

# “A study of satisfaction of consumers towards online shopping in the Gwalior city among college students”

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## Abstract

In the present era digitalization is a great revolution for us because it has totally changed our life and the whole market from physically to digitally. Over the last span most of the business organizations are running with massive technological changes according to the actual need of the market requirement because market is not static it's dynamic. Online shopping has helped the retailers to increase and capture the market and the most importantly he or she can shop from his/her home and save their time and money. There are various factors such as inexpensive smart phones and low-priced internet data packs, have urged people to use online shopping. The various mobile applications (apps) have made a lot of things suitable for the users. Now a days online shopping is totally trying to replace whole physical market into virtual market. This study aims to investigate the present status of level of satisfaction among the college going students towards online shopping and identifying various factors and preferences which influencing them to do online shopping. For data analysis various colleges were selected and for this study the data was collected from the 131 respondents through well-structured questionnaire. The result showed that most of the respondents are males and they belong to the city. Mostly people are choosing online shopping due to its 24\*7 & 365 days availability, time saving, availability of detailed information about the products, easy to choose and make comparison with other products in online shopping, the quality of information, website layout and they are feeling safe and secure with online shopping.

**Keywords:** Online Shopping, Consumer Satisfaction, college students

## Introduction

As we are becoming modern day by day, so our needs are also changing with the time. Online shopping is the process by which we can purchase anything directly from the seller from all over the world. Now-a-days online shopping has become a necessary part of our life. Now there are so many shopping apps which are available in the market according to your need, you can easily download it from the internet and install in your smartphone. With the help of these online shopping apps, you can easily buy anything you want and track your orders anytime. As we know due to the digitalization all the things have changed in the market. So many retailers have joined and registered themselves for online selling of their goods & services and it also helps to expand their business and capture the whole market. When we talk about satisfaction of the consumers

basically it depends on their level of expectation from a particular company. If a particular company is fulfilling all the expectations of the consumers, it means their consumers are satisfied with their services beside if company is not able to fulfil all the expectations of their consumers, then result would be on dissatisfaction.

## Review of literature

Rahman, M. A. et. al (2018) investigated the online purchaser's behaviour and they found that clients do online shopping to save their time, varieties of products & services and many more. Both male and female like facility of home delivery and disliking the lack of sensory characteristics. The most of the consumers are acquiring online shopping information from e-websites especially from the social media.

Tandon, U et. al (2017) examined the satisfaction level of the customers towards online retailing in India. They found that website functionality and perceived usefulness have a positive impact on level of customer satisfaction, however perceived usability had a negative impact on level of customer satisfaction.

Zheng, X. et. al (2017) examined e-loyalty by exploring the roles of coupon proneness and value consciousness in the context of online shopping platforms. They found that value consciousness and coupon proneness play important roles in explaining e-loyalty.

Ahmed, Z.et. al (2017) investigated the e-shopping buying behaviour of the consumers in the Pakistan by taking some variables like; domain specific innovativeness, perceived benefits and shopping orientations. They found that shopping orientations and domain specific innovativeness have positive impact on consumers' buying behavior towards online shopping.

Selvaraju, K., & Karthikeyan, P. (2016) examined that due to the change in the modern technology, E-commerce is a new way of selling the product & services through supply channel as well as increase the tendency of doing online shopping to increase the wants and needs of buyer because modern technology supports the new creativity and attitude of consumer buying behavior. Also, they found that timeless, ease accessibility, perceived risk, attitude and product features have an impact in online buying intention.

Bhatt, A. (2014) examined the consumer attitude towards online shopping in Gujrat city and he found that only five factors that were perceived enjoyment, information, perceived usefulness, privacy and security were the factors which impact on consumer's perceptions.

Goswami Adrita et.al (2013) Investigated the level of customer satisfaction in internet marketing through both primary and secondary data. They found that majority of the consumers are satisfied with the internet marketing because it is one of the most widely used by the customers due to its benefits.

## Objectives of the Study

- To find out the level of satisfaction of the customer for online purchase.
- To know the exact reasons for which customers prefer online shopping.
- To find out the level of consumers' satisfaction for services provided by the online shopping.
- To open new areas of online shopping.

## Research Methodology:

**The Study:** The study was descriptive in nature and the survey method is used to complete the study.

### Research Design

- Population:** Population was the respondent from Gwalior only.
- Sample size:** Sample size was 131 respondents.
- Sample element:** Individual college going students.

**Statistical Tools:** The data collected through questionnaires (Vadivu T. Shenbaga, 2015). Simple percentage analysis and ranking analysis were used to complete this study.

### Data Analysis and Interpretation

Factors	Category	No. of Respondents	Percentage (%)
Gender	Male	74	56.5%
	Female	57	43.5%
Age	Below 25 years	110	84%
	26 – 30 years	15	11.5%
	31 - 35 years	02	1.5%
	36 - 40 years	04	3.1%
	41 - 45 years	Nil	Nil
	46 - 50 years	Nil	Nil
	Above 51 years	Nil	Nil
Location	Village	05	3.8%
	Town	08	6.1%
	City	118	90.1%
Educational Qualification	Graduate	82	62.6
	Post Graduate	49	37.4

In the above table majority of the respondents are male whose age are belonged to the below 25 years. The Majority of the respondents are graduates and they belong to the city.

Factors	Category	No. of Respondents	Percentage (%)
Family status	Nuclear family	53.4	70
	Joint family	61	46.6
Monthly Income	Rs.10, 000 to Rs. 15,000	80	61.1
	Rs.15,001 to Rs. 20,000	80	61.1
	Rs.20,001 to Rs. 25,000	15	11.5
	Rs.25,001 to Rs. 30,000	10	7.6

	Above Rs.30,000	9	6.9
Online shopping websites	Flipkart.com	55	42
	Amazon.com	52	39.7
	eBay.com	0	0
	Myntra.com	12	9.2
	Snapdeal.com	0	0
	Olx.com	0	0
	Others	12	9.2
Sources of awareness	Online advertisement	84	64.1
	Offline advertisement	6	4.6
	Friends	23	17.6
	Newspaper	6	4.6
	Television	12	9.2
Products purchased	Books	13	9.9
	Beauty / body care products	5	3.8
	Women's clothes	35	26.7
	Men's clothes	25	19.1
	Watches	2	1.5
	Jewellery	0	0
	Home appliances	12	9.2
	Smartphones	12	9.2
	Laptop/ Personal computer	2	1.5
	Electronic items	17	13
	Home decor items	1	.8
	Men's & Women's accessories	5	3.8
	Footwear	2	1.5

**Table 1.1: Showing demographic background of the respondents**

Factors	Category	No. of Respondents	Percentage (%)
Preference	Time saving	51	38.9
	Information Availability	1	.8
	Less Stress	3	2.3
	Less Expensive	6	4.6
	Best Offers	40	30.5
	Larger variety	22	16.8
	Service Quality	8	6.1
Frequency of Purchase	Daily	7	5.3
	Weekly	7	5.3
	Monthly	84	64.1
	Yearly	34	26

Mode of payment	Credit cards	6	4.6
	Debit cards	13	9.9
	Online bank transfer	34	26
	Cash on delivery	78	59.5
Visiting retail store	Yes	98	74.8
	No	33	25.2
Choice of availability of products	Strongly Disagree	03	06
	Disagree	02	04
	Neutral	13	26
	Strongly Agree	27	54
	Agree	06	12
Facts consider before online Shopping	Product Rating	14	28
	Product review	20	40
	Advise for offline store	04	08
	Comparison of price	12	24
	Referred by friends	06	12

Factors	Opinion	No of Respondent	Percentage (%)
Choice of availability of products	Strongly Disagree	5	3.8
	Disagree	12	9.2
	Neither Agree Nor Disagree	21	16
	Strongly Agree	54	41.2
	Agree	39	29.8
Facts consider before online Shopping	Product quality rating	31	23.7
	Good reviews & Positive comments	39	29.8
	Price comparison	24	18.3
	Referred by friends & family	02	1.5
	Delivery time and shipping fee	6	4.6
	Look for discount coupon	6	4.6
	Return policy	23	17.6

Factors	Opinion	No of Respondent	Percentage (%)
Detailed information about the product	Strongly Disagree	2	1.5
	Disagree	10	7.6
	Neither Agree nor Disagree	26	19.8
	Strongly Agree	52	39.7
	Agree	41	31.3
Easy to choose and make comparison	Strongly Disagree	1	0.8
	Disagree	4	3.1
	Neither Agree nor Disagree	29	22.1
	Strongly Agree	43	32.8
	Agree	54	41.2
Quality of information provided in online shopping	Strongly Disagree	2	1.5
	Disagree	15	11.5
	Neither Agree nor Disagree	38	29
	Strongly Agree	42	32.1
	Agree	34	26
Website layout helps in searching the products easily	Strongly Disagree	3	2.3
	Disagree	7	5.3
	Neither Agree nor Disagree	32	24.4
	Strongly Agree	41	31.3
	Agree	48	36.6
Safe and secure with online shopping	Strongly Disagree	1	.8
	Disagree	11	8.4
	Neither Agree nor Disagree	28	21.4
	Strongly Agree	47	35.9
	Agree	44	33.6
Shopping experience	Highly satisfied	15	11.5
	Satisfied	72	55
	Neither satisfied nor dissatisfied	38	29
	Dissatisfied	2	1.5
	Highly dissatisfied	4	3.1

S. No	Problems	No of Respondent	Percentage (%)
1	Product did not arrive at all	22	16.8
2	Product arrive in damage condition	9	6.9
3	Wrong product was sent	14	10.7
4	Not quality goods & services	45	34.4
5	Additional Charges	17	13
6	Failures while making a digital transaction	2	1.5
7	Others	22	16.8
	Total	131	100

**Table 1.2: Ranking of the Services in Online Shopping**

S. No	Ranking of the services in online shopping	No of Respondent	Percentage (%)	Rank
1	Payment security	11	8.4	6
2	Product delivery at your door step	19	14.5	3
3	24*7 availability	27	20.6	1
4	Warranties/ easy to return policies	8	6.1	7
5	Convenience/suitability of not going to shops	6	4.6	8
6	Various modes of payment	1	0.8	10
7	To save time	20	15.3	2
8	Availability to compare prices	2	1.5	9
9	Large varieties of products and services	11	8.4	6
10	Availability of everything in one place	12	9.2	5
11	Attractive offers	14	10.7	4

## Findings

- Hence it is concluded that majority (56.5%) of the respondents are male and rest are females.
- Hence the higher (84%) percentage of the respondents are falling under the category of below 25 years age group.
- Hence the higher (90.1%) percentage of the respondents are falling under the category of city.
- Hence it is disclosed that majority (86.3%) of the respondents are engaged on in students
- Majority 49.6% of the respondents are graduate level.
- Majority 53.4% of the respondents are belonged to nuclear family.
- Majority 61.1% of the respondents are earning the monthly income between Rs. 10,000 to Rs.15, 000 only.
- Majority 42% of the respondents visited Flipkart.com.
- Majority 64.1% of the respondents get awareness about websites through online advertisement
- Majority 26.7% of the respondents purchased women's clothes via online channels.
- Majority 38.9% of the respondents prefer online shopping for time saving.
- Majority 74.8% of the respondents visiting retail store before online shopping.
- Majority 64.1 % of the respondents make purchase on online shopping monthly.
- Majority 41.2% of the respondents agree with the choice of products available in online shopping.
- Majority 39.7% of the respondents agree with the availability of detailed information about the products in online shopping.
- Majority 41.2% of the respondents strongly agree with the easy to choose and make comparison with other products in online shopping.
- Majority 32.1% of the respondents agree with the quality of information provided in online shopping.
- Majority 36.6% of the respondents strongly agree with the website layout helps in searching the products easily.
- Majority 35.9% of the respondents agree with that they are safe and secure with online shopping.
- Majority 55% of the respondent satisfied with online shopping

- First rank (20.6%) given by the respondents to 24\*7 availability in online shopping.

## Limitations of the Study

- The study is restricted to Gwalior district only.
- The study is totally based upon the consumer behaviours of online shopping
- Due to limitation of time and other restrictions, the study has been limited to 131 respondents only.

## Conclusion

The study aimed to determine the satisfaction of consumers towards online shopping in Gwalior city among college students. Understanding the customer's need for online selling has become challenge for marketers. Now-a-days it is very difficult to understand the consumer's attitude towards the consumption of any product or services. The online shopping become popular these days and most of the people are buying the products through various online websites. This modern technology has changed our taste and opened new opportunities for all of us. Online advertisement is the most effective way through which any company can do the promotion of their products & services through it because now-a-days most of the people are using social media. Moreover, people are giving the preference to online shopping because it saves our precious time, that save time we can utilise somewhere else. The result showed that most of the respondents are males and they belong to the city. Mostly people are choosing online shopping due to its 24\*7 availability, time saving, availability of detailed information about the products, easy to choose and make comparison with other products in online shopping, the quality of information, website layout and they are feeling safe and secure with online shopping.

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