

# A Study on Customer Satisfaction towards Online Shopping

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## ABSTRACT

Online shopping is the biggest part customer attraction as well as customer satisfaction. In this technological world, most of the companies use online shopping for making satisfy the customer and for attracting more customers as well. This research paper is based on the topic of the impact of online shopping on improvising the customer satisfaction. Apart from this aim, the research paper also has some other aims which such are as to determine the customers' satisfaction towards the products as well as services. The research study also aimed at identifying the impact of online shopping on the improvement of customers.

The researcher has used positivism philosophy, descriptive design, deductive research approach and primary data collection method for conducting the research. From the findings of the study, it could be evident that online shopping helps the organizations to enhance their business opportunity as well as it will help the organizations to enable more customer satisfaction in the organizational context. It has also been evident from the study that online shopping has numerous effects on business of the organization and as per the analysis, it can be referred that online shopping helps the organization to grow their business which will enable more financial benefit in the organizational context.

**Keywords:-** customer satisfaction, online shopping, internet marketing, online consumers, business

## I. INTRODUCTION

### Customer satisfaction

Satisfaction is crucial concern for both customers and organizations. Satisfaction is a subjective concept and therefore difficult to determine. It depends on many factors and varies from person to person and product to product. The importance of customer satisfaction in strategy development for customers and market oriented

cannot be underdetermined. Now a day it has become very important factor for each and every organization to enhance the level of customer satisfaction. Customer satisfaction, a term is used in marketing, it's a measure how product and service supplied by the company meet or surpass customer expectation.

Customer satisfaction according to ISO 9000, users opinion about the degree to which it meets its requirements. Customer satisfaction is a highly personal assessment. Customer satisfaction is a measure of post purchase behaviour of the customers. If customer expectations meet with the perceived value of goods and service then customer is satisfied but if the perceived value of goods and service is less than the customer expectations than customer is dissatisfied and if the perceived value exceeded the expected value of the goods and service than the customer is delighted. In addition, customers generally want the best possible product or service for a low cost. The perception of the best product or service at lowest price with safety effect the industry and customer segment significantly. Thus customer satisfaction is defined as "The number of the customers or percentage of the total customers, whose reported an experience with a firm, its product or its service exceeds specified satisfaction goods". Customer satisfaction is very important for any business whether it sale the product or services because if the customer is satisfied then they make the repeat purchases and tell other persons like their friends, neighborhoods, family members etc. about their good experience and satisfied customers tell five other people about their good experience.

### Online shopping

Online shopping is a form of electronic commerce which allows consumers to directly buy

goods or services from a seller over the internet using a web browser. Consumers find a product of interest by visiting the website of the retailer directly or by searching among best alternative vendors, which displays the same products availability and pricing at different e-retailers. As of 2018, customers can shop online using a range of different Consumer and industrial products.

An online shop evokes the physical analogy of buying products or services at a regular "bricks-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from other businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices. Online stores typically enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal. For physical products (e.g., paperback books or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer typically sends the file to the customer over the Internet. India has an internet user's base of about 450 million as of July 2017, about 40% of the population. Despite being the second-largest user base in world, only behind China (650 million, 48% of population), the penetration of e-commerce is low compared to markets like the United States (266 million, 84%), or France (54 M, 81%), but is growing at an unprecedented rate, adding around 6 million new entrants every month. The industry consensus is that growth is at an inflection point. In India, cash on delivery is the most preferred payment method, accumulating 75% of the e-retail activities. Demand for international consumer products (including long-tail items) is growing much faster than in-country supply from authorized distributors and e-commerce offerings.

According to study done by Indian Institute of e-Commerce, by 2021 India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion e-commerce. Online apparel sales are set to grow four times in coming years.

As of 2018, the largest e-commerce companies in India are

Amazon India: World leader e-commerce company Amazon has emerged as the topmost e-commerce in India as well, in last few years. With a wide range of products Amazon has also started focusing on their delivery service by providing delivery within one day to

their customers. To counter its competitors, more than 8500 crores have been invested by Amazon global in Amazon India.

Flipkart: Founded in 2007 by Sachin Bansal and Binny Bansal, Flipkart is one of the best e-commerce companies in India. It has set a perfect example for all start up aspirants by growing a thousand times over a decade. Flipkart provides all kind of products, from products of basic-needs to stylish and luxurious products that are feasible. The market value of Flipkart is US \$15 billion presently.

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Walmart, one of the biggest retail corporations in the world, has bought a major share of

Flipkart, the Indian e-commerce giant. The deal is an official one and Walmart is paying about \$16 billion for the 77% share that it is buying. The remaining share is retained by some of the old stakeholders including Binny Bansal, co-founder of Flipkart.

Snapdeal: Started in 2010 by two graduates Kunal Bahl and Rohit Bansal, Snapdeal ranks third in the top ten lists of e-commerce companies. Headquartered in New Delhi, Snapdeal provides a wide variety in its products along with attractive daily local deals such as on restaurants, spas, travelling apps etc.

Paytm: As the acronym suggests 'payment through mobile', it enables you to make payments online through its e-wallet. This Delhi based e-commerce brand was commenced in 2010 but it witnessed boom in the year 2016. Because of Demonetization

and government's support for Digital India, in last two years it has achieved more than 300% year-on-year growth.

Jabong: Launched in the year 2012, this e-commerce major basically deals in fashion products. It provides a range of around 300 brands for kids, men and women by keeping

in mind about today's trend.

eBay: Basically an American MNC, eBay is also one of the prominent e-commerce companies in the world. It has diversity of products and one of the add-on features is that it lets you to

sell or buy your used or second-hand product on biddable rates.

Shopclues: Rendering exciting and jaw-dropping deals every day, this e-commerce company was commenced by Sandeep and Radhika Agarwal. Delivering products to over 3000 pin codes, Shopclues has associated more than 5 lakh sellers with itself.

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MakeMyTrip: Headquartered in Gurgaon, MakeMytrip is basically a travelling site which sells bus, train, and air tickets, holiday packages along with great deals and exciting offers.

Homeshop18: Having launched India's first 24-hour Home shopping TV channel, this e-commerce major provides you a wide variety of home appliances along with gazettes like cameras, mobiles, laptops and much more.

Bookmyshow: The first website that comes to our mind while booking movie tickets online is BookMyShow. Headquartered in Mumbai, Bookmyshow is the leading portal in booking tickets for entertainment purposes like movies, plays, sports events etc.

Zomato: This is a platform which lets you order food online; the partner restaurant will deliver the ordered food at your doorstep. Zomato is growing rapidly since it has also launched gold membership in India that means it has tied up with premier restaurants of Delhi, Bangalore and Mumbai. Digital India is a campaign launched by the Government of India to ensure the Government services are made available to citizens electronically by improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. The initiative includes plans to connect rural areas with high-speed internet networks. Digital India consists of three core components,

(a) Development of secure and stable digital infrastructure,

(b) Delivering government services digitally, and

(c) Universal digital literacy.

Highlighting the above paragraph, digital India helps even the rural people are nowadays the consumer of online shopping with the help of a good stable digital infrastructure. Every aspect of online shopping is digital, meaning that is electronic information that is transmitted on a

computer or similar device, though naturally it can tie in with traditional offline advertising and sales tool.

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores.

In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to conduct shopping online because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores.

Shopping via the internet eliminates the need to shift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day.

The central concept of the application is to allow the customer to shop virtually using the Internet and allow customers to buy the items and articles of their desire from the store. The information pertaining to the products are stores on the server side (store). The Server process the customers and the items are shipped to the address submitted by them. The application was designed into two modules first is for the customers who wish to buy the articles. Second is for the storekeepers who maintains and updates the information pertaining to the articles and those of the customers.

The end user of this product is departmental store where the application is hosted on the web and the administrator maintains the

database. The application which is deployed at the customer database, the details of the items are brought forward from the database for the customer view based on the selection through the menu and the database of all the products are updated at the end of each transaction. Data entry into the application can be done through various screens designed for various levels of users. Once the authorized personnel feed the relevant data into the system, several reports could be generated as per the security.

### **Internet marketing:**

Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails. Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera (Kotler and Armstrong, 2009). It facilitates many-to-many communications due to its high level of connectivity and is usually executed to promote products or services in a timely, relevant, personal and cost-effective manner (Bains et al., 2011). Internet is used as a communication channel as a part of direct marketing. It has had a large impact on marketing since it was invented and realized to be an effective marketing tool. It has helped the companies to be able to target their potential customers more personally and knowing more about them has helped in knowing how to approach different customers to get to their needs. Nowadays the concept of internet marketing has extended and opened more opportunities to companies in their marketing. The basics of marketing mix are still applicable and internet offers new opportunities to adapt them. Product: The internet leads to faster discovery of customer needs, greater customization of the products to the customer needs, faster product testing, and shorter product life cycles. Providing complete and relevant product information is crucial in order for the customers to get a realistic picture of the product and to make the product offered more attractive. International Journal of Pure and Applied Mathematics Special Issue 1464 Price: Price is the most flexible element since it can be adapted quickly to the market's demand. The price on the internet has become very competitive. There are two reasons for that: one is price transparency on the internet as it is much quicker and easier to compare prices by visiting company's websites or by using price comparison

sites. The other reason is the ability to reduce costs such as store space and employee costs. The online payment that uses mostly debit cards is seen as an efficient, convenient and flexible payment method for both companies and customers. Place: The place element of the marketing mix traditionally refers to where the product is distributed to customers. Allen and Fjermestad argue that the internet has the greatest implications for place in the marketing mix because it has a large market place. Companies can gain advantage of the low cost of advertising internationally without the necessity of a supporting sales infrastructure in different countries. Promotion: The promotion element of the marketing mix refers to how marketing communications are used to inform customers about an organization and its products. By using promotional tools on the internet such as online offers, frequently updated information and direct e-mail reminders, companies can encourage customers to visit their sites. Internet marketing Tree: International Journal of Pure and Applied Mathematics Special Issue 1465.

The famous marketing strategy followed by the organization are such that search engine marketing, Directories & Listing, Email marketing, social media marketing, Public relations and Online advertising. In the recent years many surveys has concluded that Social media marketing plays a vital role in the market area. Merits of online shopping: Due to rapid growth of technology in the recent years, business organizations have switched over from the traditional method of selling the products to electronic method of selling products which paves the growth of many online stores. Business organizations use internet as a main vehicle to conduct commercial transactions in the online platform. The online shopping merits are listed below Saves time and efforts, Convenience of shopping at home, Wide variety / range of products are available, good discounts / lower prices, Get detailed information of the product, we can compare various models / brands, No pressure shopping, Online shopping saves time, Comparisons, Availability of online shop, Online tracking, Online shopping saves money

### **Problems faced by online consumers:**

Although online consumers enjoy many benefits they are also prey for the online fraud in certain circumstances. The main disadvantage of online shopping is physical verification regarding the quality of the product is not available and cannot receive the product immediately. Buyers had to wait until the product arrives. Sometimes it is better to have an item instantly than keep waiting

for it for many days. A recent study done by BrightLocal (<http://selnd.com/1xzy0Xb>) states that 88% of U.S. consumers read online reviews "to determine whether a local business is a good business" at least occasionally—39% do so regularly. Also, 72% say positive reviews lead them to trust a business more, while 88% say that in "the right circumstances", they trust online reviews as much as personal recommendations. While scammers are increasingly taking advantage of the power of social media to conduct criminal activity, astute risk managers and their insurance companies are also finding ways to leverage social media information as a tool to combat insurance fraud. For example, an injured worker was out of work on a worker's compensation claim but could not resist playing a contact sport on a local semiprofessional sports team. Through social media and internet searches, investigators discovered that the worker was listed on the team roster and was playing very well.

#### Importance of customer satisfaction

Customer satisfaction is an important because a higher level of satisfaction can deliver many satisfactions. Those satisfactions are as follows: Loyalty: A highly satisfied customer is a loyal customer. Repeat purchases: A highly satisfied customers buy more products.

Referral: A highly satisfied customer tells their friends and family about the product or service. Retention: A highly satisfied customer is less likely to switch brands. Reduced cost: A highly satisfied customer costs less to serve than a new customer. Premium safety: A highly satisfied customer is willing to pay more for the products or service.

## II. REVIEW OF LITERATURE

In this Research study the attempt has been made by the researcher to identify the previous literature pertaining to the topic to draw a deeper insight into the concept. The study of previous related literature pertaining to consumer's attitude towards online shopping behaviour would immense help the researcher in understanding the contributions made by others and in creating a link to the chosen topic by the researcher. This has helped the researcher to identify the contributions and the research gap which facilitated in designing the framework of the study and in the formulation of the questionnaire for data collection and conducting the research.

Dr.V Vijayalakshmi & Dr.R.Lakshmi (2018)<sup>1</sup> Mostly youngsters and youth generation (19-30 age group) are very much interested in

online buying because they know about technology and e- shopping. As per an ASSOCHAM-Resurgent joint study,(2018)<sup>2</sup> online shopping is expected to clock annualised growth of 115 percent this year, aided by fast-increasing data consumption and improvement in logistics, along with a number of offers presented by ecommerce platforms. Jarvenpaa journal of Electronic Commerce Research, VOL.6, NO.2, (2015)<sup>3</sup> it is an earlystage in internet development in terms of building an appropriate dedicated model of consumer buying behavior. (Ahmed, 2012)<sup>4</sup> Concerns of price, quality, durability and other product-related aspects are the main drivers of buying decision in developed countries but the considerations could be vary from the developing countries

(Sylke et al., 2004)<sup>5</sup> The growth rate of electronic commerce in India, however, has yet been much below anticipation; its proportion of total retail business is still small due to its certain limitations . (Garbarino & Strahilevitz, 2004; Korgaonkar & Wolin, 1999; Van Slyke et al., 2002)<sup>6</sup> previous researches suggested that men are more likely to purchase products and/or services from the Internet than women. Na Li & Ping Zhang (2002)<sup>7</sup> found that men are more adopting in online shopping, Female shoppers are found to prefer using catalogs to shop at home. It is found once female showed preference in online shopping, they will shop more frequently online than their male counterparts. Zhang, Dran, Small, and Barcellous (1998)<sup>8</sup> , indicated that website design features of the website are important and influencing factors that leads consumer's satisfaction and dissatisfaction with a specific website.

Rotem-mindali, O, salomon, and I.(2006) have studied the study was to develop a conceptual model of the decisions households make with regard to information gathering, purchase transactions and delivery mode. To collect data, they have developed a structured questionnaire and respondents were asked to assess a large variety of aspects concerning their shopping habits, preferences as well as attributes concerning their accessibility to and usage of ITbased applications. They found that a number of respondents use internet to collect the information before newer and younger generation of organized retail industry evolution which is multidimensional and far more advanced than its previous generation.

Plessis, P., mostert, P., north, E. (2004) studied the relationship between the period of internal usage and online buying pattern of consumer. They have used data collection method

and responses were received. They found that the period of internal usage significantly influenced the decision to purchase via the internet. Another finding was that period of internal usage significantly influenced whether those shopping on the internet searched for, or considered searching for, product and service information online prior to purchasing from non-internet-based sellers.

Kim, D., yang, Z., jun, M. (2003) made a study to identify key underlying dimensions of online retailing service quality as perceived by online customers. For the study purpose they have identified six key online customers which were reliable/prompt responses, access, and ease of use, attentiveness, security, and credibility. They have prepared questionnaire as data collection tool and done the survey of 270 full time and part time students and undergraduate students of U.S.A. the finding of this research confirmed that there is a strong and positive relationship between online retailers' service quality and their customer satisfaction. They found that three dimensions, reliable/prompt responses (service), attentiveness, and ease of use, had significant impacts on both customers' perceived overall service quality and their satisfaction.

Persson, c. (2001) studied "strategies for enhancing customer interaction in electronic retailing". The objectives of his study were to examine the potential for e-commerce by identifying and analysing factors that are important for the consumers in making use of the new medium. The results of the studies indicate that all three strategies can give important contributions to the establishment of ease – of – use in e-commerce. The multi-channel retailing strategy seems to be the most useful strategy in the short run. The analytical technology strategy and the hypermedia interface strategy have the potential to become important strategies in the future of e-commerce.

As Bellman et al. (1999) mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking propensity is also a powerful factor. E-shoppers have higher risk taking tendencies. Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion

(Rao et al., 1998).

Identifying pre-purchase intentions of consumers is the key to understand why they ultimately do or do not shop from the Web market. One stream of research under online consumer behavior consists of studies that handle the variables influencing these intentions. A compilation of some of the determinants researchers have examined are: transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality. (Liao and Cheung, 2001; Saeed et al., 2003; Miyazaki and Fernandez, 2001; Chen and Dubinsky, 2003).

The lists of factors having a positive or negative impact on consumers' propensity to shop do not seem to be very different from the considerations encountered in offline environments. However, the sensitivities individuals display for each variable might be very different in online marketplaces. Factors like price sensitivity, importance attributed to brands or the choice sets considered in online and offline environments can be significantly different from each other (Andrews and Currim, 2004). Uncertainties about products and shopping processes, trustworthiness of the online seller, or the convenience and economic utility they wish to derive from electronic shopping determine the costs versus the benefits of this environment for consumers (Teo et al., 2004). Further studies aiming to complete the full set of factors influencing consumers' prepurchase intentions are still much awaited.

Simon Rigby, Head of Direct Channels at Comet, says, "Our challenge is to meet the needs of the greatest number of shoppers. By undertaking research on a regular basis, we learn more about our customers' shopping needs and styles.

Research summarized by E-marketer (2005) showed that the Internet applied a bigger influence than for offline media for electronics compared to that clothing, beauty or home improvement as would be expected. Internet Marketing has changed the way people buy and sell good and service. It has added lot of convenience and easy to the whole process of buying. Internet buying prevalence is highest in the United States, where 93% of Internet users have bought on-line (Business Software Association, 2002), and it is growing rapidly in India as well (www.ebay.com)

#### Scope of the Study

- To know there brand loyalty.

- To know about which purchase type people prefer most.
- To find out the reason for buying products.
- To find out the price range that people prefer most.
- To know which features they admire in their product

**Objectives of the Study**

- To find out the satisfaction level of the customer for online purchase.
- To know the specific reasons for which customers purchase online shopping.
- To find out the consumers' satisfaction level for services provided by the online shopping.
- Makes company to more about current trend and requirements.

**RESEARCH METHODOLOGY**

It is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work describing, explaining and predicting phenomena are called research methodology. It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research.

Both Primary data and Secondary data are used in this research study

• **The Research Design Used for the Study**

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

• **Population Size**

The total population size is indefinite.

• **Sample size**

This refers to the number of items to be selected from the total population to constitute the sample. The sample size used for study is 50.

• **Sample design**

It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling.

• **Statistical Tools**

The data collected through questionnaires were analyzed using simple percentage analysis and ranking analysis.

**III. DATA ANALYSIS AND INTERPRETATION**

**Showing socio-economic background of the respondents**

Factors	Category	No. of Respondents	Percentage (%)
Gender	Male	29	58
	Female	21	42
Age	Below 20 years	18	36
	25 – 30 years	25	50
	31 - 35 years	1	2
	Above 35 years	6	12
Location	Village	23	46
	Town	20	40
	City	7	14
Profession	Student	23	46
	Business	10	20
	Service	8	16
	Professional	9	18
Educational	School	9	18
	Graduate	16	32

	Post Graduate	20	40
	Illiterate	5	10

Factors	Category	No. of Respondents	Percentage (%)
Family status	Nuclear family	28	56
	Joint family	22	44
Monthly Income	Below Rs.5, 000	19	38
	Rs.10,001 to Rs. 15,000	11	22
	Rs.15,001 to Rs. 20,000	11	22
	Above Rs.20,000	9	18
Online shopping-websites	Flipkart.com	34	68
	Amazon.com	16	32
	eBay.com	08	16
	Myntra.com	05	10
	Snapdeal.com	14	28
	Olx.com	08	16
	Others	12	24
Sources of awareness	Online advertisement	21	42
	Offline advertisement	07	14
	Friends	15	30
	Newspaper	03	06
	Television	04	08
Products purchased	Electronics	13	26
	Mobiles	31	62
	Computer	04	08
	Home appliances	08	16
	Games	02	04
	Garments	05	10
	Footwear	09	18
	Watches	09	18
	Jewels	03	06
	Mens Accessories	12	24
	Womens Accessories	11	22
	Toys	02	04
	Baby care	02	04
	Books	04	08
E-books	02	04	

Factors	Category	No. of Respondents	Percentage (%)
Preference	Time saving	28	56
	Information Availability	05	10
	Less Stress	09	18
	Less Expensive	06	12
	Best Offers	09	18
	Helpful for Old & Disabled	04	08
	Service Quality	02	04
	Easy Ordinary System	02	04
Visiting retail store	Yes	26	52
	No	24	48
Frequency of Purchase	Daily	06	12
	Weekly	09	18
	Monthly	21	42
	Yearly	13	26
Mode of payment	Credit cards	03	06
	Debit cards	05	10
	Online bank transfer	06	12
	Cash on delivery	38	76

#### Level of Satisfaction of the Respondents

Factors	Opinion	No of Respondent	Percentage (%)
Choice of availability of products	Strongly Disagree	03	06
	Disagree	02	04
	Neither Agree Nor Disagree	13	26
	Strongly Agree	27	54
	Agree	06	12
	Facts consider before online Shopping	Product Rating	14
Product review		20	40
Advise for offline store		04	08
Comparison of price		12	24
Referred by friends		06	12

Factors	Opinion	No of Respondent	Percentage (%)
Detailed information about the product	Strongly Disagree	01	02
	Disagree	04	08

	Neither Agree Nor Disagree	14	28
	Strongly Agree	14	28
	Agree	27	54
Easy to choose and make comparison with other products	Strongly Disagree	-	-
	Disagree	02	04
	Neither Agree Nor Disagree	16	32
	Strongly Agree	06	12
Quality of information provided in online shopping	Agree	26	52
	Strongly Disagree	01	02
	Disagree	01	02
	Neither Agree Nor Disagree	16	32
Website layout helps in searching the products easily	Strongly Agree	08	16
	Agree	25	50
	Strongly Disagree	02	04
	Disagree	-	-
Safe and secure with online shopping	Neither Agree Nor Disagree	13	26
	Strongly Agree	10	20
	Agree	25	50
	Strongly Disagree	04	08
Shopping experience	Disagree	08	16
	Neither Agree Nor Disagree	13	26
	Strongly Agree	21	42
	Agree	07	14
Shopping experience	Highly satisfied	07	14
	Satisfied	38	76
	Neither satisfied nor dissatisfied	05	10
	Dissatisfied	-	-
	Highly dissatisfied	-	-

Factors	Opinion	No of Respondent	Percentage (%)
Barriers which keep respondents away from online shopping	Safety of payment	11	22
	Low trust level of online store	11	22
	VAT, Customs Duty	08	16
	High shipping cost	04	08
	Delivery too slow	18	36
	Others	-	-

#### Problems faced by the Respondent while Online Shopping

S.No	Problems	No of Respondent	Percentage (%)
1	Product did not arrive at all	04	08
2	Product arrive in damage condition	08	16
3	Wrong product were sent	04	08
4	Not quality goods & services	07	14
5	Others	02	04
6	None of these	26	52
	Total	50	100

#### Ranking of the Services in Online Shopping

S.No	Ranking of the services in online shopping	Total Score	Rank
1	Payment security	176	6
2	Product delivery	188	4
3	Personal information privacy	156	8
4	Warranties, return policies	182	5
5	Convenience	215	1
6	Mode of payment	174	7
7	Time saving	203	2
8	Attractive offers	195	3

#### IV. FINDINGS

- Hence it is concluded that majority (58%) of the respondents are male.
- Hence the higher (50%) percentage of the respondents are falling under the category of below 25 - 30 years age group.
- Hence the higher (46%) percentage of the respondents are falling under the category of Village area.
- Hence it is disclosed that majority (46%) of the respondents are engaged on in students
- Majority 40% of the respondents are post graduate level
- Majority 56% of the respondents are belongs to Nuclear family.
- Majority 38% of the respondents are earning the monthly income below Rs.5, 000 only
- Majority 68% of the respondents visited Flipkart.com.
- Majority 42% of the respondents get awareness about websites through online advertisement
- Majority 62% of the respondents purchased Mobiles via online channels.
- Majority 56% of the respondents Prefer online shopping for time saving.
- Majority 52% of the respondents visiting retail store before online shopping.
- Majority 42 % of the respondents make purchase on Online Shopping Monthly.
- Majority 54% of the respondents strongly agree with the choice of products available in online shopping.
- Majority 40 % of the respondents consider product review before online shopping.
- Majority 54% of the respondents Agree with the detailed information about the products in online shopping.
- Majority 52% of the respondents Agree with the easy to choose and make comparison with other products in online shopping.
- Majority 50% of the respondents agree with the Quality of Information provided in online shopping.
- Majority 50% of the respondents Agree with the Website layout helps in searching the products easily.
- Majority 42% of the respondents Strongly Agree with the Safe and secure with online shopping.
- Majority 52% of the respondents did not face

- any of the problems in online shopping.
- First rank given by the respondents for the Convenience in online shopping.
- Majority 76 % of the respondents make payment through Cash on delivery in online shopping.
- Majority 36 % of the respondent have barrier of delivery too slow in online shopping.
- Majority 76 % of the respondent satisfied with online shopping

## V. CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Variety, 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. By doing so, society will continue to depend upon online shopping, which will allow it to remain a tremendous success in the future.

## Limitations of the Study

- The study is confined to Coimbatore district only
- The study is based upon the consumer behaviors of online shopping
- The data collected for the research is fully on primary data given by the respondents. There is chance for personal bias. So the accuracy is not true.

- Due to storage of time and other constraints, the study has been limited 50 respondents only.

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