

# A STUDY OF CUSTOMERS' SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO RURAL YOUTHS IN URAN TAHSIL OF RAIGAD DISTRICT OF MAHARASHTRA

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**Abstract:** Online shopping means shopping through electronic mode. Most of the youth in rural areas are using mobile. They have quite enough access of internet. By considering this aspect, researcher in this study tried to analyse the satisfaction of rural youth towards online shopping. The researcher also studied trend of mode of online shopping, frequency of online shopping, variety of product bought through online shopping, reasons for online shopping. The study has made an attempt to find out problems faced while online shopping. Chi-square test is used for hypotheses testing. This study is based on primary data. The study concludes that online shopping is getting popular among rural youth. Rural youths are satisfied with online shopping.

**Index Terms** - Online shopping, Customers' satisfaction, Rural Youth, E-Commerce

## I. INTRODUCTION:

In the globalised world, there is change of shopping style from traditional to modern one. Due to awareness of technology, younger generations are very much familiar with technology. The result of this trend of online shopping has been increasing day by day in urban areas. By looking with this urban culture, rural is not even has exception. Mobile in the hands of rural youths do not keep away themselves from this online shopping. Flipkart, Amazon, Snapdeal, e-bay, Rediff, Myntra, Shop Clues etc. are the companies attract the customers towards various schemes, offers, discounts, varieties.

Online shopping means buying and selling goods and services through online i.e., through electronic mode. There is growth of 200% in the electronic items per year through online shopping. D. S. Rawat, Secretary General, Association of Chamber, Indian e-commerce market worth Rs. 50000 crores. There is also 3 times increased in internet connection. The Indian E-Commerce report says that, E-Retailing market will increase to \$80 billion by 2020. The study reveals that Flipkart, Amazon, Snapdeal, Paytm, Myntra, e-bay, Jabong, Shopcules, Homeshop 18 and Infilbeam are the top 10 among e-commerce websites in India.

While looking at this trend, the idea behind this to study the satisfaction of online shopping in rural areas is emerged. Most part of the India is scattered in villages. Youngsters in rural areas have continuous access of mobile. They often use internet in their mobile. Their preferences, needs, style have been changing. Online shopping even changed their standard of living. By observing this, the researcher in this study focuses on the satisfaction of online shopping amongst rural youths. The researcher also studied trend of mode of online shopping, frequency of online shopping, variety of product bought through online shopping, reasons for online shopping. The study has made an attempt to find out problems faced while online shopping.

## II. DEFINITION OF ONLINE SHOPPING:

According to Oxford Dictionary, "online shopping is: "The action or activity of buying goods or services over the Internet."

## III. ORIGIN AND NEED:

Today in the world of technology, youngsters are very much familiar with technology. They are interested to have convenient and comfortable shopping. This is not about only in case of urban youths but also rural youths are not also exception. Being a

teacher, it has been observed in rural youths that most of them are using mobile. They are also internet user. They are very much crazy to have shopping through online. Thus, the researcher in this paper tried to emphasis about satisfaction of rural youths while doing online shopping. It is needed to study on this aspect because online shopping companies will prepare some marketing strategies to attract rural students.

#### IV. LITERATURE REVIEW:

**Mathew B., (2015)**, in this study the researcher has analysed the changing trends in online shopping of Indian consumers in the apparel segment. At the initial stage, consumers were not confident about online shopping. Whereas after overcome of limitation, it built confidence among consumers to buy through online mode. The study revealed that there have been increase in online trade in apparel segment from last two years.

**Kothari P. P., et.al., (2016)**, the study focused on factors that influence the Indian customers for online shopping. The researcher concluded that sensed usefulness, enjoyment, security, cognition, comfort use are the five factors which affect on consumers online purchase decisions.

**K. Jayprakash., et.al., (2016)**, in their study after analyzed the feedback of 200 respondents, it concluded that there are some factors that influencing online buying behavior of the rural consumers in Pollachi Taluk. The researcher had used simple average method and Factor analysis to find out most influencing factor.

**Jadhav V. and Khanna M., (2017)**, the researcher in this study was analysed the impact of the demographic features of college students on their attitude towards online shopping behaviour in Mumbai. The author considered 10 demographic characteristics namely age, gender, education, residence, monthly households income, self-monthly expenses, ownership of computer, internet connection, credit card and debit card. Study revealed that ownership of debit card had a significant difference towards online shopping.

**Sureshkumar R., (2017)**, in his article the researcher studied behaviour of rural people towards online shopping. On the basis of 100 respondents, the study analysed the impact of consumer perception regarding online shopping.

#### V. OBJECTIVES OF THE STUDY:

1. To study rural youths' preference of products or services through online shopping
2. To analyse the satisfaction of rural youths' towards online shopping.
3. To find out problems faced by rural youths while shopping online.
4. To conclude study with some suggestions.

#### VI. HYPOTHESIS OF THE STUDY:

H<sub>10</sub> : There is no association between gender and satisfaction with online shopping.

H<sub>11</sub> : There is an association between gender and satisfaction with online shopping.

H<sub>20</sub> : There is no relationship between level of satisfaction and suggestion of online shopping to friends.

H<sub>21</sub> : There is relationship between level of satisfaction and suggestion of online shopping to a friend.

H<sub>30</sub> : There is no relationship between cost and satisfaction of online shopping amongst youths.

H<sub>31</sub> : There is relationship between cost and satisfaction of online shopping amongst youths.

H<sub>40</sub> : There is no association between gender and suggestion of online shopping to friends.

H<sub>41</sub> : There is association between gender and suggestion of online shopping to friends.

#### VII. RESEARCH METHODOLOGY:

Source of Data Collection: Primary

Sample Size: 101 (Purposive)

Statistical Technique: Chi-Square

#### VIII. SCOPE OF THE STUDY:

The study covered information collected during three months from September 2018 to November, 2018. This study is restricted only to rural areas of Raigad district. The whole study is depended on the facts, figures available during the process of data collection.

#### IX. DATA ANALYSIS AND INTERPRETATION:

Primary data collected from 101 villagers of Uran Tahsil. It was analyzed by using Chi-Square technique. The detail analysis and interpretation of data is exhibited in the following tables.

Table No 1  
Mode of Online Shopping

Mode of Online Shopping	Yes	Percentage	No	Percentage
Mobile Apps	95	94.05	06	5.95
Emails	02	1.98	99	98.02
Website	12	11.88	89	88.12

Search Engine	06	5.95	95	94.05
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(Source: Primary Data)

Table 1 Shows that 94.05 percent youths used mobile apps for on line shopping

Table No 2  
Place of Access of Internet

Place of Access of Internet	Yes	Percentage	No	Percentage
Home	100	99	1	0.99
Public Network	03	2.97	98	97.03
Cyber Cafe	02	1.98	99	98.02

(Source: Primary Data)

Table 2 shows that 99 percent youth access internet from home for online shopping.

Table No 3  
Frequency of Online Shopping

Frequency of Online Shopping	Yes	Percentage	No	Percentage
Daily	04	3.96	97	96.04
Monthly	05	4.95	96	95.05
Weekly	24	23.76	77	76.24
Occasionally	69	68.32	32	31.68

(Source: Primary Data)

Table 3 shows that 68.32 percent did online shopping occasionally.

Table No 4  
Products Bought Online

Products Bought Online	Yes	%	No	%
Wallet	23	22.77	78	77.23
Watches	48	47.52	53	52.48
Shoes	45	44.55	56	55.46
Mobile	47	46.53	54	53.47
Books	19	18.81	82	81.19
Clothes	53	52.47	48	47.53
Sunglasses	20	19.80	81	80.20
College Bag	35	34.65	66	65.35
Entertainment	12	11.88	89	88.12
Railway Ticket	18	17.82	83	82.18
Banking Transaction	22	21.78	79	78.22
Bill Payment	30	29.70	71	70.30
Jewellery	26	25.74	75	74.26
Perfumes	15	14.85	86	85.15
Electronics	36	35.64	65	64.36

(Source: Primary Data)

Table 4 shows that 52.47 percent youth bought cloths, 47.52 percent bought watches, 44.55 percent bought shoes whereas 46.53 percent bought mobile.

Table No 5  
Website used for online Shopping

Website Used for Online Shopping	Yes	Percentage	No	Percentage
Flipkart	55	54.46	46	45.54
Amazon	74	73.27	27	26.73
Snapdeal	23	22.77	78	77.23
Ebay	04	3.96	97	96.04
Rediff	05	4.95	96	95.05
Myntra	22	21.78	79	78.22
Shopclues	09	8.91	92	91.09

(Source: Primary Data)

Table 5 shows that 73.27 percent youths were preferred Amazon whereas 54.46 percent were preferred Flipkart for online shopping

Table No 6  
Reason for Online Shopping

Reason for Online Shopping	Yes	Percentage	No	Percentage
Regular Discount	40	39.60	61	60.40
Service at home	57	56.44	44	43.56

Varieties	34	33.66	67	66.34
Occasional Scheme	14	13.86	87	86.14
Save Time	35	34.65	66	65.35

(Source: Primary Data)

Table 6 shows that 56.44 percent youths were preferred online shopping because they get service at home.

Table No 7  
Problem in Online Shopping

Problem in Online Shopping	Yes	Percentage	No	Percentage
Security	40	39.60	61	60.40
Payment	21	20.79	80	79.21
Delivery Not on time	47	46.54	54	53.46
System Operation	26	25.74	75	74.26
After Sales Service	31	30.69	70	69.31
Quality	38	37.62	63	62.38
Product Not Available	29	28.71	72	71.29
Wrong Product Delivery	25	24.75	76	75.25

(Source: Primary Data)

Table 7 shows that 39.60 percent youths were faced the problem of security, 20.79 percent youths were faced the problem of payment, 46.54 percent were faced the problem of delivery not on time, 25.74 percent youths were faced the problem of system operation, 30.69 percent youths were faced the problem of after sales service., 37.62 percent youths were faced the problem quality, 28.71 percent youths were faced the problem of product not available and 24.75 percent youths were faced the problem of wrong product delivery.

Table No 8  
Opinion about Online Shopping

Opinion	Comfortable & Convenient	Product Satisfaction	Product Authenticity
Strongly Agreed	25	13	16
Percentage	24.75	12.88	15.84
Agreed	59	54	44
Percentage	58.42	53.46	43.57
Neutral	14	28	35
Percentage	13.86	27.72	34.65
Disagreed	03	04	03
Percentage	2.97	3.96	2.97
Strongly Disagreed	00	02	03
Percentage	00	1.98	2.97

(Source: Primary Data)

Table 8 shows that 58.42 percent youths were agreed that online shopping was comfortable and convenient, 53.46 percent youths were agreed towards product satisfaction through online shopping whereas 43.57 percent youths were agreed towards product authenticity through online shopping.

Table No 9  
Online Shopping is Costly

Online Shopping is Expensive	Frequency	Percentage
Yes	37	36.6
No	64	63.4
Total	101	100

(Source: Primary Data)

Table 9 shows that 63.4 percent youths revealed that online shopping is not costly.

Table No 10  
Online Shopping Behaviour

Online Shopping Behaviour	Frequency	Percentage
Stopped	05	5
Purchase Categorical Product	55	54.5
Total	101	100

(Source: Primary Data)

Table 10 shows that 54.5 percent youths preferred online shopping for purchasing particular category of product.

Table No 11  
Suggest Online Shopping to Friend

Suggest Online Shopping	Frequency	Percentage
Yes	92	91.1
No	09	8.9
Total	101	100

(Source: Primary Data)

Table 11 shows that 91.1 percent youths suggest online shopping to their friend.

Table No 12  
Overall Satisfaction with Online Shopping

Satisfaction	Frequency	Percentage
Yes	79	78.2
No	22	21.8
Total	101	100

(Source: Primary Data)

Table 12 shows that 78.2 percent youths satisfied with online shopping.

Table No 13  
Gender & Suggest a Friend

Satisfaction	Male	Percentage of Male	Female	Percentage of Female	Total
Yes	43	91.5	49	90.7	92
No	4	8.5	5	9.3	09
Total	47	100	54	100	101

(Source: Primary Data)

Table 13 shows that 91.5 percent male youths were suggested online shopping to their friend whereas 90.7 percent female youths were suggested online shopping to their friends.

Table No 14  
Gender & Satisfaction

Satisfaction	Male	Percentage of Male	Female	Percentage of Female	Total
Yes	40	85.1	39	72.2	92
No	07	14.9	15	27.08	09
Total	47	100	54	100	101

(Source: Primary Data)

Table 14 shows that 85.12 percent male youths were satisfied whereas 72.2 percent female youths were satisfied with online shopping.

Table No 15  
Chi Square Test

Variable	Chi Square Value	P value	Result of Testing of Hypotheses
Gender and Satisfaction	2.44	0.11	Null Accept
Suggestion to Friend and Satisfaction	11.48	0.001	Null Reject
Cost and Satisfaction of Online Shopping	0.221	0.638	Null Accept
Gender and Suggestion to Friend	0.17	0.895	Null Accept

(Source: Primary Data)

Table 15 exhibits that p-value of variable gender and satisfaction 0.11 is greater than 0.005, it means there is no association between gender and satisfaction. Further it shows that p-value of suggestion to friend and satisfaction 0.001 is less than 0.005, it means there is strong relationship between level of satisfaction and suggestion of online shopping to a friend. The p-value of variable cost and satisfaction 0.638 is greater than 0.005, it means there is no strong relationship between cost and satisfaction of online shopping. The p-value of variable gender and suggestion to friend 0.895 is greater than 0.005, it means there is no association between gender and online shopping suggestion to friend.

**X. FINDINGS:**

1. Majority rural youths were used mobile apps as a one of the mode for online shopping.
2. Many of them had home as a place of access of internet.
3. Majority of the rural youths had shopping occasionally.
4. The study revealed that cloths, watches, shoes, mobile were the products they preferred to buy online.
5. It has observed that many of them used flipkart and amazon.
6. Services at home, regular discount were the major reasons for online shopping.

7. Majority of the rural youths were satisfied with online shopping in spite of there are some problems like security, delivery not on time, quality and after sales service.
8. Majority of the rural youths agreed that online shopping was comfortable and convenient. They were agreed with satisfaction of product as well as authenticity of product.
9. Majority of the rural youths were in the opinion that online shopping is not costly.
10. The data revealed that many rural youths were suggested online shopping to their friends. Both male as well as female youths were suggested on line shopping to their friends.
11. Majority of the rural youths were overall satisfied with online shopping.
12. Both male and female youths were satisfied with online shopping.

#### **XI. CONCLUSIONS:**

Thus, the study concludes that many rural youths were overall satisfied with online shopping. They prefer only cloths, watches, shoes and mobile etc. Shopping from rural youths from online is occasionally. It is necessary to reach at rural market in spite of several problems in supply and distribution. Therefore it will maintain frequent and regular online transaction in rural area.

#### **XII. SUGGESTIONS:**

1. Majority youths from rural areas had preference for buying cloths, watches and mobile. So they should give preference to buy many other products like reference books, ticket bookings, banking transactions etc,
2. There should be easy access of products by all other companies like snapdeal, myntra, rediff etc.
3. Rural youths students should be very alert while doing online shopping. Maintain of secrecy of transactions while doing.
4. It is the responsibility of online marketing company to have proper management of delivery and make the delivery on time.
5. Company should not sacrifice with quality of products in rural areas. They supply as the same quality of product as they supply to urban areas.
6. Company should establish service centres nearby village areas where they can get after sales service facility.
7. Online company having a potential market in rural areas because online shopping is getting popular among rural youths.

#### **XIII. DISCLAIMER:**

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