# A Study of Consumer Satisfaction Towards Online Shopping.

***Submitted By***

**Prince Verma**
Enrolment No.: 22041010653
Admission No.: 22GSOB1010720

**UNDER THE SUPERVISION OF**
Dr. Avdhesh YadavDesignation: Associate Professor,

School of Business
GALGOTIAS UNIVERSITY
Yamuna Expressway, Greater Noida

## CHAPTER 1 INTRODUCTION

**.** 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 is the only one key in the retail sector for achieving success in the business and for this reason customer satisfaction is also dependent on the services of online shopping. It has been also mentioned in the above section that online shopping provides a strong impact over the customer engagement into the companies. As online shopping is the part of electronic commerce thus every small and big retail company need to implement electronic commerce. The innovation and changes can be brought in the retail sector by the help of online shopping. Online shopping helps in saving the time wasting and for this reason, the customers can purchase several products within a very short duration. The customers can have the opportunity to review checking about the products and brands through this online shopping.

The customers can access various companies' websites without physically visiting their stores. Another main facility of online shopping is the products are reached by the company to the customers' door. Therefore, it can be mentioned that the main difficulties of customers while shopping is managed by online shopping that means the customers; satisfaction is greatly managed by online shopping. It is very important to attract more customers to the industry. If any industry attracts more customers in the industry, then the brand value of the company will be increased. It has been seen that digital technology imparts a huge impact over the customer attraction and customer satisfaction as well. 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. Online shopping imparts a huge impact on customer satisfaction. Online shopping is the main part of electronic commerce and many customers are guided by this electronic commerce regarding the way of buying products from the companies (Souca, 2014). The consumers can make a direct connection to the retailer through the process of online shopping and by visiting the company's website and the other alternative apps. The way of shopping has been revolutionized by the help of electronic commerce. Nowadays, online shopping is the very easy process of buying any products from the retailers for regular

purpose as maximum people have some common tools of online shopping such as smart phones, computers, laptops, tablets and many others (Souca, 2014).

The way of online shopping provides several facilities to the customers and for this reason, customers become satisfied while buying products from the retailers through online. The facilities are such as the customer can have several variations about any product, it is the very time-saving process and the main thing is that customer can compare the price of the products .In the retail industry online shopping is known as 'e-tailing' or 'electronic-retailing'. When the goods are sold to the end users for using purpose nit for reselling purpose and the purchaser consumes the goods then this process is known as E-tailing. It is very important to require strong branding for making successful E-tailing.

The website of the company needs to engage in creative data and needs to be regularly updated and easily navigable for meeting the changing demands of the consumers. However, it is very important that the company needs to make the affordable price of the products so that more customers are attracted and satisfied as well. If the company is capable to attract more customers and to satisfy more customers through the process of online shopping, then the company will provide a strong competition to the other strong companies in the business market. E-tailer needs the efficiency of strong distribution and for this reason, the customers do not wait for long periods for relieving their products, which was purchased by them. In the practices of business, the company needs to maintain the transparency so that the customers can show their loyalty and trust towards the company. It is very important to constantly satisfy the customers by providing good quality services and products along with affordable  price then the company's revenue will be increased. In this research paper, it has been explained that customer satisfaction is improved by the online shopping process in retail companies.

## COMPANY PROFILE



## COMPANY PROFILE

Amazon.com, Inc. is an American multinational technology company which focuses on e-commerce, cloud computing, digital streaming, and artificial intelligence. It is one of the Big Five companies in the U.S. information technology industry, along  with Google, Apple, Meta, and Microsoft. Wikipedia

CEO: Andy Jassy (5 Jul 2021–) Trending Customer service: 1800 3000 9009 Stock

price: AMZN (NASDAQ) $2,890.88 +38.02 (+1.33%) 24 Jan, 4:00 pm GMT-5 -

Disclaimer Founder: Jeff Bezos Founded: 5 July 1994, Bellevue, Washington, United State Headquarters: Seattle, Washington, United States Revenue: 38,606.4 crores   USD (202When Amazon was founded in 1993 by creator Jeff Benzos, it was mostly  an online bookstore. Initially Amazon's growth was very slow, not turning a profit until over 7 years after its founding. This was thanks to the great momentum provided by the dot-com bubble. As time went on, Amazon became widely known as the place to shop for books, and the self-proclaimed: "world's largest bookstore". As time progressed, so did Amazon's business strategy. Amazon transformed their corporate- level strategy into a mergers and acquisitions approach and did this with great success. Amazon's goal today is to be a place a customer can go to

purchase anything online. Amazon has transformed from a garage-based bookstore into a $48 billion dollar retail machine. They have been able to do this thanks to the power of technological progress. Computational power, bandwidth and data storage technologies all have improved and have become relatively cheaper over time.

In the present day, Amazon sells products in over forty categories. They have everything from books to electronics, to groceries. Today Amazon is a logistics platform, a search engine, an Internet advertising platform, as well as fulfilling roles as an e-commerce and IT platform. The key areas of focus for Amazon are low prices, convenience, selection, and availability. External Analysis General Environment

**Economic**

Since the start of 2008, the global economy has been in a recession. The World Bank reduced each country's expected GDP growth for the year of 2013. The low GDP growth and high unemployment rate have reduced people's wealth and purchasing power of goods. When the market tanked, many people chose to migrate their shopping onto an online platform. In 2011, online sales actually increased by 11 percent despite what people imagined. The reason this has been occurring is that many consumers are changing their spending habits toward finding "bargain goods". Amazon has been able to benefit from this greatly thanks to their ability to offer affordable goods quickly and easily to the general public.

**Sociocultural**

Online shopping has grown dramatically in popularity over recent years. E-commerce is convenient since there are no geographic restrictions and consumers can have access to a selection of goods wherever and whenever they want. Moreover, there is an unlimited selection of

merchandise for customers to review and compare. These advantages shift customers' shopping behaviour from retail stores to online shopping. According to a survey of online shoppers: 48 percent of respondents shopped online in the past 12 months, 66 percent preferred web retailers, and 73 percent completed nearly half of their shopping online. The increasing popularity of online shopping is providing a foundation for Amazon to exploit their core competencies.

**Global**

With the advances in modern tech support and web security, people are getting more and more willing to make purchases online. As the economies of emerging markets are rising dramatically, people in those countries with increasing purchasing power are spending more on online shopping. Services such as Amazon are able to exploit this opportunity by offering consumers goods which are not readily available in local markets. While firms expand internationally, it is critical to take into account of the differences in consumer preferences.

**Technological**

The Internet is an excellent source of data that provides the most timely available information that captures the shift in consumer preferences and trends. As technology has been rapidly advancing, businesses have been influenced by technological innovations. For example, online payment methods such as online banking and PayPal create more convenience in purchase transactions, which in turn enhances customers' online shopping experience. Also, the invention of electronic devices such as smart phones deliver easy and convenient transaction processes, further facilitating online shopping. For instance, Amazon recently released a smart phone app for their Kindle services, allowing users to conveniently access the online sales platform and review products before purchasing. In the future, the use of 3D virtual technology to market products will also take online shopping to new heights.

**Political/Legal**

In the modern day environment, firms must be cautious when they deal with international policies on online distribution. In the U.S., electronic commerce firms are regulated by the Federal Trade Commission, which regulates online advertising and the security of consumers' personal information. On the other hand, International Consumer Protection and Enforcement Network (ICPEN) finds ways to tackle consumer problems involving cross-border transactions in both goods and services. This helps to ensure participants equally benefit and reach mutual understanding. Online retailers such as

Amazon should be careful to disclose online sales taxes while advertising products to other countries via online shopping platforms because different sales taxes can cause confusion to customers.

**Demographic**

**As the world's population is aging rapidly, baby boomers are**

moving towards retirement so that they will have weaker purchasing power. Thus, generation X and Y have become companies' target markets for product selling. These generations are technologically adept and tend to engage more in online purchasing. Based on a survey, 62 percent of Generation Y liked to purchase things online, as compared to 32 percent of those aged older than 50. Organizations should also exploit opportunities from emerging countries, such as China and India, which have large populations and growing disposable income. Based on a global survey of online shoppers, people in China engaged in online shopping 8.4 times more than those in any other markets on a monthly basis. Thanks to the network of distribution services and the power of E-Commerce, Amazon is in a position to utilize its core competencies in order to capture the global market.

**Industry Analysis**

**The threat of new entrants is considered to be low. It is easy for**

companies to start-up in this industry due to the relatively low capital investment costs. However, to achieve the position in the industry that Amazon holds it would require huge investment in infrastructure and inventory. It is also hard for new entrants to gain customer loyalty since the existing major competitors, such as Amazon, have established a loyal customer base.

Bargaining Power of Suppliers Suppliers have little bargaining power due to the substantial number of suppliers available and the vast expanse of the online global distribution network. Many suppliers rely on key online retailers such as Amazon to engage in bulk purchasing. Thus, online retailers can easily switch to another supplier for lower price and better quality. Bargaining power of suppliers to Amazon is particularly low since suppliers do not require payment until 35 days after the confirmation of sales. Bargaining Power of Buyers

The bargaining power of buyers is high. Customers have the options to choose among numerous online stores for the lowest price products and services due to the completely available information online. The fact that Amazon is able to reduce their overhead costs by not having retail locations allows them to achieve these low prices, enabling them to compete in the industry.

**Threat of Substitute Products**

The threat of substitutes for Amazon is high. The only unique characteristic Amazon has is the patented technology (such as 1-Click Ordering), which differentiates them from other possible substitutes. However, there are many alternatives providing the same products and services, which could reduce Amazon's competitive advantage. Therefore, Amazon does not have absolute competitive advantage on their product offerings, but they definitely have the advantage when it comes to the quality of customer service and convenience provided. Rivalry Among Competing Firms Rivalry among competing firms is high. There are a vast number of search engines on the Internet which are able to influence customers decisions when searching for the best online retailer. There is also an increasing number of dot-com retailers due to the relatively low start-up costs of the business

**Research Study**

**RESEARCH STUDY**

This research paper is based on the topic of the impact of online shopping on improvising the customer satisfaction in the retail company. Nowadays, people cannot think about their life without online shopping. This online shopping has become successful due to digitalization of the business. It has been seen that the business of the retail market has been expanded by online shopping. Before implementing electronic commerce in the business, the companies need to design their own

websites. Online shopping is a very essential requirement for the retail business. It has been evident that most of the retail companies have brought innovation in their business by implementing online shopping. Recently several retail companies have made the website for online shopping. Online shopping is a unique process of shopping by which people can purchase the products within a very short time. Online shopping is very convenient, and it is one of the biggest parts of any business. This convenience quality of online shopping makes the customers more comfortable. The customers can avoid waiting for a long time in the queue due to the facility of online shopping. Online shopping is the process where the customers can purchase their products and oppositely the company can attract more customers. The companies maintain customer satisfaction by seeking the feedback of the customers asking some questions to the customers and analysing the online comments. These all strategies can be maintained through online. It has been seen that maximum company have implemented the strategy of giving a rating according to the quality of the products, or the according to the online services which are provided by the company through their websites. By the ratings of the customers, the company can evaluate their online performances. Some customers also give some comments on the company's websites regarding the products, online performances and many more. Based on these comments the company can bring some changes and innovation in their performances help in satisfying the customers. Thus, it can be stated that online shopping can improve customer satisfaction in the retail company in this way. Online feedback needs to be used as the guideline torch for moving forward. Besides providing the facility o online shopping, the company needs to maintain the security of the customers' private information (Hanifet al. 2010). The main satisfactions which the customers get from the online shopping is time-saving, products' variation, direct communication with the companies, and review checking before purchasing any products. Online shopping is especially beneficial for busy people, older people and for those people who are not able to move. However, now every kind of customers is engaged in the utilization of online shopping. It has been seen that still some customers do not prefer online shopping, they believe in examining the products by physical experiencing (Hanifet al. 2010). Online shopping has brought great success in the business of retail companies. If the customers do not like any particular brand' product then they can go for another option without wasting any time. The purchased products are also delivered to the customers' door by the company and it is one of the biggest facilities of online shopping. Thus, it can be stated that online shopping imparts a great impact on customer engagement and improvement of customer satisfaction as well.

**OBJECTIVES**

Based on the research aim, some objectives have been conducted by the researcher of this research paper. These objectives are mentioned below.

• To identify the impact of online shopping on the business of the organization.

• To determine the customers' satisfaction towards the products as well as services of the companies.

• To identify the impact of online shopping on the improvement of customers' satisfaction retail companies.

• To suggest some future recommendation to the retail companies for implementing the online shopping in their business

**HYPOTHESIS**

**Hypothesis1**

H0: There is no significant difference between the genders of the respondents and the length of Amazon being used.

H1: There is significant difference between the genders of the respondents and the length of Amazon being used.

**Hypothesis2**

H0: There is no significant difference between in overall satisfaction level of Amazon customers on the behaviour of delivery boys of Amazon

H1: There is no significant difference between in overall satisfaction level of Amazon customers on the behaviour of

delivery boys of Amazon

## SCOPE OF THE STUDY
## SCOPE OF STUDY

The research constrictor has constructed this research paper according to the mentioned research topic, which is the impact of online shopping on the improvement of customers' satisfaction in the retail companies. The detailed idea of the customers' satisfaction and the strategies of the customers' satisfaction have been provided by the research constructor of this research paper. In addition, the research constrictor has also explained how online shopping provides an impact on the improvement of customers' satisfaction in the retail sectors. Thus, it can be mentioned that this detailed information about this topic will help future readers for doing their future studies, as the vast information on this topic will be provided from this research paper. On the other side, the research constructor has also provided information on how the retail companies have brought huge changes and innovation in their business by implementing electronic commerce where online shopping is the main part

## RESEARCH OF METHODOLOGY

Research methodology details the various layers of methods and techniques, which helps in accomplishing the key objectives of a research. Research methodology is detailed by research onion conceptualized by Saunders al., (2009) which involves layers such as research philosophy, approach. Strategy, choices, time horizons, technologies and procedures. The chapter research methodology is highly significant because it details the means through which samples will be collected and analyzed in order to achieve results that fulfils the research objectives. For conducting an appropriately structures and successful research, it is crucial that the researcher decide on the best methodology for the research. This chapter details the research methodology followed for this research starting from research philosophy and ending with detailed time horizon of the research

## DATA ANALYSIS & INTERPRETATION

## DATA ANALYSE

An organization can measure the satisfaction level of any customer by measuring how much the organization able to full fill the expectation of the customers. As per the statement of Zaire (2000), an organization can measure the customer's satisfaction level by understanding how many people show their interest to buy the same product from the organization. According to Ciavolino & Dahlgaard, an organization can provide more customer satisfaction by enabling good service or product quality. Product quality or service quality depends on many attributes and these attributes are a clean environment, display of the product, clear labelling and many more. As per the statement of Hokanson, many factors affect the customer satisfaction and these factors are a knowledgeable employee, accuracy billing, helpful employee, friendly employee, giving value to the potential customers, low pricing, courteous employee and most importantly quick service. So, the organization must need to look after these factors in term of increasing the financial benefit for the organization and providing more customer satisfaction. But there are many other factors like 21 locations, value for money, product quality, service quality, reliability, process, additional services, and staff and personnel services. According to Puccinelli (2009), schema, goal, information, attitude, affective processing, atmospherics, processing and consumer choices are major factor of consumer decision process. Price is one of the factors which sways customer. If the same product is available at lower price somewhere, it's going to affect the business. Lowest possible price sways the customer towards the business. Low price doesn't imply that customer will be satisfied with cheap products. Quality of the product is another major factor which affects the business. Customer expects to get the best deal in lowest price possible. According to Ferryman, a direct relationship exists sin customer's views towards a retail store's service and continuing to purchase from that store. Another factor affecting the customer towards business is offers provided to customers. Retail business should provide offers to their loyal customers to keep them in business. Behavior of staffs towards the customer also impacts the customer satisfaction. Thus, skilled staffs are needed to assist the customers (Duarte et al. 2018). Home delivery, online ordering and other facilities can affect the consumers too. Consumers tend to move towards the business which makes

the purchasing more convenient. With online shopping, customers can purchase while sitting at home and expects to get the products delivered on their doorsteps within a certain time farm



Quantitative analysis helped the researcher to get the fresh information about the topic and various views have been obtained. 15 questions had been prepared for the survey and asked to every respondent to get the information. For the survey 100 random customers have been selected and were provided with the research questionnaire for collecting primary information using MS word and MS Excel for storing the same

1.          **What is your age group?**

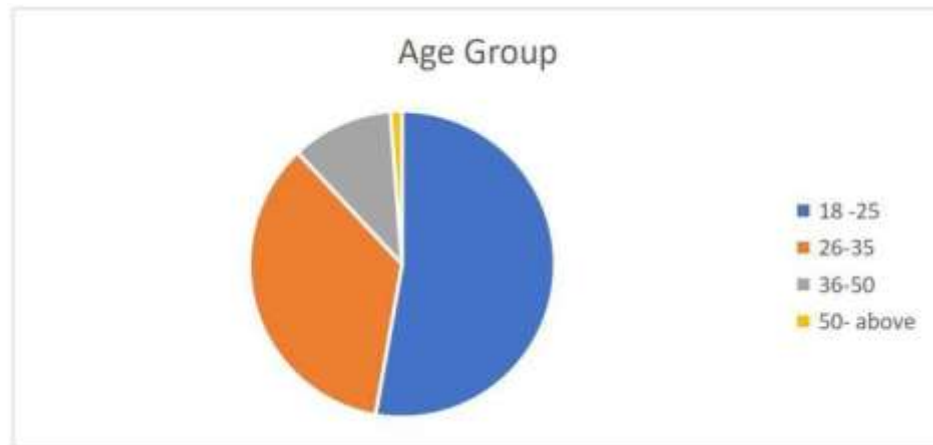| Response of respondents | Percentage of respondent | Number of respondent |
|---|---|---|
| 18 to 25 years old | 51.9% | 54 |
| 26 to 35 years old | 34.6% | 36 |
| 36 to 50 years old | 10.6% | 11 |
| Above 50 years old | 2.9% | 3 |
| Total number of respondent | 100 | 104 |

Fig 1: the age group of respondents

Analysis: initially, the researcher asked the respondents about the age group that they belong to. The respondents were given four options. The options were 18 to 25 years, 26 to 35 years, 36 to 50 years and above 50 years. From the gathered data, it has been shown that 51.9% of the respondents belonged to the 18 to 25 years group. 34.6% of respondents were in the group of 26 to 35 years. 10.6% of the respondents were in the group of 36 to 50 years of age and finally, 2.9% of the remaining respondents confirmed their age to be above 50 years old.

**2.       What is your gender?**

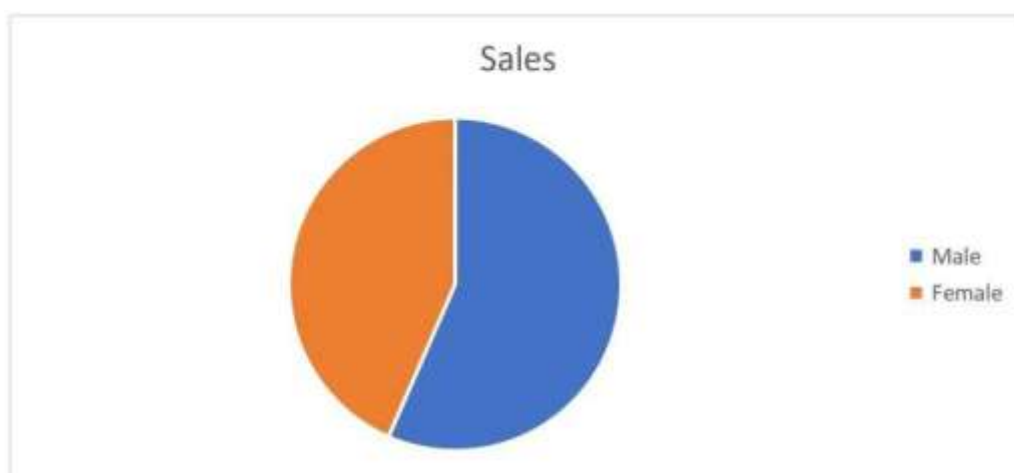| Response of the respondent | Percentage of respondent | Number of respondents |
|---|---|---|
| Male | 56.7% | 59 |
| Female | 43.3% | 45 |
| Total no of respondent | 100% | 104 |



Fig 2: gender group of the respondents

Analysis: after figuring out the age group, the respondents wanted to figure out the gender of the chosen participants. Male and female were two given options. Out of the 104 respondents, 56.7% or 59 of the respondents were in the male category. Remaining 43.3% or 45 respondents were selected as female. 3. Do you think that online shopping can provide more facilities than conventional shopping method? Response of the respondents Percentage of respondents Number

**3.**      **Do you think that online shopping can provide more facilities than conventional shopping method**

| Response of the respondent | Percentage of respondent | Number of respondent |
|---|---|---|
| Yes | 63.5% | 66 |
| No | 16.3% | 17 |
| Not sure | 20.2% | 21 |
| Total no of respondent | 100% | 104 |



Fig 3: whether or not online shopping provides better facilities than conventional shopping

Analysis: after gathering basic data of age and gender of respondents, the respondents were asked whether or not online shopping facility has the potential to provide more benefits and facilities than conventional shopping procedure. The feedback was quite positive as 63.5% of the chosen respondents confirmed that there are multiple benefits like efficiency in online shopping facilities which lack in conventional shopping. 16.3% of the respondents do not agree as they do not believe that scenario of  shopping is changed due to online facility. Remaining 20.2% of the respondents remained silent in this question.

**4.**      **Are you using the online shopping facility while purchasing any products?**

| Response of respondent | Percentage of respondent | Number of respondent |
|---|---|---|
| Always | 21.2% | 22 |
| Mostly | 39.4% | 41 |
| Sometimes | 38.5% | 40 |
| Never | 1% | 1 |

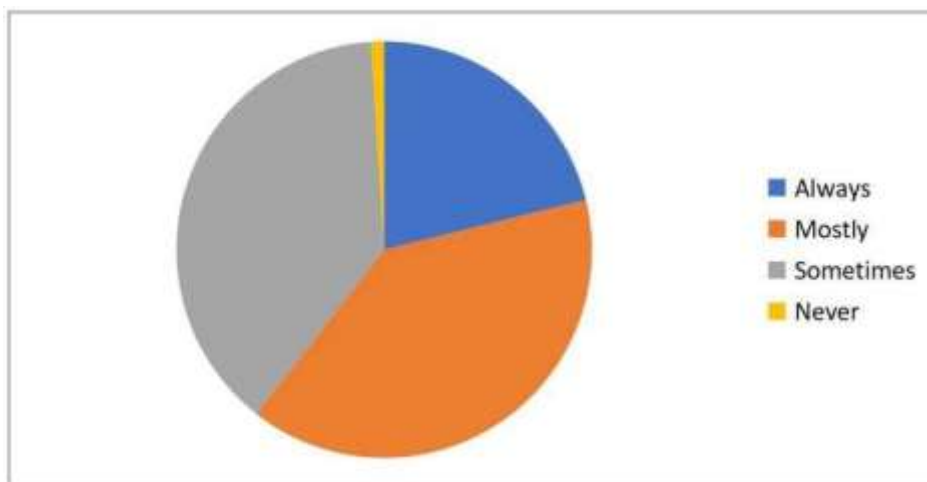| Total no of respondents | 100% | 104 |
|---|---|---|



Fig 4: frequency of using online shopping facility while purchasing products

Analysis: next, the respondents were asked whether or not they use online shopping facility while purchasing products. 21.2% of the respondents mentioned that they always use online method to purchase numerous products. 39.4% of the respondents mentioned that they mostly prefer old process of shopping as they had never used online procedure to purchase their desire product. Remaining 38.5% of the respondents confirmed they sometimes prefer to buy products from online portals of famous e commerce companies

**5.        Do you think online shopping can help the organization to provide more comprehensive service to the customers?**

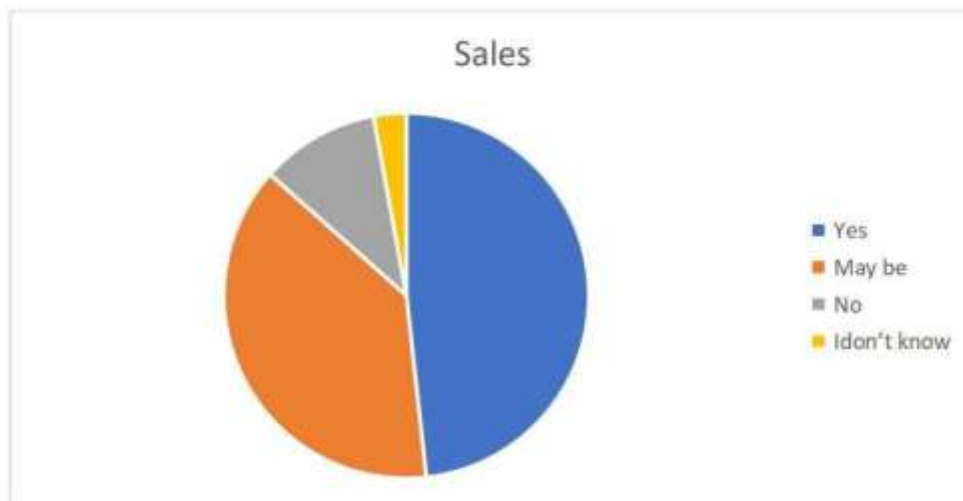| Response of the year | Percentage of respondent | Number of respondent |
|---|---|---|
| Yes | 48.1% | 50 |
| May be | 38.5% | 40 |
| No | 10.6% | 1 |
| Do not think | 2.9% | 3 |
| Total no of respondent | 100% | 104 |

Fig 5: Online shopping and comprehensive service to the customers

Online shopping and comprehensive service to the customers Analysis: next, the researcher wanted to find out about the services that online facility can provide for the benefits of the customers. Question that was asked to the respondents was whether online shopping facility can provide comprehensive customer service for the benefit of the organization. 64 The respondents were provided with four options. 40% of the respondents strongly think that online shopping procedure do provide proper service to many of the customers through proper courier services and facilities of discounts. 30% of the respondents believe that few ecommerce companies provide convenient and comprehensive services to the customers but there are many companies who fail to provide proper services to the customers.

**6.**      **Do you think that online shopping is safe and secure?**

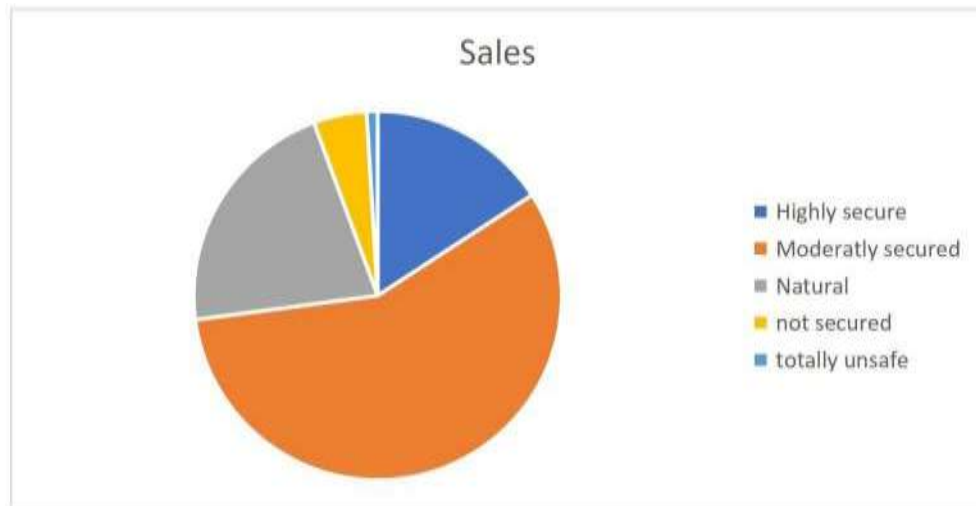| Response of the respondent | Percentage of respondent | Number of respondent |
|---|---|---|
| Highly secure | 16.3% | 17 |
| Moderately secured | 58.8% | 58 |
| Natural | 22.1% | 23 |
| Not secured | 4.8% | 5 |
| Totally unsafe | 1% | 1 |
| Total no of respondent | 100% | 104 |

Fig 6: the security regarding online shopping

Analysis: the seventh question that was set by the researcher was about the security and safety of the users of online shopping systems of ecommerce portals. The respondents provided positive feedback for online shopping facilities. 16.3% of the respondents mentioned that online shopping portal or systems are highly secure as their sole responsibility is to protect the important information of the customers.

There are also very low chance of losing vital information like card numbers to third party. 55.8% of the participants said that the sites are moderately secured. They believe that there are few sites which do not provide strong security for the customers. These sites are quite easily breached. Thus, they chose the option moderately secured. 22.1% of the respondents were neutral to the question. 4.8% of the participants confirmed that these online sites are often affected with malwares

**7.        Why you prefer online shopping?**

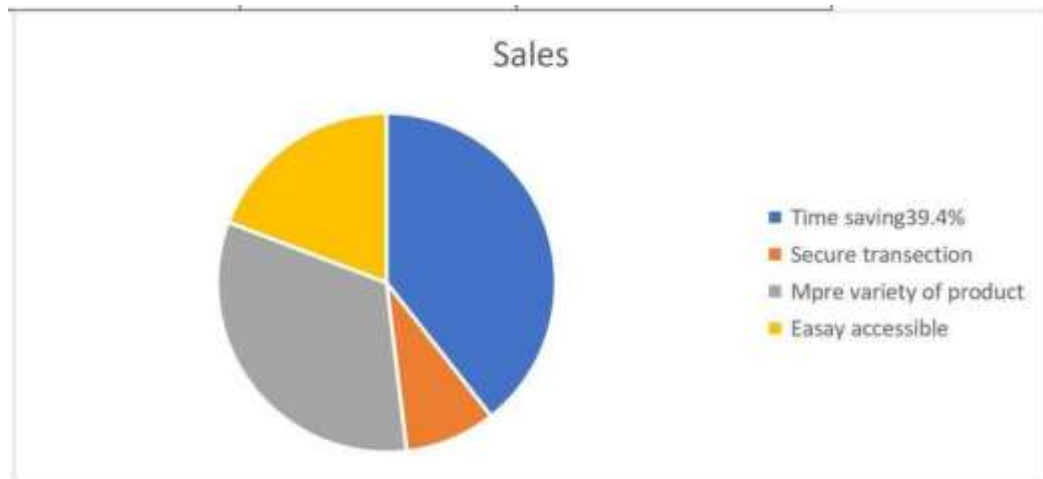| Response of the respondents | Percentage of respondents | Number of respondents |
|---|---|---|
| Time saving | 39.4% | 41 |
| Secure transactions | 8.7% | 9 |
| More variety of products | 32.7% | 34 |
| Easy accessible | 19.2% | 20 |
| Total no of respondents | 100% | 104 |
| | | |

Fig 7: the reason behind online shopping procedure

Analysis: next, the researcher has asked the participants about the reason behind their favourability of online shopping method to purchase products. They were given four options. 39.4% of the respondents preferred the quality or advantage of time saving for shopping in online medium. 8.7% 69 of the respondents confirmed that secure transaction is the sole reason behind the prefer ability of online shopping procedure. 32.7% expressed that it is due to the variety of products that are available at the palm of one's hand. Most number or 19.2% of the respondents mentioned the advantage of the online process is that it is easily accessible to the customers. One can easily access thousands of products sitting at home

**8.        Do you think that you can create a viable communication with company through online shopping?**

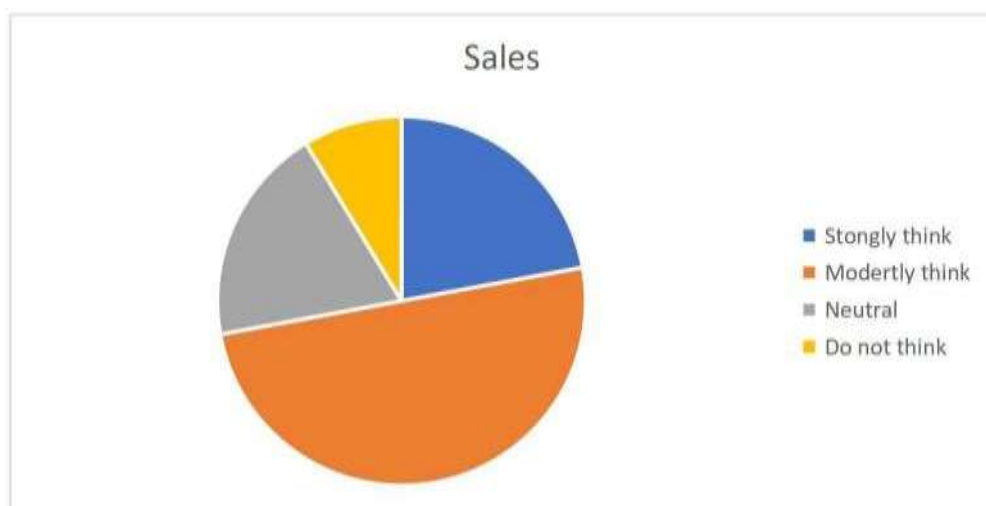| Response of the respondents | Percentage of respondents | Number of respondents |
|---|---|---|
| Strongly think | 22.1% | 23 |
| Moderately think | 50% | 52 |
| Neutral | 19.2% | 20 |
| Do not think | 8.7% | 9 |
| Total no of respondents | 100% | 104 |



Fig 8: communication system with company for the users utilizing online medium

Analysis: after that, researcher asked a question to know whether viable communication is created between company and the users or customers in online shopping portals. 22.1% strongly think that online shopping portals have developed proper communication system to the customers. 50% of the respondents moderately think that ecommerce organizations have developed feedback facilities to understand the queries and issues of customers. 19.2% of the respondents remained neutral to this question. 8.7% of the remaining respondents do not believe that virtual media can capture the communication system as efficient as personal touch. Thus, they mentioned that online system couldn't provide proper communication facility to the users

**9.          Do you recommend online shopping to your family and friends?**

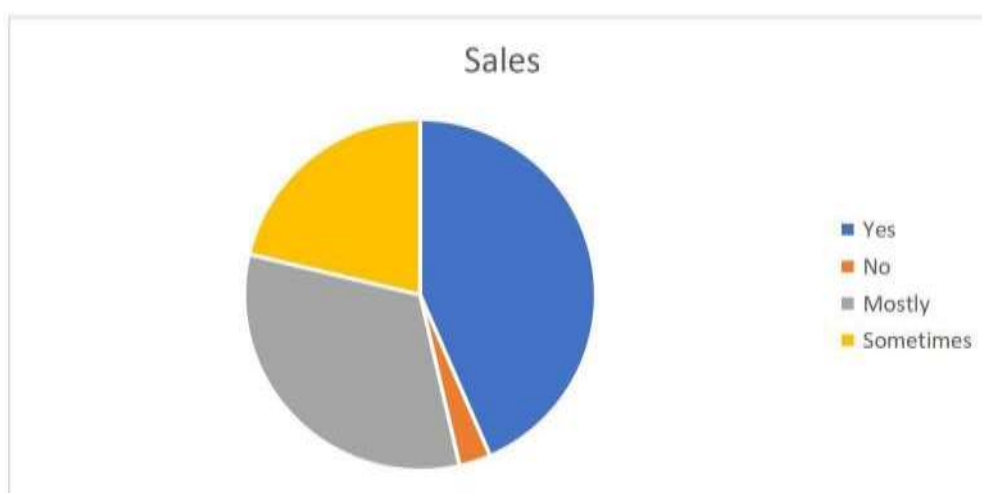| Response of the respondents | Percentage of respondents | Number of respondents |
|---|---|---|
| Yes | 43.3% | 45 |
| No | 2.9% | 3 |
| Mostly | 32.2% | 34 |
| Sometimes | 21.2% | 22 |
| Total no of respondents | 100% | 104 |



Fig 9: Recommendation of online shopping to family and friend

From the above analysis it can be said that near about 43.3% of the respondents want to recommend the online shopping to their friends and family. They also highlighted that online shopping is spreading their hand by this word of mouth marketing. They always suggested online shopping to their friends and family while they get interesting offers. In addition they said that, in recent time lots of offers and discount and also other facilities have been delivered for the customers which attracts many new customers easily. In this analysis remaining of respondents are not happy with the online service and then do not want to recommend it to their friends and family. For the reason 75 they highlighted that online shopping is not much reliable and in many cases wrong delivery has been made

**10.          According to you, does the company can gain the brand value through online shopping?**

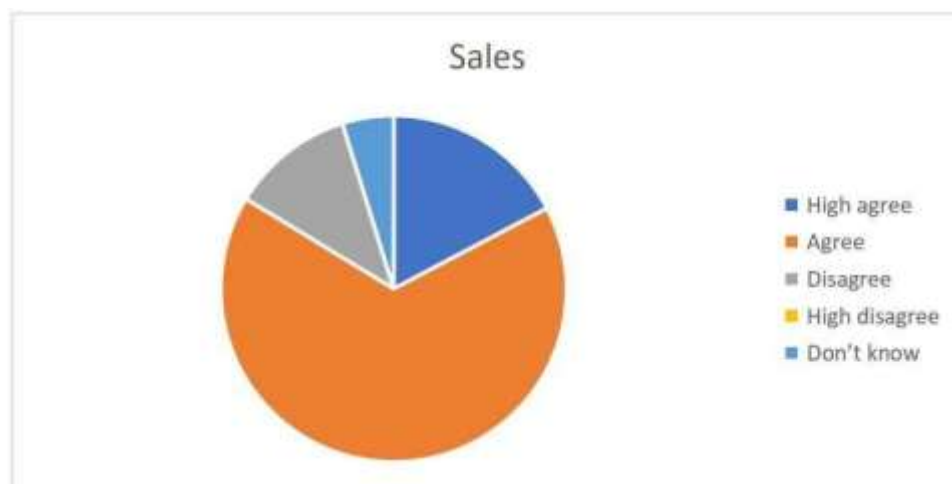| Response of the respondents | Percentage of respondents | Number of respondents |
|---|---|---|
| Highly agree | 17.3% | 18 |
| Agree | 66.3% | 69 |
| Disagree | 11.5% | 12 |
| Highly disagree | 0% | 0 |
| Don't know | 4.8% | 5 |
| Total no of respondents | 100% | 104 |



Fig 10 : online shopping and company's brand value

Analysis: online shopping portals also provide lucrative offers to the customers. Thus, the eleventh question of the survey was to understand the viewpoints of the respondents about the offers provided in the organization through online shopping facility. 16.3% of the respondents highly agreed that online shopping system facility lucrative offers like discounts and gift coupons to the 72 customers as these are not rarely available in traditional shopping procedures. 55.8% of the respondents agreed that famous online shopping portals do provide good offers on various products through online sites and app. 26% of the respondents remained neutral during the

**HYPOTHESIS TESTING**
**Hypothesis testing 1**

H0: There is no significant difference between the genders of the respondents and the length of Amazon being used.

H1 : There is significant difference between the genders of the respondents and the length of Amazon being used.

**Hypothesis testing 1**

From above study it is found that hypothesis No H1" There is significant difference between the genders of the respondents and the length of Amazon being used." is found to be true so it is accepted and alternate hypothesis that is H0 "There is

no significant difference between the genders of the respondents and the length of Amazon being used" is rejected

**Hypothesis testing 2**

H0 :          There is no significant difference between in overall satisfaction level of Amazon customers on the behaviour of delivery boys of Flipkart.

H1:  There is no significant difference between in overall satisfaction level of Amazon customers on the behaviour of delivery boys of Amazon

**Hypothesis testing 2**

From above study it is found that hypothesis  No H1"  There is no significant difference between in overall satisfaction level of Amazon customers on the  behaviour of delivery boys of  Amazon "is found to be true so it is accepted and alternate hypothesis that is H0 "There is no significant difference between in overall satisfaction level of Amazon customers on the behaviour of delivery boys of Amazon. Is rejected

**FINDINGS**

- Majority of the respondent are between age group of 18 to 35 years old

- From the respondent 56% are made where as 43% are female

- According to study 63% prove than that online shopping can  provide more facilities than conventional shopping

- 21.2% respondent use online shopping facilities always where as 39.4% use most time and 38.5% use sometimes

- 48% profit thinks that online shopping help organisation to provide  more services

- Most of the respondents thinks that online shopping is save and secure

- Customer prefer online shopping to sometime availability of more variety of product and due to easy access

- 43.3% respondents online shopping

- Most of the respondents agree that company can given brand value  through online shopping

**CONCLUSION**

- With more people making purchases over their computers and smart phones, businesses are finding new ways to reach consumers. Online shopping has made life easier for customers by offering convenience and availability while still allowing them to compare prices

- The three major factors that affect modern customer satisfaction are customer understanding, service, and technology. By tapping into these factors, you can provide positive, consistent customer experiences and create real customer loyalty.

- The results indicate that the customer satisfaction of online shoppers is influenced by product delivery, perceived security, information quality, and product variety. Customer satisfaction and information quality determine customers' loyalty towards web stores.

- Make customer service better at your store with: Make sure staff is available to people when they need them. Encourage customer loyalty with a rewards program. Offer knowledge – don't push your products and services

This study helps to understand that customer satisfaction is one of the essential things for any organization because it helps the organization to enhance their positive reputation in the market as well as it helps the organization to enable more financial benefit in the organizational context. From the following's sections, it can be concluded that customer satisfaction basically refers to the customer's happiness means if a customer is happy with the product and the service quality then the customer shows positive views towards the company which is very important for any organization to grow their business opportunity in the market.  From the study, customer satisfaction is the customer's fulfilment response means when a customer happy with the service and the product quality then the customer shows their loyalty towards the company and used to buy the products from that company again which enable more financial benefit in the organizational context.  From the concept of customer satisfaction point it can be concluded that companies are showing their motivation for providing best quality service to their old customers as well as the companies are providing new offers and discounts on their products as it will help the organization to attract more new customers which will enable more satisfactory performance 89 of the employees in the organizational context. Additionally,  customer satisfaction will help the organization to enhance their brand name in the market as well as it will impact the efficiency level of the organizations

That section also refers that if any organization will fail to felicitate customer satisfaction, then it can negatively impact the business opportunity of the organization which will lead the company towards absolute loss.  Hashmark and Albin soon (2004) stated that customer satisfaction basically refers to the relationship between the expectations of the customers and what the customer gets, and customer satisfaction become conceptualized by progressing the time, processing the results, effective evaluation,

## LIMITATIONS OF THE STUDY
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- The study is confined to Nagpur district only

- The study is based upon the consumer behaviours 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 50respondents only

- The answer to the questionnaire largely depends upon the setup of the respondents.

- Respondent's opinion may not be free from basic

- The sample size was limited to 10

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**APPENDIX**
**s**
**Questioners**

1.          What is your age group?

o          18 to 25
o          26 to 35
o          36 to 50
o          50 to above

2.          What is your gender?

o          Male
o          Female

3.          Do you think that online shopping can provide more facilities than conventual shopping methods?
o          Yes
o          No
o          Not Sure

4.          Are you using the online shopping facilities while purchasing any product?

o          Always

o          Mostly

o          Sometimes

o          Never

5.          Do you think online shopping can help companies to provide more comprehensive services to the customers?

o           Yes

o          No

o          Mostly

o          I Don't know

6.          Do you think that online shopping is safe and   secure?

o          High secure

o          Moderately secure

o          Not secured

o          Totally unsafe

7.          Why you prefer online shopping

o          time saving

o          Secure transaction

o          Most variety product

o          Easy accessible

8.          Do you think that you can create a viable communication with company through online shopping?

o          Strongly think

o          Monetarily think

o          Neutral

o          Do not think

9.          Do you recommend online shopping to your family or friends?

o          Yes

o          Mostly

o          Sometimes

o          No

10.          According to you does the companies gain the brand value through online shopping?

o          Highly agree

o          Agree

o          Disagree

o          Highly disagree

o          Don't know