode Town.

It is observed that, Chi-square p-value as 0.011, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between employment status and level of satisfaction towards online shopping in Erode Town. Hence, a personal factor like employment status is related with the level of satisfaction towards online shopping.

9.2.5 Monthly Income of the Respondents

Null Hypothesis: There is no significant relationship between monthly income and level of satisfaction towards online shopping in Erode Town.

It is observed that table 2, Chi-square p-value as 0.001, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between monthly income and level of satisfaction towards online shopping in Erode Town. Hence, a personal factor like monthly income is closely related with the level of satisfaction towards online shopping.

9.2.6 Marital Status of the Respondents

Null Hypothesis: There is no significant relationship between marital status and level of satisfaction towards online shopping in Erode Town.

It is pragmatic that table 2, Chi-square p-value as 0.274, likelihood ratio is 0.192 and Linear-by-Linear Association is 0.163. The Chi-square p-value is more than 0.05 at 5 per cent level of significance. So, the null hypothesis is accepted and the researcher hypothesis is not supported. There is no significant relationship between marital status and level of satisfaction towards online shopping in Erode Town. Hence, a personal factor like marital status is not related with the level of satisfaction towards online shopping.

9.2.7 Number of Family Members of the Respondents

Null Hypothesis: There is no significant relationship between number of family members and level of satisfaction towards online shopping in Erode Town.

It is observed that table 2, Chi-square p-value as 0.005, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between number of family members and level of satisfaction towards online shopping in Erode Town. Hence, a personal factor like number of family members is directly related with the level of satisfaction towards online shopping.

9.2.8 Family Type of the Respondents

Null Hypothesis: There is no significant relationship between family type and level of satisfaction towards online shopping in Erode Town.

It is observed that table 2, Chi-square p-value as 0.003, likelihood ratio is 0.000 and Linear-by-Linear Association is 0.000. The Chi-square p-value is less than 0.05 at 5 per cent level of significance. So, the null hypothesis is rejected and the researcher hypothesis is supported. There is significant relationship between family type and level of satisfaction towards online shopping in Erode Town. Hence, a personal factor like family type is strongly related with the level of satisfaction towards online shopping.

X. Suggestions and Recommendations

On the basis of the analysis of the study, the following suggestions and recommendations have been made:-

1. **Engage with our Customers** - One of the best ways to improve our customer's shopping experience is to engage with them. This can be done in several ways, such as through social media, email marketing, or simply responding to their questions and comments.
2. **Make it Easy to Navigate our Store** - Another way to improve our customer's shopping experience is to make it easy for them to navigate our store. This means having a well-designed website that is easy to use and navigate. It also means having clear and concise product descriptions, so customers know what they are buying.
3. **Make Checkout Easy and Secure** - Another important way to improve our customer's shopping experience is to make checkout easy and secure. This means having a simple and quick checkout process that does not require much personal information. It also means having a secure payment system, so customers feel safe entering their credit card information.
4. **Encourage Customer Reviews** - Encouraging customer reviews is a great way to improve our customer's shopping experience. Customer reviews can help potential customers see that you are a reputable and trustworthy business.
5. **Offer Free Shipping** - Free shipping is another great way to improve our customer's online shopping experience. Free shipping gives customers one less thing to worry about when making a purchase.
6. **Provide Excellent Customer Service** - Providing excellent customer service is one of the best ways to improve our customer's shopping experience. This means being available to answer questions, address concerns, and resolve issues. It also means going above and beyond to ensure your customers are happy with their purchases. If provide excellent customer service, your customers are more likely to be repeat customers.
7. **Happy Employees Equal Happy Customers** - One of the most critical aspects of creating a great online shopping experience for our customers is to ensure that our employees are happy. This might seem like common sense, but it's often overlooked. Employees are the ones who interact with customers daily, so it's essential to make sure they're satisfied with their job.
8. **Post-Purchase Service is Important too** - This is the key to keeping your customers happy and ensuring they keep returning for more. Make sure have a system in place for handling returns and exchanges and that our employees are trained to use it. If offer free return shipping or at least make it easy for customers to return items.
9. **Follow Up** - Another way to improve post-purchase service is to follow up with our customers after they have made a purchase. A simple "thank you" email or phone call can go a long way. This type of follow up can also ask them how they liked their purchase and if they have suggestions for improvement. This feedback will be invaluable to you as you work to improve your products and services.
10. **Do Other Little Things** - Finally, don't forget about the little things, something as simple as sending a handwritten thank-you note with each purchase can make your customers feel special. But, again, the little touches make the most significant difference.
11. **Be Transparent** - One of the best ways to improve the online shopping experience is by being transparent. When customers buy something, they expect you to provide them with all the necessary information about the product, such as what it does and where it is made. It will also help them make an informed decision about their purchase and gives them enough time to think about what they want before placing an order.
12. **Be Consistent** - Consistency is key when it comes to customer experience. Customers want to know that they will receive the same service every time they shop at your site. Customers want to know that they

will always get the same quality of service, so make sure every time they order from you, they get exactly what they need.

13. **Use Social Media as A Way to Connect with your Customers / Potential Customers** - Social media is an important instrument to improve online shopping experience for customers. It allows you to provide additional information about products and services without having to call them or email them individually. Also, ensure that you are active on the social media platforms you choose to connect with your customers. The last thing a customer wants to experience is to receive a reply to his message many days after he has sent it.

XI. Conclusion

From the above analysis it is concluded that online shopping provide an alternative to go in the market and buy the product. Today's the people having less time to go to the market physically because of their busy schedule, hence online shopping give them opportunity to buy the product anytime and from anywhere through computer, laptop or smart phones over internet. Offers, discount, product delivery and attractive price attract people to buy the product and services online. Online shopping has better future if it solves the problems like unavailability of product, infrastructure facility for online shopping, payment risk etc. at last we can say that online shopping is a good tool in the hand of online purchaser.

Salient results included: (1) key dimensions of e-commerce service quality are information quality, website usability, website responsiveness, website reliability, website assurance, website transaction security and website personalization; (2) customer satisfaction is influenced mostly with the perception of reliability, while customer loyalty is affected by perception of assurance; (3) customer retention is predicted by the customer satisfaction index. Results of the study contributed to the nascent body of research in e-service quality and offer unique insights for managers of online firms on how to manage the quality of this e-commerce e-service. The respondents think that if online websites provide better website reliability such as delivery of the ordered goods, faster delivery and doing what is promised, it will increase customer's online shopping satisfaction. Likewise, if websites provide reliable service, assurance and transaction security to the customer, they will also lead to higher customer satisfaction.

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Table 1
Descriptive Analysis - Demographic Profile of the Respondents

S.No	Factors	Classifications	Number of Respondent	Percentage
1	Gender	Male	278	55.60
		Female	222	44.40
2	Age	18 – 25 years	64	12.80
		26 – 40 years	198	39.60
		41 – 55 years	163	32.60
		56 years and above	75	15.00
3	Educational Qualification	School level	65	13.00
		Diploma / ITI	75	15.00
		Under Graduate	160	32.00
		Post Graduate	200	40.00
4	Employment Status	Government	108	21.60
		Private	172	34.40
		Own Business	92	18.40
		Professionals	80	16.00
		Others	48	09.60
5	Monthly Income	Less than Rs.15,000	108	21.60
		Rs.15,001 to Rs.30,000	138	27.60
		Rs.30,001 to Rs.45,000	134	26.80
		Above Rs.45,000	120	24.00
6	Marital Status	Married	327	65.40
		Unmarried	173	34.60
7	Number of	Below 3	155	31.00

	Family Members	3 – 4	170	34.00
		5 – 6	120	24.00
		Above 6	55	11.00
8	Family Type	Nuclear	385	77.00
		Joint	115	23.00

Sources: Primary Data

Table 2 - Overall Chi-Square Analysis between Demographic Factors and Level of Satisfaction about Online Shopping

S.No	Factors	Particulars	Level of Satisfaction about Online Shopping			
			Value	Df	P-Value	S/NS
1	Gender	Person Chi-Square	1.054	4	0.196	NS
		Likelihood ratio	144.489	4	0.054	
		Linear-by-Linear Association	84.952	1	0.212	
		No. of Valid Cases	500			
2	Age	Person Chi-Square	2.157	12	0.000	S*
		Likelihood ratio	229.852	12	0.000	
		Linear-by-Linear Association	110.922	1	0.000	
		No. of Valid Cases	500			
3	Educational Qualification	Person Chi-Square	2.593	12	0.000	S*
		Likelihood ratio	278.051	12	0.000	
		Linear-by-Linear Association	103.751	1	0.000	
		No. of Valid Cases	500			
4	Employment Status	Person Chi-Square	3.603	16	0.011	S*
		Likelihood ratio	302.705	16	0.000	
		Linear-by-Linear Association	131.509	1	0.000	
		No. of Valid Cases	500			
5	Monthly Income	Person Chi-Square	2.827	12	0.001	S*
		Likelihood ratio	288.385	12	0.000	
		Linear-by-Linear Association	124.055	1	0.000	
		No. of Valid Cases	500			
6	Marital Status	Person Chi-Square	1.279	4	0.274	NS
		Likelihood ratio	163.336	4	0.192	
		Linear-by-Linear Association	108.687	1	0.163	
		No. of Valid Cases	500			
7	Number of Family Members	Person Chi-Square	3.737	12	0.005	S*
		Likelihood ratio	340.874	12	0.000	
		Linear-by-Linear Association	137.871	1	0.000	
		No. of Valid Cases	500			
8	Family Type	Person Chi-Square	1.500	4	0.003	S*
		Likelihood ratio	160.565	4	0.000	
		Linear-by-Linear Association	104.541	1	0.000	

		No. of Valid Cases	500			
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Sources: Primary Data
* 5% Level of Significant

S – Significant

NS – Not Significant

