

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT

Online shopping is the biggest part of customer attraction as well as customer satisfaction. In today's technology environment, most businesses rely on internet purchasing to both please their consumers and attract new ones. The effects of online shopping on improving customer satisfaction are the subject of this study report. The study also sought to determine the effects of online shopping on improving customer satisfaction in retail establishments. The research tasks entailed an ethical construction of a questionnaire keeping in view the research topic and tasks at hand. The construction of the survey was done keeping multiple touch points in consideration. Extensive research was done to identify the most prominent issues in the realm of online shopping. The survey was constructed based on these observations. It was then distributed to a sample of different respondents of various ages, genders, and geographical areas. To collect experience-based data from all respondents, likert scales were employed. After doing the research, we discovered that customer satisfaction plays a significant impact in how individuals choose to shop online. To be easily available to the public and make people prefer online buying over in-person shopping, websites offering online shopping must have good customer service and user-friendly applications or websites.

Key words:

Online Shopping, Shopping Behavior, Consumer & Consumer Satisfaction

OBJECTIVES OF THE STUDY

- Determine the customer's level of satisfaction with an online purchase.
- Informs the organisation about current trends and requirements.
- Determine client satisfaction with online buying services.
- Understand the precise reasons why clients buy online.

SCOPE OF THE STUDY

- To learn which types of purchases individuals prefer the most.
- To learn about the brand loyalty.
- To determine the motive for purchasing things.
- Determine the most popular pricing range.
- To learn which aspects of their product they appreciate.

INTRODUCTION

Keeping in mind the world's technological improvements, many daily jobs have been relocated to the internet. The most significant shift to the internet is online purchasing. It is not only comfortable to purchase from the comfort of your own home, but it is also time-efficient and eliminates unneeded tension that individuals face while shopping. This study emphasises the importance of ensuring consumer pleasure when shopping online. Although internet purchasing appears to be a more convenient choice, some steps must be taken to ensure client happiness. Quality information, being user-friendly, easy modes of transaction, up-to-date delivery services, and a good hotline are all important elements to adopt when evaluating customer satisfaction. It is critical to understand the needs of customers when buying online in order to improve the system. This study emphasised the various methods for achieving customer satisfaction and the factors that influence it. By this research, we aim to provide a comprehensive overview of how online shopping can be made a better experience by putting forth the underlying correlation of customer satisfaction in boosting the number of people who shop online. It also provides a comprehensive overview of how online shopping can be made a better experience by putting forth the underlying correlation of customer satisfaction in boosting the number of people who shop online. This research was a help to identify different aspects of online shopping which can be improved along with giving a contrast of how various policies end up having dual effect

ADVANTAGES AND DISADVANTAGES OF ONLINE SHOPPING

a) The convenience of online shopping

Customers can purchase items from the comfort of their own homes or workplace. Shopping is made easier and convenient for the customer through the internet. It is also easy to cancel the transactions.

b) Why shop online

- Saves time and efforts. The convenience of shopping at home. Wide variety/range of products are available.
- Good discounts / lower prices.
- Get detailed information about the product.
- We can compare various models/brands.

c) No pressure shopping

In most physical establishments, sales personnel try to persuade customers to purchase a product. You are free to do whatever you want while purchasing online.

d) Online shopping saves time

Customers do not have to wait in long lines at cash registers to pay for the items they have purchased. They can shop from home or work and save time travelling.

e) Comparisons

Online, you may find a large variety of things. The vendors display everything they have. This allows buyers to select from a number of models after comparing the quality, features, and pricing of the products on display.

f) Availability

The mall is open on 365 x 24 x 7. So, time does not act as a barrier, wherever the vendor and buyers are.

g) Online tracking

Online consumers can track the order status and delivery status tracking of shipping is also available.

h) Online shopping saves money

To entice people to shop online, e-retailers and marketers provide discounts to customers. Because they have reduced real estate and maintenance costs, sellers will not back down from offering substantial discounts.

DIS-ADVANTAGES OF ONLINE SHOPPING

Ease of use is the primary driver of e-commerce success. Although the internet makes it quick and easy to buy a goods, some people prefer to use it only in certain circumstances. Some people are also concerned that they would become addicted to online buying. The following are the significant drawbacks of online shopping.

a) Delay in delivery

Shipment delays occur as a result of long duration and a lack of efficient inventory management. Though selecting, purchasing, and paying for an online goods may take less than 20 minutes, delivery to the customer's home can take up to 1-4 weeks. Lack of significant discounts in online shops. Physical stores claim to offer large discounts when compared to online stores, which is a significant disadvantage for the older generation.

b) Missing the shopping experience

Traditional shopping delivers a lot of fun in the shape of showroom atmosphere e, smart sales associates, scent and sounds that cannot be experienced through a website. Indians in general adore shopping. Consumers look forward to Christmas as an occasion to go shopping.

c) Frauds in online shopping

The shopping site itself may occasionally vanish. In addition to the foregoing, online payments are not very secure. Customers' credit card and bank details have been exploited, raising privacy concerns.

LITERATURE REVIEW

Due to the epidemic that has effectively halted many traditional modes of purchasing that we are accustomed to, online shopping has recently become even more crucial than it was previously. This makes it critical to investigate the aspects that influence customer satisfaction in an online setting in order to comprehend customer behaviour and optimise our services to best meet the needs of our clients. According

to research on online shopping customer satisfaction, information quality, merchandise attributes, how capable they are of managing their transactions, the security and privacy the service offers the customers, the website design, customer service, and delivery are all very strong indicators of customer satisfaction in the context of online shopping. According to research, the influence of response time on customer satisfaction is not significant. Many scholars and literary conversations have surrounded the online medium of purchasing in order to comprehend the process that is bringing more and more clients into the world of online shopping. Some researchers have argued that the contemporary tendency is due to the technological explosion, while others have argued that it is due to strong marketing operations.

Davis did early studies in which he attempted to comprehend this process in its entirety. He discovered two major reasons: consumer enjoyment and ease of use in comparison to traditional shopping methods. This can assist explain the modern shopping trend to this day because these variables are still important and can explain the mental process of customers when they go online and buy for various goods. While this provides a common concept for understanding the process, a deeper grasp of the challenges of online buying is required to comprehend the plight and benefits of this system.

Tandon published research in which they discovered various challenges that have affected consumers in this business strategy. One of the significant factors influencing consumers is the vast array of products available on the database. This makes it harder for users to devote their whole attention to online activity.

SERVICE QUALITY DIMENSIONS AND CUSTOMERSATISFACTION

IT depicts the link between online buying and consumer happiness. Six dimensions were employed for the study, and while some were chosen and adopted, others were dropped for the sake of simplicity. The proposed six service dimensions chosen for the study are ease of use, responsiveness, reliability, assurance, security and communication, and overall performance. Some of the service quality dimensions were chosen from the SERVQUAL model and other existing service quality models. A total of 24 statements are used to assess performance across the selected six areas. The six SERVQUAL measures were used to investigate the relative contribution of service quality characteristics to total service quality.

Research Methodology

Data and data utilisation in research are critical components of any excellent research design. People use the method of "research design" to logically analyse data and take a plan-based approach to solving various research problems. We followed both quantitative and qualitative research populations when conducting this study. We intend to use interviews and surveys as primary sources of information, with journals, papers, and books serving as secondary sources. We used data obtained from public surveys for the quantitative portion of the study. The poll was performed using Google forms. We are not targeting a certain demographic, but rather a diverse range of people such as housewives, working parents, teenagers, and the elderly. This was helping us to get a broad overview of how customer satisfaction varies from person to person. The interviews that were conducted would be held through zoom meetings, keeping in mind the current situation of the pandemic. Research instruments, also commonly known as data-collection instruments are tools used to collect data that can aid in the progression of a particular research task.

Online forms, questionnaires, interviews, and forums are all common data collection tools. It is critical for instrument quality to incorporate ethical practises into the research and data collection processes. Researchers, for example, must ensure that the identity and privacy of online respondents are preserved unless the respondents consent to their identities being published. Data gathering must be done with

honesty, and unethical practises such as data theft or plagiarising data obtained by other research modules must be avoided.

CONCLUSION

The research tasks included developing an ethical questionnaire while keeping the research topic and activities in mind. The survey was designed with several touchpoints in mind. Extensive study was conducted to identify the most important challenges in the world of internet buying. Based on these observations, a survey was created and distributed to a sample of 50 respondents of diverse ages, genders, and geographical areas. To collect experience-based data from all respondents, Likert scales were employed. The entire process was highly ethical, with anonymity and the agreement of all participants entirely safeguarded. After conducting research, we discovered that customer satisfaction plays a significant part in how individuals choose to shop online. Websites that offer online shopping must have good customer service and user-friendly applications or websites in order to be easily accessible to the public, making people choose online buying over in-person shopping.

Based on the study's findings, the following recommendations are offered to raise online buying awareness: Problems faced by purchasers during online buying, such as delivery delays, defective items, or other trust problems, should be resolved in order to convert them into regular online consumers. To reach the biggest number of customers, the purchasing process must also be user-friendly. Because statistics demonstrate that most customers prefer online shopping to traditional purchasing, huge and effective advertisements emphasising accessibility, product quality, and other positive features should be created to pique client interest. It could be a good marketing approach to encourage internet shoppers to tell others about it.

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