"Study on Customer Satisfaction towards Online Shopping"

Prof. Prabhan Puzari, Riddhi Thummar, Ibrahim Saduwala

(Asst. Prof) Parul university
MBA Sem-4(marketing), FMS,parul university
MBA Sem-4(marketing), FMS,parul university

ABSTRACT

To attract and keep customers, online purchasing has become more important. Most companies in today's technological landscape depend on online purchase to both satisfy existing customers and find new ones. This analysis examines how consumers' attitudes on internet purchasing have changed as a result of the convenience it provides. The research aimed to learn how much of an impact internet buying had on how happy shoppers are with brick-and-mortar stores. To complete the study, we first had to create a questionnaire that adhered to ethical standards while still gathering the necessary information. The survey was designed with numerous points of contact in mind. Substantial investigation was conducted to ascertain the most pressing problems associated with internet buying. The survey was developed and sent to a sample of one hundred respondents from a wide range of ages, sex identities, and geographic regions based on these findings. All respondents' experiences were measured on a Likert scale for ease of collection. Through our studies, we've learned that consumers' level of satisfaction plays a significant influence in determining whether or not they make purchases online. Online retailers who want to attract customers away from brick-and-mortar stores will need to provide excellent customer service and a simple, straightforward interface for their customers to utilize. The research also found that online shopping might have different effects depending on the shopper's age and gender. Nonetheless, the analysis showed that online shopping can help improve quality, accessibility, and comfort, ultimately leading to happier customers.

Keywords: Attitude, Customer Behavior, Customer Satisfaction, Online shopping

I. INTRODUCTION

Consumers engage in online shopping when they purchase products, services, etc. directly from a vendor in real time using an interactive platform such as the internet. What we call "shopping" these days is really "online shopping," when one makes purchases from businesses operating in the virtual realm of the World Wide Web. Shop owners have been trying to reach Internet users since the World Wide Web became popular. Users may browse online shops while relaxing in front of their computers at home.

A wide range of products are purchased by customers via online merchants. Companies selling their wares online have made it possible for consumers to buy almost anything. There are hundreds of things available for purchase through an online shop, including books, apparel, home appliances, toys, hardware, software, and health insurance. People like to purchase online since it is more convenient for them. Unlike in-store shopping, where your options are limited, online retailers often have items that can't be found elsewhere.

Online shopping removes the need to juggle many articles of clothing and footwear under one arm when perusing a physical store. Also gone when you purchase online are the upbeat but annoying tunes and the hundreds, if not thousands, of people who all appear to have chosen to go shopping on the same day. The core idea behind the app is to provide a virtual shopping experience over the Internet, where users may choose and purchase the goods of their choosing. All of the product details are saved in a database on the server (store).

The orders are processed by the server, and the products are sent to the consumers'

provided shipping addresses. The initial part of the app is geared at the clients who will be making the purchases. Second, there is a section for the shopkeepers who are responsible for keeping track of inventory and customer data and ensuring that it is always up to date.

The product's intended market makes use of a web-based application that is managed by an administrator at a department store. As a user makes a selection from the drop-down menu, the corresponding product information are fetched from the database and shown on the screen, and the database containing all goods is updated after each transaction. Several screens allow users of varying skill levels to enter data into the program. A variety of reports might be created in accordance with the security needs after the appropriate individuals enter the necessary data into the system.

II. LITERATURE REVIEW

Online purchasing experiences, which lend themselves more readily to being captured by the well-known idea of flow in the digital realm **(Sisk, 2020; Hoffman and Novak).** Those that use the Internet often and for extended periods of time from several places and to access a wide range of services are categorized as "active users".

(Emmanouilides and Hammond, 2018). demographics are not very relevant in predicting the likelihood of someone making a purchase via the internet. The consumer's lifestyle, namely whether or not they are connected, and any time restraints they may have also have a significant role. Ability to take risks is also significant. Online customers are more likely to take chances. Customers who are worried about their personal information being compromised shop at lower rates in online stores, but they counteract this by wanting to take full use of the environment's informational advantages.

(Kwak Miyazaki andFernandez, 2018). As a result of their increased knowledge and self-assurance, those with higher levels of education tend to make more stringent demands and exercise more control over the whole buying process.

(Rao et al., 2016).
The key to understanding whether customers eventually make purchases from the Online market or not is in determining their pre-purchase intents. Studies of the factors that play into these decisions are one subfield of online consumer behavior research. Transaction security,

vendor quality, pricing considerations, information and service quality, system quality, privacy and security threats, trust, shopping fun, valence of online shopping experience, and perceived product quality are some of the variables that have been studied.

Chen and Dubinsky (2019), all make similar claims. The lists of what influences customers' willingness to purchase online do not seem to vary much from what influences their propensity to shop in traditional brick-and-mortar stores. Nevertheless, in virtual markets, people's sensitivity to each factor may vary greatly. Price sensitivity, brand relevance, and the kind of options explored may all vary greatly depending on whether a consumer is shopping online or at a physical store.

(**Andrews and Currim, 2018).** Customers' perceptions of the pros and negatives of this setting are shaped by their level of knowledge, trust, and desire for the ease and economic usefulness of electronic shopping compared to other available options.

(**Teo et al., 2017).** It is still highly anticipated that further research will be conducted to complete the entire set of elements impacting customers' prepurchase intentions. Comet's Director of Direct Channels, Simon Rigby, explains, "Our objective is to address the demands of the biggest amount of consumers. Researching consumer habits and preferences on a daily basis allows us to better serve them. As a result, we are able to provide the essential levels of reassurance, product variety, and service.

Emarketer(2015) reviewed research showing that the Internet had a greater effect than offline media on the purchase of consumer electronics, but not on the purchase of apparel, cosmetic products, or home improvement products. The practice of buying and selling goods and services has been revolutionized by internet marketing. In many ways, it has simplified and streamlined the shopping experience.

III. BACKGROUNDOFTHESTUDY

Due to the pandemic, which has virtually stopped many traditional types of buying that we are accustomed to, online shopping has recently become even more crucial than it used to be. That's why it's crucial for us to investigate what influences consumers' feelings of contentment in a digital space so we can better comprehend consumer habits and tailor our offerings to them. Customer satisfaction in the context of online shopping has

been shown to be strongly influenced by factors such as the quality of the information provided, the characteristics of the products offered, the ease with which purchases can be managed, the level of privacy and security provided, the layout of the website, and the responsiveness of the service staff, as well as the timeliness of the shipment. There is no statistically significant relationship between response time and customer happiness, according to the research.

Many academic and literary conversations have centered on the rise of internet shopping in an effort to decipher the factors that are drawing more and more consumers to this channel. The technical expansion is cited as a cause by some academics, while others point to the success of contemporary advertising efforts.

Davis did some pioneering study in this area, and he attempted to get a broad picture of how things worked. He uncovered two key factors—consumers' delight and the convenience of online buying compared to conventional methods. Inasmuch as these considerations remain pertinent and may explain customers' mental processes when they go online to buy for a variety of products, they can assist explain the contemporary shopping trend to this day. Although this provides a useful working definition, a more nuanced comprehension of the challenges and opportunities presented by online buying is required to fully appreciate the former.

Research by Tandon identifies a number of issues that have plagued customers of this business model. The wide variety of items included in the database is a contributing factor that has had an impact on buyers. Because of this, it's challenging for consumers to focus entirely on their online experience.

Another study found that customer satisfaction with online shopping was most affected by four factors: the reliability of the product or services the customer is purchasing; the performance of the service used for delivery of the product; the design of the product's website; and the variety of products that are available to the customers. However, this study revealed no statistically significant correlation between consumers' perceptions of the amount of time they save when shopping online and their overall pleasure with the practice. Important studies have found that the convenience of online shopping is a major selling point for consumers.

This convenience can be defined and described by factors like the time and stress savings compared to traditional shopping methods, the wide variety of products available, the simplicity of the process, and the accessibility and user-friendliness of online stores. Customers' worries about their personal data being misused or stolen are a major downside to this kind of online buying. Some of the obstacles preventing widespread adoption of online buying include hazy return and exchange policies, uncertain product warranties, and the disappearance of individualized customer service that used to make consumers feel appreciated. Researchers have also suggested addressing security and privacy concerns and making internet buying as trustworthy as feasible.

IV. RESEARCHMETHODOLOGY
METHODS FOR DATA COLLECTION & VARIABLES OF THE STUDY
Methods for data collection
Secondary Data
Secondary source of data was collected from
Books
Journals
Magazines
Web's big data es

Plan of analysis
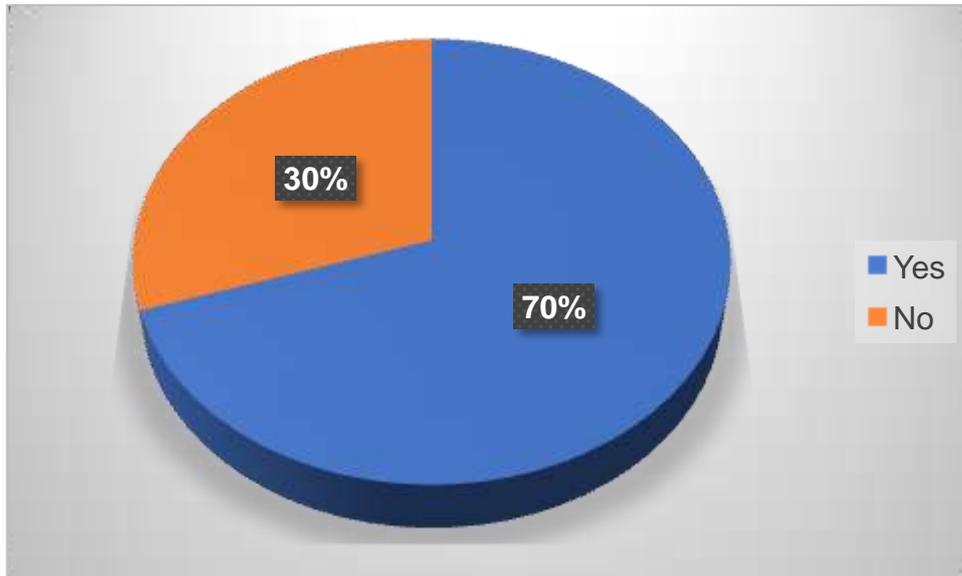Diagrammatic representation through graphs and charts
Big data able inferences will be made after applying necessary statistical tools.
Findings & suggestions will be given to make the study more useful.

V. DATAANALYSIS
1. The influence of online purchases on epidemic days?

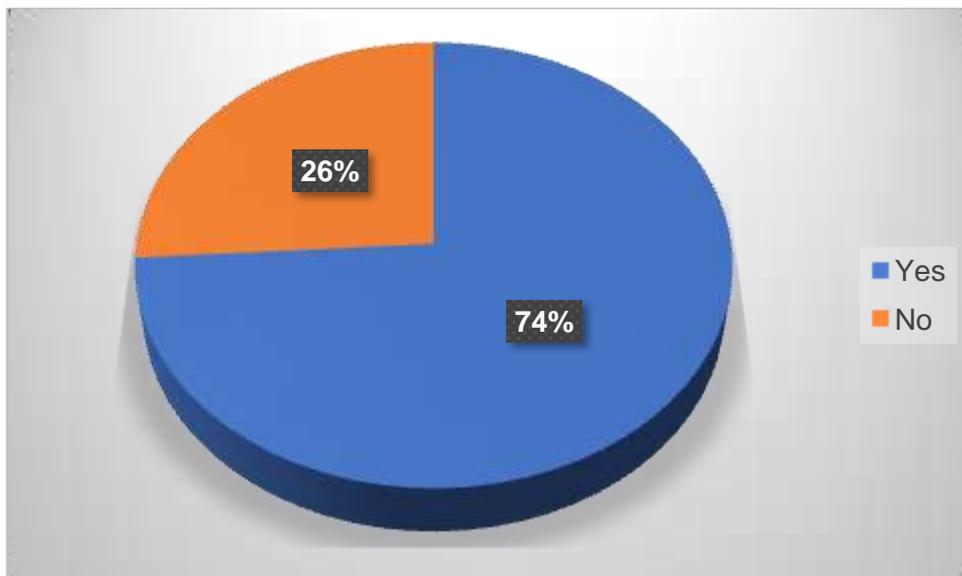| Category	Respondents	Percentage
Yes	70	70%
No	30	30%

Interpretation:
Seventy percent of respondents were aware of any the effect of internet shopping on epidemic days, whereas 30% stated no.

2. Have you had any difficulties when purchasing online?

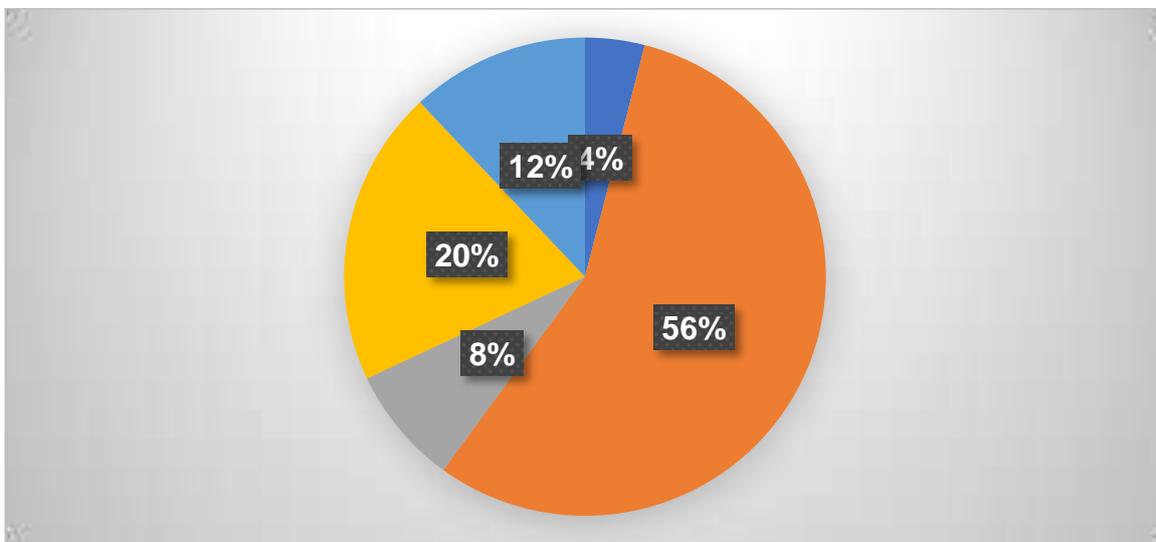| Category	Respondents	Percentage
Yes	74	74%
No	26	26%

Interpretation:
According to the findings, 74% of respondents have had issues while shopping online, whereas 26% have not.

3. Online shopping satisfaction

Attributes	No.of respondents	Percentage(%)
Highlysatisfied	4	4%
Neutral	56	56%
Satisfied	8	8%
Dissatisfied	20	20%
Highlydissatisfied	12	12%

Interpretation

According to the graph above, 4% of respondents are content with their online shopping experience, 56% are indifferent, 8% are satisfied, 20% are angry, and 12% are very dissatisfied. Others are unhappy because the If yes, Internet shopping satisfaction

VI.   CONCLUSION

Consumer happiness with online buying varies from person to person, and perception is restricted to some degree by the availability of good connection and exposure to online shopping. Consumer satisfaction has also increased.

Based on their personal qualities, they have similarities and differences. According to the report, the majority of young people are addicted to internet shopping, and hence the elderly does not use it as much as the young. According to the report, the majority of young people between the ages of are interested in internet shopping. It has also been shown that the majority of individuals who purchase online do so because it is lower than the market pricing with numerous discounts and deals. According to the report, the price of the items is the most influential element in online purchases.

According to the report, the majority of respondents purchase items from Amazon India, making it one of the largest online shopping sites in India. Moreover, the majority of buyers believe internet purchasing to be inexpensive.

In summary, this survey discovered that the majority of respondents are aware of online shopping and that 90% of them have made an online purchase, indicating the rising popularity of online shopping among consumers. The changing lifestyles of Indian customers and the rise of internet activity are causing changes in buying preferences. The security of websites is a major appeal of online shopping.

REFERENCE

[1]. Kodandarama Setty, CMD of Vivek Ltd, Deccan Chronical, 29 January 201.
[2]. K. Vaitheesewaran, CEO of Indiaplaza.com, Deccan Chronical, 29 January 2013

[3]. Zia Ul Haq, "Perception Regarding Internet Shopping: An Empirical Research Of Indian Consumers," Deccan Chronical, 29 January 2013.

[4]. Abhinav Natwww.abhinavjournal.com, ional Monthly Refereed Journal of Research in Commerce And Management Vol 1 Issue 9,ISSN 2277-1166.

[5]. Kimberly Palmer, "More Customers Using Tablets for Christmas Shopping Survey". Tuesday, December 8, 2011 2.

[6]. R. A. Peterson, S. Balasubramanian, and B. J. Bronnenberg. Examining the Internet's Implications for Consumer Marketing. Retrieved on June 28th, 1997.

[7]. Nielsen World Internet Shopping Report, blog.nielsen.com, June 29, 2018. Retrieved on January 19, 2018.

[8]. D.J. Campbell. Task complexity: A review and analysis. 13-1-2019 Academy of Management Review

[9]. "A framework for internet channel assessment," by Stephen F. King and Juhn-Shiuan Liou, International Journal of Information & Management, March 24, 2018.

[10]. "Factors impacting consumer satisfaction on online shopping holidays," S.-Y. Tzeng, M. Ertz, M.-S. Jo, and E. Sarigöllü, Marketing Intelligence & Planning, 2021.

[11]. "An empirical research of online shopping consumer satisfaction in China: a holistic viewpoint," X. Liu, M. He, F. Gao, and P. Xie, International Journal of Retail & Distribution Management, 2018.

[12]. "A research on consumer satisfaction with online purchasing," P. Jayasubramanian, D. Siva Sakthi, and P. Ananthi, International Journal of Applied Research, vol. 1, pp. 489-495, 2015.

[13]. "User acceptance of information technology: system features, user perceptions, and behavioral implications," F. D. Davis, International journal of man-machine studies, vol. 38, pp. 475-487, 2019.

[14]. "Analyzing consumer satisfaction: customers' perspectives on online buying," U. Tandon, R. Kiran, and A. Sah, Nankai Business Review International, 2017.

[15]. "An inquiry into the antecedents of consumer satisfaction in online buying," S. S. Alam and N. M. Yasin, Journal of Marketing Development and Competition, vol. 5, pp. 71-78, 2019.

[16]. "The effect of online purchasing factors on consumer satisfaction in the Serbian market," N. Vasi, M. Kilibarda, and T. Kaurin, Journal of theoretical and practical electronic commerce research, vol., pp. 70-89, 2019.