

# CUSTOMER'S SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO SANKESHWAR TOWN IN BELGAVI DISTRICT

<sup>1</sup>**Shankreppa B Kumbhar**

Teaching Assistant, Dept of studies in Economics  
Rani Channamma University, S R Khanti PG Center, Anubhava Sangama, Bagalkote.

**ABSTRACT:** *The development of Information Technology has brought vibrant changes in the economy through e-retailing. In the last few decades, internet has revolutionized e-railing at the tip of finder of customers. With growing inclination and economic growth, online retailing has increased drastically. People today can shop literally within minutes, be it their office, or home and most importantly, at any time of the day at their leisure. With the fast growing technology, online shopping is emerging in India at a very faster rate. 90 per cent of online shoppers are planning to buy more products which are a reflection of the positive experience of users. Online shopping result into convenience which in turn save time and money.*

**Key words:** *Online shopping, level of Satisfaction, Internet, E-tailers*

## INTRODUCTION:

India has seen the shifting paradigm from unorganized retail into organized retail then e-retail. This paradigm shift is basically due to fast urbanization, globalization, insurance and loan facilities which accelerated the pace. An increasing number of global companies are eyeing the rapidly e-commerce market in India as improvements are made and India's economy grows. India is starting to appear on 'e-business organizations' lists of key international markets. The changing consumer lifestyles supported by the younger population base of India, has given a boost to the e-commerce business.

As per Google India survey 2012, online shopping in India, saw 128 per cent growth in interest from the customers in the year 2011 to 2012 in comparison to only 40 per cent growth in 2012 to 2011, making 2012 the tipping point for online shopping in India. As per research, 90 per cent of online shoppers are planning to buy more products on online which reflect on the positive experience of the users. The growth of online shopping widens the total market size considering it is expected to grow significantly in the coming years. The forthcoming decade expects the sector to offer much more revolutionary practices such as transacting with the help of pay tm, debit cards and credit cards.

## REVIEW OF LITERATURE:

**Jyoti Arora (2013)** discussed on prospects of online relating and also focused on advantages to consumer and challenges of online retailing. **Reena Malik (2014)** opines that the collision of the virtual and physical world is fundamentally changing consumer's purchasing behaviors. **Deepak Tiwar & et. al (2014)** conclude that e-retail would benefit society at large, more so the end users in terms of better product choices and price.

## OBJECTIVES:

- To ascertain the benefits of e-retailing.
- To find out the level of satisfaction of online shoppers.
- To suggest for further growth of online shopping.

## RESEARCH METHODOLOGY:

The study is exploratory in nature. The study is based on primary as well as secondary data. The primary data is collected through a schedule from the respondents selected on stratified random sampling. The size of sample is 50. The collected data is properly classified, and analyzed with help of statistical tools such as percentages. The secondary data is obtained from journals, reference books, website and newspaper. Chi-square test is used to test the level of satisfaction of online shoppers in relation to the demographic characters.

## LIMITATION OF STUDY:

- The study is confined to Sankeshwar town and the finding of the study cannot be generalized.
- The opinion of the respondents may be biased.

## HYPOTHESES:

- A. The level of age does influence on frequency of usage of internet.
- B. There is no significant association between the level of income and satisfaction of online shopping.
- C. The type of products purchases does not determine the level of online shopping satisfaction.

## GROWTH OF INDIAN E-COMMERCE MARKET:

Increasing broad band internet and 3G and 4G penetration, increasing standard of living, upward mobile middle class with high disposable incomes, availability of wide range of products, busy life styles, urban traffic congestion, lack of time for offline shopping, lower prices and growth of online market place model with sites like Flip kart, amazon, snapdeal increase in the number of buyers and sellers. Customers can buy and sell 24 X 7. Customers find convenience as the simple click makes to get the desire products at their doorstep

through track id. A fast-paced urban lifestyle, dual income families and parking space constraints at major malls have contributed to online shopping shift in the perception of customers.

#### BENEFITS OF ONLINE RETAILING:

- Customer convenience
- Comparison of products
- Virtual showroom bearing less cost
- Easy mode of payment
- Right of rejection vested with buyer
- Anytime anywhere services
- Discount and value added services

#### ANALYSIS OF DATA:

Table 1: Demographic profile of respondents

Characteristics		No of Respondent	Percentage
Gender	Male	41	82
	Female	09	18
Age	18-25 Years	22	44
	26-35 Years	22	44
	36-45 Years	03	06
	Above 45 years	03	06
Education	PUC	04	08
	Under graduate	27	54
	Post graduates	19	38
Occupation	Government Job	18	36
	Private Job	15	30
	Students	17	34
Level of Income	Less than Rs 50,000	21	42
	50000-200000	11	22
	200000-500000	14	28
	Above 500000	04	08

Source: Field work

It is revealed from table that 82 per cent of the respondents are male and remaining in female. There is an equal percentage of respondents belong to 18-35 years. Out of the total respondents, 27 are undergraduates. 36 per cent of the respondents are government job holders and followed by students. 42 per cent of the respondents have income of Rs 5000 to Rs 200000.

Table 2: Frequency of access to internet

Frequency of access	No of Respondents	Percentage
Everyday	32	64
Weekly	05	10
Monthly	03	06
Occasionally	10	20
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field work

It is deduced from table that 64 per cent of the respondents access internet everyday whereas 20 per cent of them browse internet occasionally. The mobile data enables the browsing every day. The cost of mobile data is economical which is provided by service providers.

Table 3: Place of Access of Internet

Place of Access	No of Respondents	Percentage
College	14	28
Home	22	44
Others	14	28
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field work

It is professed from table that out of total respondents, 44 per cent of them access internet at home and an equal percentage of respondents browse internet at college as well as other places where Wi-Fi connection is there. Respondents found home as convenient place of access for internet because they can access during leisure time. It is revealed from personal discussion that Wi-Fi connected railway station, bus-stand are also places of convenient for access of internet.

Table 4: Influence of Online Marketing

Particulars	No of Respondents	Percentage
Self interest	27	54
Advertisement	08	16
Family members	07	14
Friends	08	16
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field work

It is made known from table that 54 per cent of the respondents have influenced by self interest. An equal percentage of respondents are attracted towards online shopping due to advertisement and friends. The respondents have shown self-interest in online shopping due to heavy discounts on purchase of products, varieties of merchandise and convenience to buy. The advertisements in print as well as electronic media have created stimulus in online shopping.

Table 5: Type of products

Type of products	No of Respondents	Percentage
Books	06	12
Cloths	09	18
Electronics	21	42
Other products	14	28
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field work

It is observed from table that 42 per cent of the respondents have brought electronics gadgets such as mobiles, pen drives, tabs, power bank and I-pod. 28 per cent of them have purchased other products such as footwear, baby care products. Only 12 per cent have bought books. It is concluded that the electronic gadgets have highly influenced in purchase decision of the respondents.

Table 6: Amount spent on online shopping

Amount spent	No of Respondents	Percentage
Less than Rs 1000	11	22
Rs 1000-Rs 5000	15	30
Rs 5000 to Rs 10000	07	14
Above Rs 10000	11	22
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field Survey

It is revealed from table that out of total respondents, 30 per cent of respondents have spent Rs 1000 to Rs 5000 on online shopping whereas an equal percentage of respondents have expended less than Rs 1000 and above Rs 10000. It is concluded that the income of the respondents has an influence on online shopping.

Table 7: Problems of online shopping

Problems	No of Respondents	Percentage
Cheap Quality	12	24
Delay in delivery	19	38
Product mismatch	06	12
None of these	13	26
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field Survey

It is stated from table that 38 per cent of the respondents have experienced delay in delivery of merchandise. 24 per cent of them have been delivered cheap quality of goods. However, 26 per cent of them have not faced any problem. It is inferred that the major problem in online shopping is delay in delivery of goods.

Table 8: Quality of products delivered

Rate of Satisfaction	No of Respondents	Percentage
Satisfied	35	70
Moderately satisfied	13	26
Highly satisfied	02	04
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field survey

It is drawn from table that out of total respondents 70 per cent have expressed satisfaction with respect to quality of products delivered. 26 per cent of them have moderate satisfaction and only 4 per cent are highly satisfied.

Table 9: Satisfaction towards timely delivery of goods

Level of Satisfaction	No of Respondents	Percentage
Highly dissatisfied	02	04
Satisfied	32	64
Moderate	13	26
Highly satisfied	03	06
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field work

It is known from table that 64 per cent respondents have been delivered the goods in time. 26 per cent of them have expressed moderate satisfaction while 4 per cent of them are highly dissatisfied with regard to timely delivery of products.

Table 10: Satisfaction towards warranty/guarantee of the products

Level of Satisfaction	No of Respondents	Percentage
Highly satisfied	05	10
Moderate	20	40
None	02	04
Not Satisfied	07	14
Satisfied	16	32
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field survey

It is professed from table that 40 per cent of the respondents have moderate satisfaction towards warranty/guarantee of the products. 4 per cent of the respondents have not expressed anything. 32 per cent of them are satisfied with warranty of products.

Table 11: Overall satisfaction towards online shopping

Level of Satisfaction	No of Respondents	Percentage
Moderate	11	22
None	01	02
Not Satisfied	02	04
Satisfied	36	72
<b>Total</b>	<b>50</b>	<b>100</b>

Source: Field survey

It is revealed from table that 72 per cent of the respondents have expressed satisfaction towards online shopping while 22 per cent of them have moderate satisfaction. 4 per cent of them are not satisfied. The reasons for dissatisfaction are that delay in delivery of products, high cost of merchandise, lack of offers etc.

Table 12: Age and frequency of access of internet

Frequency/Age	Every day	Monthly	Weekly	Occasionally	Total
18-25 years	13(59) (37)	02(9) (67)	03(14) (60)	04(18) (40)	22(100) (44)
26-35 years	15 (68) (47)	01 (5) (33)	02 (9) (40)	04 (18) (40)	22 (100) (44)
36-45 years	02(67) (6)	00	00	01(33) (10)	03(100) (06)
Above 45 years	02(67) (06)	00	00	01(33) (10)	03(100) (06)
<b>Total</b>	<b>32(64) (100)</b>	<b>03(06) (100)</b>	<b>05(10) (100)</b>	<b>10(20) (100)</b>	<b>50(100) (100)</b>
Chi-square value			2.4526		
Degrees of freedom			09		
Chi-square critical value			16.919		

Source: Field survey

Figures in parentheses indicate the percentage to the total of rows and columns

It is professed from table that 59 per cent of respondents who are in the age group of 18-25 and 68 per cent of them having age of in between 26-35 years access internet every day. It is concluded that the youngest respondents have more accessibility to internet due to use of smart phone with Wi-Fi connectivity. The calculated chi-square value is less than its critical value at 5 per cent level of significance. Hence, it is derived that the level of age of respondents does not influence the frequency of usage of internet.



Table 13: Level of Income and Satisfaction

Satisfaction/Income	Moderate	None	Not satisfied	Satisfied	Total
Less than Rs 50000	03(14)	00	02(10)	16(76)	21(100) (42)
50000-200000	01(9)	01(9)	00	09(82)	11(100) (22)
200000-500000	07(50)	00	00	07(50)	14(100) (28)
Above 500000	00	00	00	04(100)	04(100)
<b>Total</b>	<b>11(22)</b>	<b>01(02)</b>	<b>02(04)</b>	<b>36 (72)</b>	<b>50 (100) (100)</b>
Chi-square value			11.07365		
Degrees of freedom			09		
Chi-square critical value			16.919		

Source: Field work

Figures in parentheses indicate the percentage to the total of rows.

It is witnessed from table that out of total respondents, 42 per cent of respondents have less than income of Rs 50000. Respondents who have the income above Rs 500000 are fully satisfied. 14 per cent of respondents who have income below Rs 50000 are moderately satisfied. Further, it is proved from the chi-square that there is no significant association between level of income and satisfaction towards online shopping as the calculated value of chi-square (11.07365) is lower than its critical value (16.919) at 5 per cent level of significance for 9 degrees of freedom.

Table 14: Product and Level of Satisfaction

Satisfaction/product	Moderate	None	Not satisfied	Satisfied	Total
Books	01 (17)	01 (17)	00	04 (66)	06 (100)
Cloths	01(11)	00	00	08(89)	09(100)
Electronics	07(33)	00	01 (5)	13 (62)	21 (100)
Other products	02 (14)	00	01 (7)	11 (79)	14 (100)
<b>Total</b>	<b>11 (22)</b>	<b>01 (02)</b>	<b>02(04)</b>	<b>36(72)</b>	<b>50(100)</b>
Chi-square value			11.23838		
Degrees of freedom			09		
Chi-square critical value			16.919		

Source: Field work

Figures in parentheses indicate the percentage to the total of rows.

It is revealed from table that 72 per cent of respondents are satisfied by online shopping. 89 per cent of them who have bought cloths are satisfied. 33 per cent of the respondents who purchased electronics are moderately satisfied. Further, the calculated value of chi-square is 11.23838 and its critical value at 5 per cent level of significance is 16.919 for 9 degrees of freedom. Hence, it is concluded that the type of products purchased does not influence the level of satisfaction.

#### FINDINGS OF STUDY:

- ✓ 64 per cent of respondents access internet daily.
- ✓ The self-interest of respondents has high impact on online shopping.
- ✓ There is more demand for electronic gadgets in online shopping.
- ✓ The level of income influences the shopping.
- ✓ The major problem is online shopping is delay in delivery of merchandise.
- ✓ Most of the respondents have expressed moderate level of satisfaction towards timely delivery of merchandise.
- ✓ Online shoppers have moderate satisfaction towards warranty of products.
- ✓ Most of respondents are satisfied by online shopping.
- ✓ The level of satisfaction and income of respondents differ from each other.
- ✓ The type of products does not influence the level of satisfaction.

#### SUGGESTIONS:

##### IMPROVEMENT IN LOGISTICS ARRANGEMENT:

The e-tailers need to buy merchandise from the manufacturers. They should arrange for delivery of merchandise through improving logistic arrangement. Every movement of goods must be intimated to buyers through sms alets. The e-tailers should have their own logistics or else should have tie up with them.

*REDUCTION IN SHIPPING CHARGES:*

Some of e-tailers are charging high shipping charges for purchase of merchandise below Rs 1000. This leads to dissatisfaction among the buyers. The e-tailers should be unbiased irrespective of worth of purchase. The shipping charges affect the emotions of customers which turns them towards organized retailing.

*ONLINE SHOPPING IN VERNACULAR LANGUAGE:*

Presently, online shopping is available in foreign language i.e. English. If it is made available in vernacular language, online shopping can reach to maximum customers. The native language has a longer impact on mind of customers.

*OFFERS FOR FMCG:*

E-tailers provide great offers for electronic gadgets. FMCGs are part of life of consumers. The high amount of offers and heavy discount force the customers to increase market share of online shopping. This leads to customer's delightedness.

*SCOPE FOR GROCERIES:*

None of the e-tailers ensure scope for groceries in online shopping. They should provide for purchase of the same as like hyper markets. This not only increases the share of market but also supports the community of farmers. This boosts the development of agriculture sector as farmers get fair price for agricultural produces.

*CONCLUSION:*

Online shopping has created a new wind in the country. The population dividend of the country is technosavy. E-tailing is sunrise industry as most of dot com companies are entering into market. They have abundant scope in rural market. If they formulate strategies towards rural market, definitely, it doubles the market share of online shopping.

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