



A STUDY ON INTERNET USER'S SATISFACTION TOWARDS ONLINE SHOPPING

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Abstract: Growth of technology occupies more space in our life including consumer behaviour also. Moreover, with the Internet, online shopping is make it easy to purchase, without any middle man service; consumer could shop necessary goods or services from an e-seller at 24/7. The number of online transaction in India has increased in recent years including fashion products currently dominate the online market as the most frequently purchased products. The paper aims to study the Internet User's Satisfaction towards Online Shopping in Chennai. The Quantitative research methods had been used to study personal factors of internet User's Satisfaction towards Online Shopping in Chennai. The information were gathered via Questionnaires developed by the researcher from 120 internet users. Purposive and convenience sampling method was used to collect the data from the respondents who can access internet. Simple percentage analyses, t test and Anova have been used in the analysis of the data collected. Results of the study reveal that internet users satisfaction towards online shopping in Chennai is not significantly affected by various demographic factors like age, gender, educational qualification and annual income..

Index Terms - Online shopping, Internet User's, Satisfaction.

I. INTRODUCTION

Although the technology develop over the years however consumer takes more time to accept it. However, Internet is part of our life. In the beginning the internet was only used for communication purposes; sending out information and gathering information. After that it has used different fields such as Banking, Hospital, Education, particularly in business

The computer technology has developed and it saves lot of working times, With the help of technology and online shopping helps to overcome the problem like crowd purchasing, unnecessary bargaining, traffic jams, spending more time and money , also it helps to get goods and services in their doorstep within short span of time. In recent days online retailers have developed and improved their service and makes the consumers in comfort zone. Though, the online shopping was popular in foreign countries in 90's itself, in India it has recently grown. Because of this new innovation, it has influenced the lives of ordinary citizens.

II. REVIEW OF LITERATURE

Vasic, Kilibarda & Kaurin(2019) studied that security, personal data, delivery, rate, product worth and period were foremost elements which to inspiration the consumer fulfilment through virtual shopping in Serbian Market.

Velmurugan & Kumar (2017) had studied that the most of the consumers were extremely satisfied due to product price, discount and delivery time.

Karim (2013) had studied that what are the causes consumer to buy for stimulate and particles of the online. The study found that 24/7 there is no time limit to purchase, convenience, time save and internet provides wide range of store to access for purchase. It also reveals that products can purchase from international with reasonable price.

Upadhyay & Kaur (2002) analyzed the behaviour of online consumer in Kota city. It was concluded that much preferred payment system are, cash on delivery is one of harmless payment system, next safest payment system is credit card and the lowest performance was online bank transactions.

Dash (2012) examined the level of satisfaction of online consumer in India. It was found that consumer satisfaction associated with wide range of goods, danger and secrecy, belief, reliability and difficulty. But two of the elements like belief and danger not associated with fulfilment of online customer.

Goswami, Baruah & Borah (2013) analysed that the level of consumer satisfaction in Internet marketing. It has revealed that consumer are highly satisfied in online marketing. It is also suggested to maintain proper service for after sale and cost of the product to hold the online consumers.

Shanthi & Kannaiah, (2015) had mentioned that offering a extensive variability of products creates customer delight in online shopping.

Sharma (2017) had revealed that the option of the payment system is cash on delivery system is the desired kind of payment method for online shopping.

III. OBJECTIVES

1. To ascertain the Internet User's Satisfaction towards on Online shopping.

IV. METHODOLOGY

Descriptive nature in research method was used for the study. The data were collected through Questionnaires developed by the researcher from 120 internet users. Convenience sampling method was used to collect the data from the respondents who can access internet. Simple percentage analyses and 't' test and Anova tests have been used in for the analysis of data.

V. SIGNIFICANCE OF THE STUDY

Technology growths have transformed Indian consumer's life rapidly and completely. Because of male and female both are working, they do not have enough time to spend to purchase. The present study aims that to ascertain how far consumer satisfaction of online shopping among the Internet User's in Chennai. Moreover, it gives an ideas about the online shopping products and services and also gives suggestions for the developed in the services for manufacturers to increase their online shopping services.

Hypothesis

H01- There is no significant relationship between the age and internet user's satisfaction towards online shopping.

H02- There is no significant relationship between the educational qualification and internet users satisfaction towards online shopping.

H03- There is no significant relationship between the occupational level of internet user's satisfaction towards online shopping.

Ho4 There is no significant relations between the Annual income and internet user's satisfaction towards online shopping.

Ho5- There is no significant differences between male and female internet user's satisfaction towards online shopping.

VI. RESULTS AND DISCUSSION

Table 1. Demographic details of the respondents

Sl.No.	Factors	Options	Frequency	Percentage %
1.	Gender	Male	35	29
		Female	85	71
Total			120	100
2.	Age	Below 20	32	27
		21-30	45	37
		Above 30	43	36
Total			120	100
3.	Marital Status	Married	52	43
		Unmarried	68	57
Total			120	100
4.	Educational Qualification	PG	43	36
		UG	77	64
Total			120	100
5.	Occupational	Govt.	21	17
		Pvt.	32	27
		Self	17	14
		Student	50	42
Total			120	100
6.	Annual Income	Less than 2 lakh	79	66
		2laksh – 4laksh	21	17
		4laksh- 6laksh	20	17
Total			120	100

Source: Primary data

Inference:

The details of the demographic the table 1, show that 71% of the respondents were female and 29% of them male were who gave their experience on online shopping. Majority of the respondents 37% of the respondents belong to the age group 21-30 years, 36% belongs to the age group of above 30, 27 belongs to the age group of below 20 years. 57% were unmarried and 43 % were married. 64% were educated in UG level and 36% were educated PG level. 42% were student, 27% were working in private company, 17% were in Government service , 14 % were self-employed. Annual income of the 66% of respondents were less than 1 lakh, 17% 2 lakhs and the remaining 17% earns above 2 lakhs.

Table 2: Respondents preferred websites for online purchase

Sl.no	Websites	Frequency	Percentage
1.	Amazon.com	60	50%
2.	Flipkart.com	36	30%
3.	Snadeal.com	12	10%
4.	Other website	12	10%
Total		120	100

Source: Primary data

Inference:

As per the survey report the table 2, shows that the evident that a majority of the consumer purchase frequently on online websites. 50% of out of 120 respondents used amazon website for purchasing and 30% were used by flipkart. 20% were Snapdeal and other website for purchase.

Table 3: One way Anova test showing the significant difference in Internet User's satisfaction based on demographic variables like age, occupational level and annual income of the respondents.

		Sum of Squares	Df	Mean Square	F	Sig.
Age	Between Groups	189.9559	2	94.978	1.81251	.167798.
	Within Groups	6130.9691	117	52.4014		
	Total	6320.925	119			
occupational level	Between Groups	216.784	3	72.2613	1.37322	.254475
	Within Groups	6104.141	116	52.6219		
	Total	6104.141	116	52.6219		
Annual Income	Between Groups	51.5931	2	25.7965	0.481	.619
	Within Groups	6269.3319	117	53.584		
	Total	6320.925	119			

One way Anova test was conducted to find the difference in Internet User's satisfaction based on demographic variables like age, occupational level and annual income of the respondents. From the results it was evident that the p value is greater than 0.05 for all the variables indicating no significant difference in Internet User's satisfaction based on age, occupational level and annual income of the respondents. The Internet User's satisfaction for online shopping is same all the age groups since it is convenient, shopping can be done from home, android phone in their hand, thereby saving travelling time and energy. And also Internet User's satisfaction for online shopping is same for all the occupational level namely Government, Private and Self employees.

Table 4: Internet users satisfaction towards online shopping based on gender and educational qualification [mean, standard deviation and 't' value]

Variable	Factors	N	Mean	SD	't'	'p'
Internet users satisfaction towards online shopping	UG	43	60.37	8.18	0.500	0.617NS
	PG	77	61.31	6.77		
	Male	35	59.54	7.44	0.176	0.860NS
	Female	85	61.56	7.18		

In order to investigate the difference between gender, educational qualification (UG and PG) with regard to Internet user's satisfaction, t test was performed. Table 4 reveals that Male and female do not differ significantly in internet user's satisfaction towards online shopping. Educational qualification do not differ significantly in internet user's satisfaction towards online shopping. Nowadays majority of the male and female are working, they do not have enough time to purchase through conventional method of shopping, hence they prefer online shopping. Various reasons like prompt delivery of products, easy accessibility of product information and lesser amount of time spend to gather information about products contribute to internet users satisfaction towards online shopping. Moreover, educational qualification does not influence the internet users satisfaction this could be attributed to the fact that online shopping requires knowledge of computer alone.

VII. CONCLUSION

This study procure the signification of role of certain demographic factors like gender, age, education and income on consumer satisfaction towards online shopping. Demographic factors does not influence the satisfaction towards online shopping of Internet User's. Amazon was found to be most preferred e-retailer for online purchase. Chennai city populations is known to be the successful centre place of business enriched with highly tech savvy consumers. In future, online shopping is bound to grow in a big way if safety and security of the transactions are ensured to the public to thrive into a highly competitive business world.

VIII. LIMITATIONS OF THE STUDY

The study reveals only short duration period of month of June 2019, convenient sampling method is used to collect the data and the data analyzed only the demographic factors and about Internet user's satisfaction towards online shopping in Chennai only. So the result reveals only the consumer attitude is being dynamic. Therefore, today's findings will be invalid for tomorrow.

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