A Study of Customers' Satisfaction With Regards To E-Shopping

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Abstract

Online shopping is a major part of the overall electronic commerce, or e-commerce, industry which consists of all the buying and selling of goods and services over electronic systems such as the internet and other computer networks by households, businesses and other agencies. With the spread of the internet, the amount or trade that is conducted electronically has seen extraordinary growth;

Online shopping is the process whereby customers directly purchase goods or services from a seller in real-time, without an intermediary services using internet. It is a form of electronic commerce. The transaction is completed electronically such as flipkart, snapdeal, Amazon etc.

Earlier in India, there were very limited transactions took place with the use of internet. This was due to many reasons like lack of internet literacy, low penetration of computers and low rate of internet connections in India. However, this scenario has changed tremendously as people have started gaining confidence about purchasing products through online. Consumers have started experiencing the ease of choice, the comfort of shopping from home and an endless variety of products, while saving time and money.

This research paper attempts to study the level of customers' satisfaction with regards to e-shopping.

Introduction

Online shopping or e-shopping is a growing area of technology. Establishing a store on the Internet, allows seller to expand their market and reach out to consumers who may not otherwise visit the physical store. The convenience of e-shopping is the main factor for the consumers' attraction. The online payment systems offer easy and safe shopping from other individuals. In the future, we can expect online stores to improve their technology tremendously, allowing for an easier and a more realistic shopping experience.

Customer satisfaction is the degree to which customer expectations of a product or service are met or exceeded. It is a key performance indicator of any business. In a competitive wprld where businesses compete for customers, customer satisfaction has become a key element of business strategy.

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology for better marketing performance. The retailers are looking for various strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping.

Review of Literature

According to Dr.Gagandeep Nagra*, Dr.R Gopal* the retail industry in India is accelerating. It is not widely accepted as the way it is accepted in Asian counterparts. India is excited to grow to be a most important player in the retail market. Since India is a developing nation, it is still not prepared for it. And they are leaving no stone unturned to become the best in retail Industry. Also India with a high on cross culture factor, it allows different companies bringing in variety of products Targeting different consumer segments.

According to P. Jayasubramanian , having access to online shopping has truly revolutionized and influenced our society as a whole. The use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety of prodcts, quick service and reduced prices were three significant ways in which online shopping influenced people from all over the world. However, this concept of online shopping led to the possibilities of fraud and privacy conflicts. Unfortunately, it has shown that it is possible for criminals to manipulate the system and access personal information. Luckily, today with the latest features of technology, measures are being taken in order to stop hackers and criminals from inappropriately accessing private databases. Through privacy and security policies, website designers are doing their best to put an end to this unethical practice.

Objectives

1. To study the concept of e-shopping
2. To study the level of customers' satisfaction with regards to e-shopping.

Analysis and Interpretation

To study the level of customers' satisfaction level with regards to e-shopping data was collected through structured questionnaire.

The sample size was 50 for the research purpose.

The question asked to the respondent about the availability of choices in various products.

Response	No. of respondents
Highly Satisfied	35
Satisfied	13
Unsatisfied	1
Highly unsatisfied	1
Total	50

Table No 1.1
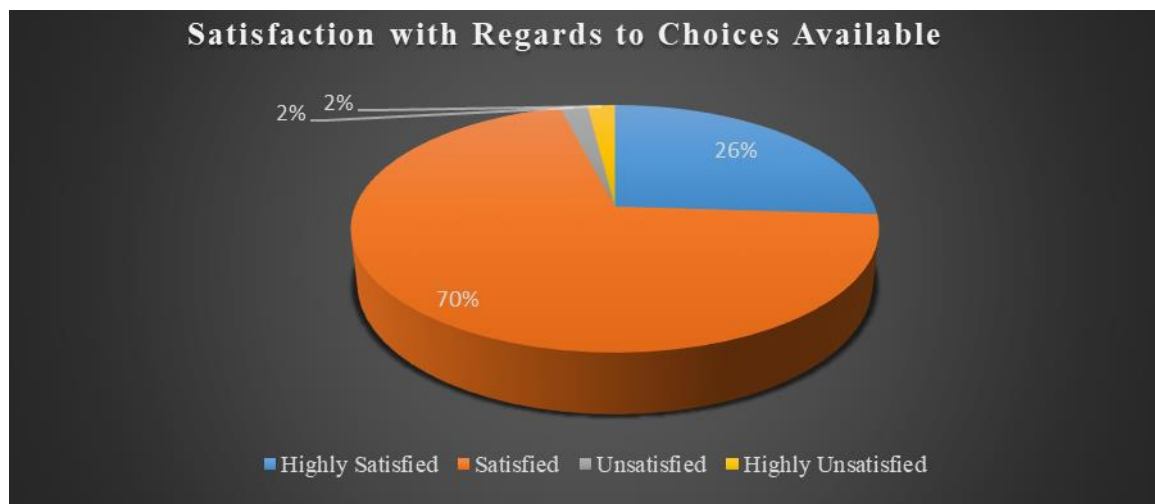
Figure No.1.1

The figure indicates that 70% of total respondents were satisfied with the choices available for e-shopping or online shopping.

The respondents were asked their opinion about the prices of the products available on the internet.

Response	No. of respondents
Highly Satisfied	9
Satisfied	37
Unsatisfied	2
Highly unsatisfied	2
Total	50

Table No 1.2

Figure No. 1.2

The figure indicates that 74% of the total customers were satisfied with the prices offered by the retailers on the internet i.e. for e-shopping. Whereas only 4% customers had shown dissatisfaction regarding the prices for e-shopping.

The respondents were asked whether they were satisfied with the delivery procedures when they go for online purchases.

Response	No. of respondents
Highly Satisfied	14
Satisfied	32
Unsatisfied	2
Highly unsatisfied	1
Total	50

Table No. 1.3

Figure No. 1.3

The table and figure indicate that most of the respondents i.e. 64% were satisfied with the delivery procedures and delivery services when the shopped online.

The question was asked regarding the quality of the products purchased online.

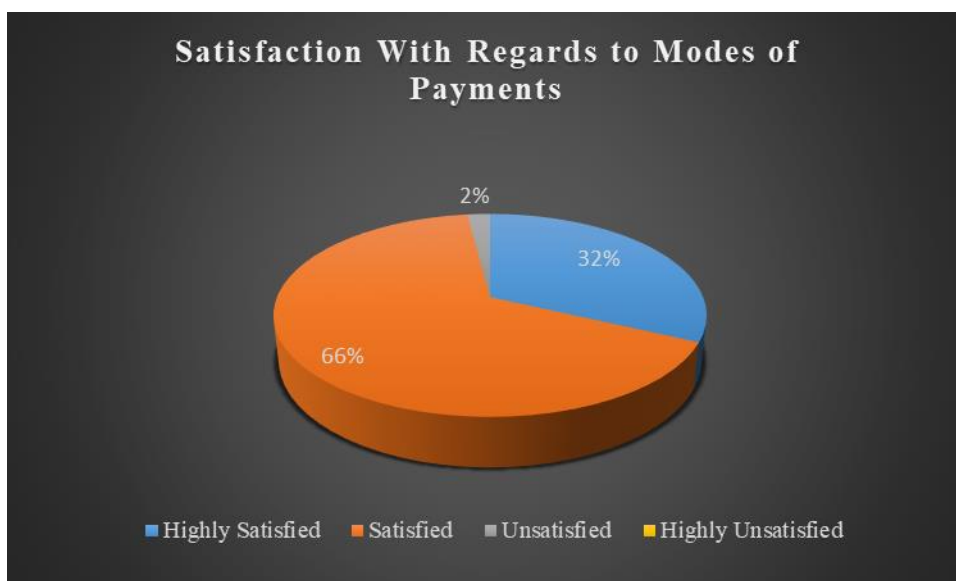| Response	No. of respondents
Highly Satisfied	8
Satisfied	35
Unsatisfied	5
Highly unsatisfied	2
Total	50

Table No. 1.4

Figure No. 1.4

The figure indicates that only 16% respondents were highly satisfied with the quality of the product purchased online. 70% were satisfied with the quality of product they purchased on internet.

The respondents were asked about the modes of payments available for e-shopping.

Response	No. of respondents
Highly Satisfied	16
Satisfied	33
Unsatisfied	1
Highly unsatisfied	Nil
Total	50

Table No. 1.5

Figure No. 1.5

The figure indicates that only 2% customers were unsatisfied with the modes of payment available for online or e-shopping. Whereas, 66% respondents were satisfied with the same.

The respondents were asked the question about the replacement facilities and procedures with respect to e-shopping.

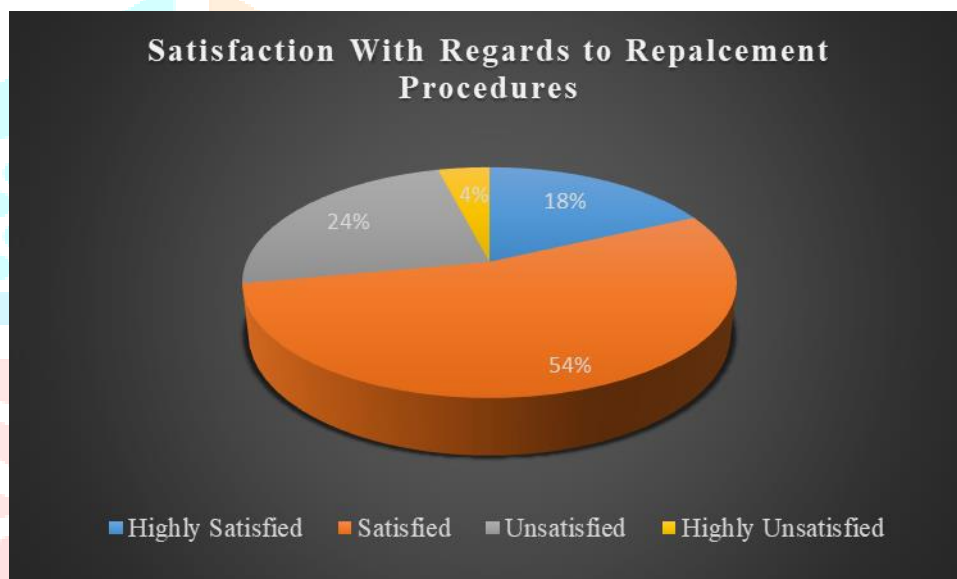| Response	No. of respondents
Highly Satisfied	9
Satisfied	27
Unsatisfied	12
Highly unsatisfied	2
Total	50

Table No. 1.6

Table No.1.6

The figure indicates that only 54% of total respondents were satisfied with the replacement procedures and services of e-shopping.

Whereas, 24% respondents were not satisfied with the replacement procedures and services of e-shopping.

The respondents were asked about their overall satisfaction regarding e-shopping experience.

Response	No. of respondents
Highly Satisfied	10
Satisfied	38
Unsatisfied	2
Highly unsatisfied	Nil
Total	50

Table No. 1.7
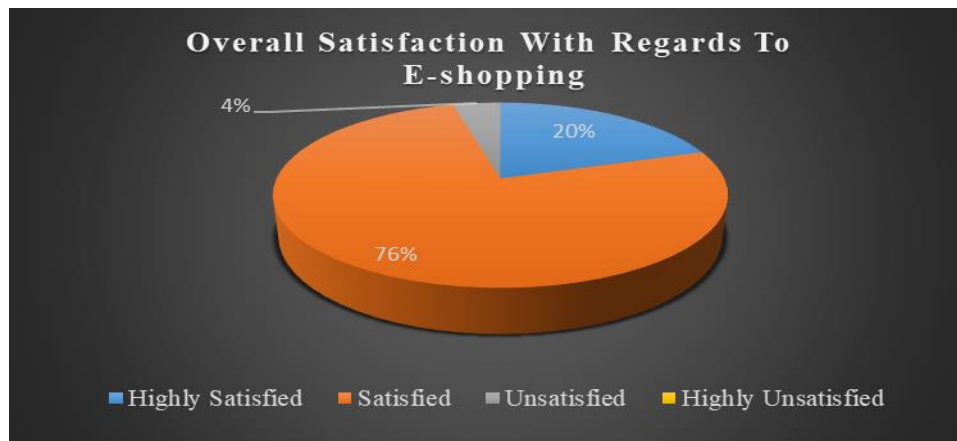
Table No. 1.7

The above figure shows that out of total respondents 76% respondents were satisfied with their e-shopping experience. Whereas only 4% were unsatisfied with e-shopping.

Conclusion

The online shopping has become part of our lives, because of its convenience. The online shopping allows customers a comparison buy the most effective deals and find product that might otherwise be difficult to find. Consumer always look for trust, security and privacy of data, timeliness, accessibility, convenience, customer service, costs and wider choice throughout online shopping. The online shopping or e-shopping offers a variety of products at a single click. E-shopping allows, offers shopping at ease i.e. sitting at home without a physical visit to stores. Further, the factors like open 24/7, easy order procedure also add to the overall customers' satisfaction level.

Though the customer visit the online shopping sites, May not show any interest for purchasing the product some of the reasons are lack of trust, lack of Physical touch and feel, security issues etc . It was also observed that online shopping may be not trustworthy and reliable to some consumers due to only online payment system and personal privacy. In addition, online security is a major concern for the consumer particularly in terms of fraud, privacy and hacking. E-shopping can be easy and pleasurable with some precaution.

References

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3. Rashed Al Karim, IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 11, Issue 6 (Jul. - Aug. 2013), PP 13-20, "Customer Satisfaction in Online Shopping: a study into the reasons for motivations and inhibitions"