A Study on Consumers Satisfaction towards Online Shopping with Special Reference to Bardoli Town

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Abstract:

The potential of internet user for online shopping in India is increasing tremendously. If e-marketers know the key factors affecting customer behavior and their relationship, then they can devise their marketing strategy to convert potential customers into loyalists and retain existing online customers. This research paper will highlight the Consumers Satisfaction towards online shopping. After the study was completed the researchers learned that customers use the online shopping not only to purchase the product, but also to compare prices, product features and after sale services facilities they will receive if the purchase the product from a particular store.

1. Introduction:-

Online shopping is defined as purchasing items from Internet retailers as opposed to a shop or store or the act of purchasing products or services over the internet. It 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 alternative vendors using a shopping search engine, which displays the same products availability and pricing at different e retailers the process is called business to consumer (B2C) inline shopping.Consumers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet and smart phones. It is also popular as e shop, e store, online store and virtual store.

Purchase a product from 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 popular online retailing companies in India are Flip kart, Snap deal, Shop clues, Amazon.com, Myntra, e – Bay.com etc. the five dominant factors which influence consumer perceptions for online shopping are information, easy to use, satisfaction, security, proper utilization of available information to compare the different products.

2. Review of Literature:-

Prof. Ashish Bhatt in article entitled "Consumer Attitude towards Online Shopping in Selected Regions of Gujarat" published in Journal of Marketing Management stated that online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per study mode of payment is depended upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc.

PrashantSingh in his article "Consumer's Buying Behaviour towards Online Shopping A case study of Flipkart.Com user's in Lucknow City" published in Abhinav stated that future of e-retailers in India looking very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer's purchasing or buying behaviour and the success of E-retailers in India is depending upon its popularity, its branding image, and its unique policies.

UpasanaKanchan , Naveen Kumar and Abhishek Gupta in their article "A Study of Online purchase behaviour of Customers in India" Published in ICTACT Journal on Management Studies stated that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

3. Research Methodology:-

3.1 Research Design

A research design includes an outline of what the researcher do from research and its operational implication to the final analysis of the data. I used the descriptive research design in this research study.

3.2 Objectives of Study:-

1. To study the satisfaction level of the customer for online purchase of Bardoli Town.
2. To find out the specific reasons for which customers purchase online shopping.
3. To find out the customers satisfaction level for services provided by the online shopping.

3.3 Nature of Data and Sources of Data

The study is descriptive in Nature and mainly based on primary data. Structurizedquestionary and sample is collected from the Consumers of Bardoli Town.

3.4 Sample Size:-

The refers to the number of items to be selected from the total [population to constitute the sample. The sample size used for study is 100.

3.5 Statistical Tools:-

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

3.6Limitations of the study

In this research primary data are use and only for Online Shopping of Bardoli Town so there is some limitation of this method is heredity to in this research work.

1) This research work is confined to Bardoli Town only.
2) The study is based on consumer behaviors of online shopping only.
3) The data collected for the research is fully on primary ad limited 100 respondents only and which was given by consumers. There is chance for personal bias

4. Data Analysis and Interpretation:-

Table 4.1 Showing Socio-economic backgrounds of the respondents.

Factors	Category	No. of Respondents	Percentage (%)
Gender	Male	75	75
	Female	25	25
Age	Below 18 Years	28	28
	18-30 Years	48	48
	30-45 Years	20	20
	Above 45 Years	4	4
Location	Bardoli Rural	30	30
	Bardoli Town	70	70
Profession	Students	35	35
	Businessmen	25	25
	Servicemen	25	25
	Professional	15	15
Educational	School	10	10
	Graduate	38	38
	Pos Graduate	48	48
	Illiterate	4	4
Family Status	Nuclear Family	58	58
	Joint Family	42	42
Monthly Income	Below Rs. 10,000	12	12
	Rs. 10,000 to Rs. 20,000	28	28
	Rs. 20,000 to Rs. 30,000	22	22
	Rs. 30,000 to Rs. 40,000	38	38
Websites	Snapdeal.com	10	10
	Flipkart.com	32	32
	Amazon.com	38	38

	Shopclues.com	10	10
	Olx.Com	7	7
	Others	3	3
Sources of Awareness	Social Media	42	42
	Friends	25	25
	Television	23	23
	Newspaper	10	10
Products purchased	Home Appliances	15	15
	Mobiles	30	30
	Computer/Laptop	15	15
	Footwear	8	8
	Watches	5	5
	Electronics	15	15
	Men's Accessories	4	4
	Women Accessories	4	4
	Toys	2	2
	Books	2	2
partiality	Service Quality	10	10
	Less Expensive	20	20
	Time Saving	22	22
	Discount Offers	34	34
	Information Availability	4	4
	Easy to order from anytime and anywhere	10	10
Frequency of Purchase	Daily	12	12
	Weekly	28	28
	Monthly	32	32
	Yearly	28	28
Mode of Payment	Cash on Delivery	28	28
	Online Banking	22	22
	Credit Cards	32	32
	Debit Cards	18	18
Visiting Retail Store	Yes	42	42
	No	58	58

Factors	Opinion									
	Strongly Disagree	(%)	Disagree	(%)	Neutral	(%)	Agree	(%)	Strongly Agree	(%)
1. Easy to choose and make comparison with other products	5	5	10	10	15	15	30	30	50	50
2. Detailed information	10	10	8	8	22	22	30	30	30	30

about the product										
3. Quality of information provided in online shopping	22	22	18	18	25	25	25	25	10	10
4. Facts consider before online shopping	12	12	18	18	20	20	25	25	25	25
5. Choices of availability of products	8	8	12	12	20	20	20	20	40	40
6. Website layout helps in searching the product easily	5	5	14	14	26	26	25	25	30	30
7. Safe and secure with online shopping	20	20	15	15	20	20	25	25	20	20
8. Shopping experience	14	14	16	16	20	20	20	20	30	30

5. Findings:-

- It is concluded that majority (75%) of the respondents are male.

- The higher (48%) of the respondents is falling under the category of 18-30 years age group.

- (70%) percentage of the respondents is falling under the category of Town area.

- It is concluded that majority (35%) of the respondents are engaged on in students and others are belongs to Businessmen and Servicemen.

- Majority 48% of the respondents are post graduate level

- Majority 58% of the respondents are belongs to Nuclear family.

- Majority 28% of the respondents are earning the monthly income between Rs.10, 000 to Rs. 20,000.

- Majority 38% of the respondents visited Amozon.com, which is followed by Flipkart and Snapdeal, Shoplues.com.

- Majority 42% of the respondents get awareness about websites through from Social Media, followed by Friends and Television.

- Majority 30% of the respondents purchased Mobiles via online Shopping.

- Majority 34% of the respondents Prefer online shopping for Discount offers.

- Majority 42% of the respondents visiting retail store before online shopping.

- Majority 32 % of the respondents make purchase on Online Shopping Monthly.

- Majority of respondents doing their payment for online shopping by Cash on delivery and credits cards.

- Majority 80% of the respondents Agree with the easy to choose and make comparison with other products in online shopping.

- Majority 60% of the respondents Agree with the detailed information about the products in online shopping.

- Majority 35% of the respondents agree with the Quality of Information provided in online shopping.

- Majority 45% of the respondents Strongly Agree with the Safe and secure with online shopping.

- Majority 60% of the respondents stronglyagree with the choice of products available in online shopping.

- Majority 40 % of the respondents consider product review before online shopping.

- Majority 50% of the respondents Agree with the Website layout helps in searching the products easily.

- Majority 50% 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.

6. Conclusion:-

From the above discussion, it is concluded that future of online shopping in India looks very bright. Online shopping give customers best alternative to save money and time. Companies offers detail product information, easy mode of payment, facility of comparison of price and very important completely hassle free shopping experience. Success of on line shopping depends on its popularity, its brand image and its unique promotional policies.

Consumer habits of online shopping are on the rise these days. Anything can be ordered from any place and anytime through online shopping. It is more admired 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. Many customers who were not able to go shop for buying they can easily buy through online shopping.

This use of technology has opened new doors and opportunities that enable a more comfortable lifestyle today. Diversity, fast service and reduced prices were the three notable ways in which online shopping

influenced people around the world. Our country has been revolutionized and influenced.

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