

# A Study on the Customer Satisfaction towards Online Shopping in Gwalior Locality

Dr. Rajesh Jain, Associate Professor, IMS, SAGE University, Indore  
Himani Singh, Research Scholar, SAGE University, Indore

## Abstract

Online shopping can be defined as the process customers go through to purchase products or services over the internet. Satisfaction plays a major role in online business because it helps to build customer trust, enhances favourable word-of-mouth reports, leads to repeat purchases, predicts purchase behaviour and predicts the internet retailer's endurance and success. The present study is an attempt to find out the customer satisfaction towards online shopping. From the study it is clear that the respondents are satisfied with online shopping services and the most used mode of payment is net banking. The study suggested that the Government should establish consumer protection mechanism to monitor online purchasing, which could enhance the confidence of public in online shopping system.

**Keywords:** customer, customer satisfaction, online shopping

## 1. Introduction

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. Online shopping has become the latest trend among shoppers. Indians are becoming more comfortable with e-commerce. The consumer's attitude has been evolving towards online purchases. It has become increasingly positive over the years. The attitudes that drive people to online such as convenience, price comparison and choice are improving tremendously in India. Consumer behavior can be defined as their acts of obtaining, using and disposing of economic goods and services. The relevance and importance of understanding consumer behavior is rooted in modern marketing. To survive in the market, a firm has to be constantly innovative and understand the latest consumer needs and tastes.

## ❖ Review of Literature

**Rashed Al Karim, (2013)**, conducted a study "Customer Satisfaction in Online Shopping: a study into the reasons for motivations and inhibitions" IOSR Journal of Business and Management (IOSR-JBM), with the aim to explore consumer perceptions of internet-based e-retailing and scrutinize the major factors that influence the online consumer's shopping behaviour in decision-making process. SPSS software package was used to present research data graphically and to test research hypothesis. It was discovered that respondents use internet to purchase products through online because they believe it is convenient on the basis of time saving, information availability, opening time, ease of use, websites navigation, less shopping stress, less expensive and shopping fun. The study also revealed that mind-sets, online payment security, personal privacy and trust, unclear warranties and returns policies and lack of personal customer service are the foremost barriers of online shopping. **P. Jayasubramanian, D. Sivasakthi, AnanthiPriya K, (2015)**, in their research work on "A Study on Customer Satisfaction towards Online Shopping" studied the satisfaction level of the customer for online purchase specific reasons for which customers purchase in online and consumers' satisfaction level for services provided by the online shopping. The research design used for the study was descriptive. The data collected through questionnaires were analyzed using simple percentage analysis and ranking analysis. The study revealed that majority of the respondents prefer online shopping for time saving and also it is clear that majority of online shoppers are satisfied with online shopping. **Marwan Mohamed Abdeldayem, (2010)**, conducted a study "A study of customer satisfaction with online shopping: evidence from the UAE" with the purpose to test empirically the integrated model of customer satisfaction with online shopping that has been developed by Lee and Joshi (2006). Non-parametric tests the Mann Whitney U test, the Kruskal Wallis test were employed for analysis. Ease of use, usefulness, and enjoyment, web-store traits, channel traits and consumer traits were the factors affecting attitudes toward online shopping and the intention to shop online in the UAE.

❖ **Statement of Problem**

Computers and the internet have completely changed the way one handles day-to-day transactions, online shopping is one of them. In the comfort of one's home, office or cyber cafe or anywhere across the globe, one can log on and buy just about anything from apparel, books, music and diamond jewellery to digital cameras, mobile phones, MP3 players, video games, movie tickets, rail and air tickets. The present study is an attempt to find out the customer satisfaction towards online shopping.

❖ **Significance of the Study**

Internet shopping is shaping up. However today, internet shopping is a really significant part of the retail sector. Internet shopping is the new shopping experience of the future. The growth rate for internet shopping is growing. In such a situation it is worthwhile to make a study on customer satisfaction towards online shopping.

❖ **Objectives of the Study**

- To know the customer's satisfaction in online shopping.
- To understand the different payment and delivery systems preferred by the customer.
- To identify the problem faced by the customers during online purchase.

**2. Methods**

1. Research design: Descriptive research
2. Data source
  - a) Primary data  
The data will be collected through questionnaires.
  - b) Secondary data  
The data which are collected from book, journal, magazine, and online shopping Websites.
3. Sampling  
For collecting the primary data convenient sampling technique is adopted. Total sample size is limited to 100 online shoppers in Gwalior locality.
4. Analysis of data  
Analysis of data in this study is done by the following methods. Simple percentage method: it is the important technique and to analyze the data.  
$$\text{Simple percentage} = \frac{\text{no. Of respondents}}{\text{total no. of respondents}} \times 100$$

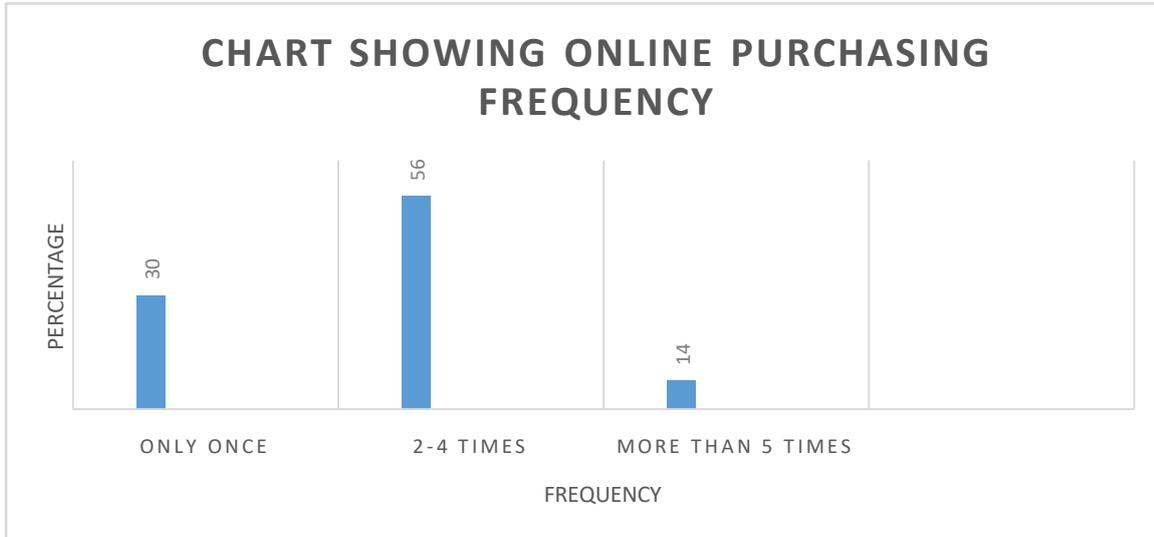
❖ **Data Analysis and Interpretation**

**Table no:1**  
**Table showing online purchasing frequency**

Frequently	No. of respondents	Percentage
Only once	30	30
2-4 times	56	56
More than 5 times	14	14
TOTAL	100	100

Source:Primary data

Chart no:1



**Interpretation**

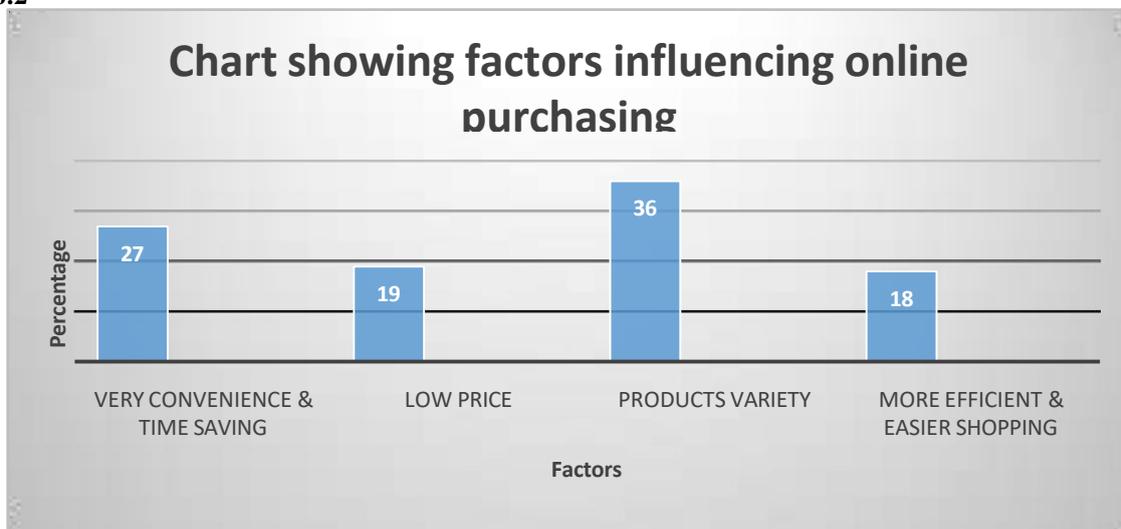
Table shows that 56% of the respondents purchased goods online between 2-4 times, 30% of the respondents purchased only once, and 14% of the respondents purchased more than 5 times.

Table no:2 Table showing factors influencing online purchasing

Factors	No. of respondents	Percentage
Very convenience & time saving	27	27
Low price	19	19
Products variety	36	36
More efficient & easier shopping	18	18
TOTAL	100	100

Source: Primary data

Chart no:2



**Interpretation**

The above table states the factors to choose online purchasing. Majority of respondents are choosing online purchasing because of the product variety available, for 27% of the respondents the reason is its convenience & time saving, 19% of the respondents choose it due to low price, and rest of the respondents feels that it is more efficient & easier shopping.

**Table no:3**

**Table showing kinds of goods purchased from online Table showing kinds of goods purchased from online**

Kinds of goods	No. of respondents	Percentage
Books	15	15
Toys & gifts	4	4
Electronics items	42	42
Clothes & cosmetics	34	34
Others	5	5
TOTAL	100	100

Source: Primary data

**Chart no:3**



**Interpretation**

From this table clearly states the Electronics items are being purchased through the net is around 42% and 36% of the respondents are purchased Clothes & cosmetics, 14% of the respondents are purchased Books, 6% of the respondents are purchased Others, and rest of the respondents are purchased toys & gifts

**Table no:4 Table showing the mode of payment on online shopping**

Mode of Payment	No. of respondents	Percentage
Credit card	35	35
Personal cheque	2	2
Net banking	48	48
Cash on delivery	15	15
Others	0	0
TOTAL	100	100

Source: Primary data

Chart no:4



**Interpretation**

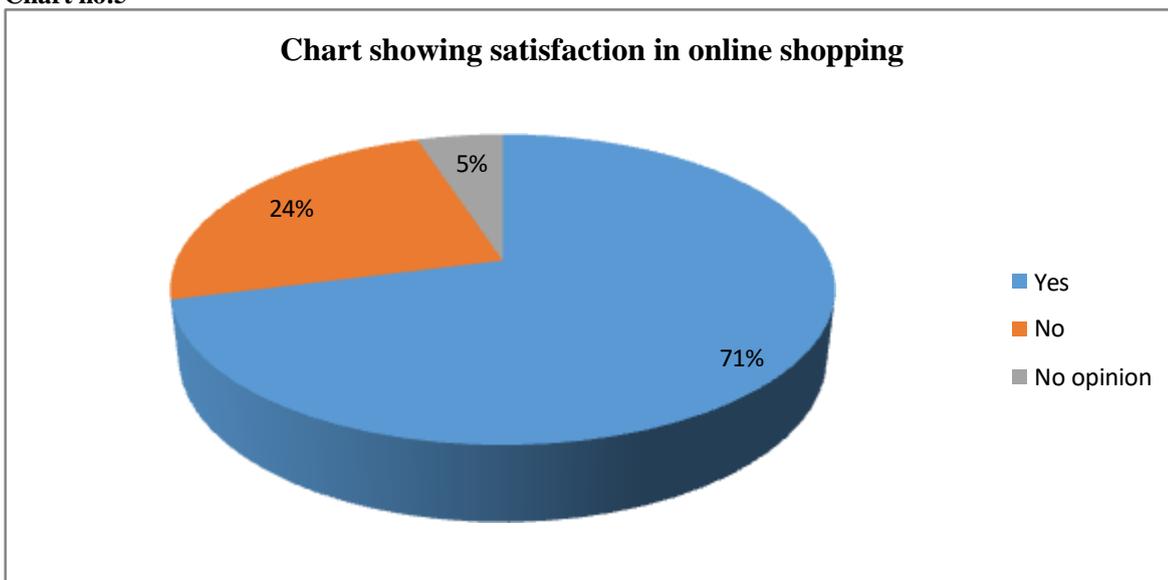
Table shows that for making payment on online shopping 48% uses bank transfer, 35% of the respondents uses credit card, 15% of the respondents uses cash on delivery, and rest of the respondents uses personal cheque.

Table no:5

Opinion	No of respondents	Percentage
Yes	71	71
No	24	24
No opinion	5	5
TOTAL	100	100

Source: Primary data

Chart no:5



**Interpretation**

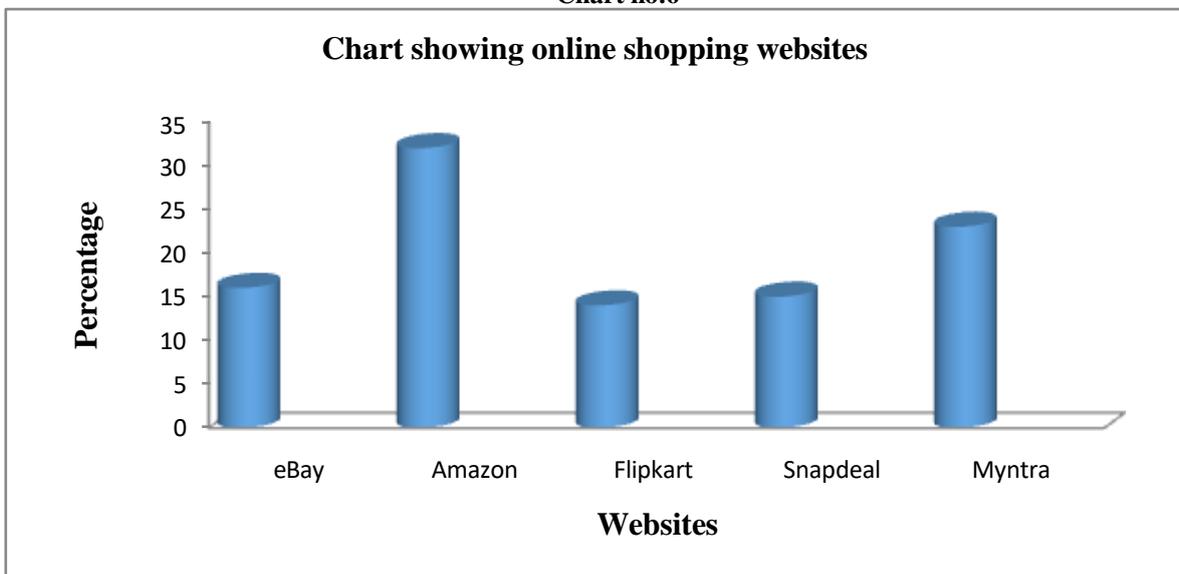
Based on the table 71% respondents are satisfied with online shopping, 24% said that they are not satisfied with online shopping and rest of 5% respondents have no opinion about the satisfaction level of online shopping.

Table no:6 Table showing most preferred online shopping websites

Web sites	No of respondents	Percentage
eBay	16	16
Amazon	32	32
Flipkart	14	14
Snapdeal	15	15
Myntra	23	23
TOTAL	100	100

Source: Primary data

Chart no:6



**Interpretation**

From the table, it is clear that most of the respondent's i.e.32% of them has stated that Amazon is the best online shopping websites, 23% of the respondents used Myntra websites, 16% respondents and 15% respondents used eBay & Snapdeal respectively and rest of the respondents prefer Flipkart.

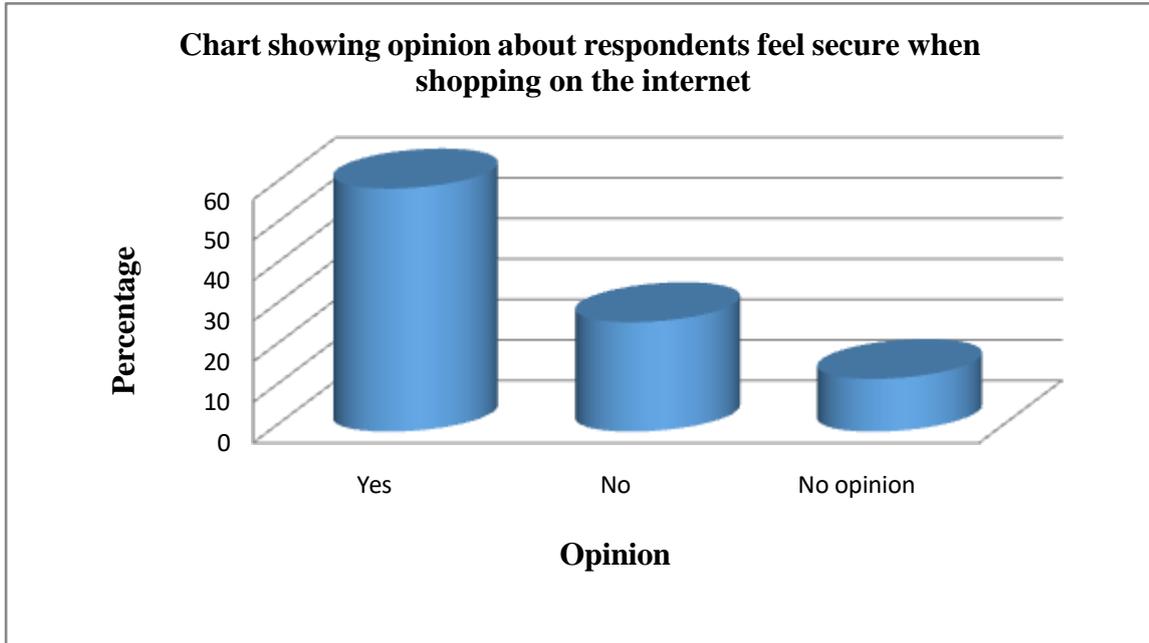
Table no:7

Table showing opinion about respondents feel secure when shopping on the internet

Opinion	No. of respondents	Percentage
Yes	60	60
No	27	27
No opinion	13	13
TOTAL	100	100

Source: Primary data

Chart no:7



### Interpretation

From this table & chart it is clear that most of the respondents i.e. 60% of them feel secured when shopping on the internet, 27% of the respondents are not feel secured in online shopping and 13% of the respondents have no opinion in this regard.

### 3. Result and Discussion

- 94% of the customers are purchased goods through online, because there are easier to purchase and variety products are available in online websites.
- More than 50% of the customers purchased goods through online between 2-4 times
- From this analysis it is clear that products variety is a main influencing factor in online purchasing.
- 42% of the customers are purchasing electronics items through online shopping websites,
- 48% of the customers prefer is Net banking as their mode of payments for online shopping
- The majority of the consumers who have shopped in the online stores are very satisfied with the service they have experienced.
- 64% of the customers are satisfied with service quality in online goods and 19% of the respondents are not satisfied with service quality in online shopping.
- Most of the customer's i.e.32% of them have stated that Amazon is the best online shopping website.
- Most of the customer's i.e. 55% of them have stated that, they are not satisfied with buying the products again from same online site.
- 59% of the customers stated that, there is an effective grievance mechanism cell in online shopping sites.
- Most of the respondents i.e. 60% of the customers have stated that they feel secure while shopping over the internet.

### ❖ SUGGESTIONS

- Government should establish consumer protection mechanism to monitor online purchasing, which could enhance the confidence of public in online shopping system.
- An education program on the use of online portals and various applications could increase the usability of it in all field of life.
- Transactions should be safe and proper security should be assured to the people making online purchases.

#### 4. Conclusion

Online shopping is becoming more popular day by day with increase in the stage of World Wide Web. Specially understanding the customer's satisfaction towards online shopping making improvement in the factors that influence consumers to shop online and working on factors that affects consumers to shop online will help marketers to gain the competitive edge over others.

The consumers who have shopped in the online stores are very satisfied with the service they have experienced. It is going to take some time for this whole system of online shopping to come into regular practice. And for majority of the people to use this system it is going to take some time.

#### ❖ References

- [1]. Bhatnagar.A, Misra.S, and Rao.H.R, „online risk, convenience, and internet shopping behaviour“, communications of the Acm 2000.
- [2]. <http://targetmarketing.com>
- [3]. P. Jayasubramanian, D. Sivasakthi, AnanthiPriya K, (2015), “A Study on Customer Satisfaction towards Online Shopping”International Journal of Applied Research
- [4]. Rashed Al Karim,(2013), “Customer Satisfaction in Online Shopping: a study into the reasons for motivations and inhibitions” IOSR Journal of Business and Management (IOSR-JBM)
- [5]. Marwan Mohamed Abdeldayem, (2010), “A study of customer satisfaction with online shopping: evidence from the UAE” International Journal of Advanced Media and Communication