

“AN ANALYSIS OF CUSTOMER SATISFACTION DURING E-COMMERCE”

NAME: MANISHA SONI

SUPERVISOR: DR. JATIN YADAV

DEPARTMENT: COMMERCE

ORGANISATION: BHAGWANT UNIVERSITY

AJMER, INDIA

Abstract

The project “E-commerce in Ajmer district” aimed to investigate business potential through internet for small and medium enterprises mainly in Ajmer district and identifying the customer satisfaction brought by this new medium.

At this age, it seems like every company has its own website, or there are some popular website which does not have any physical appearance in the market those website are strong cloud service provider.

Cloud server: A cloud server is a hosted, and typically virtual, compute that is accessed by the user over a network.

In the near future, the internet seems to become an inseparable part of society, especially with the existence of new technology which are about to change the way business is being done.

Keywords: E-commerce, customer satisfaction, online payment risk, challenges, duplicity of products, impact on local market.

Introduction

The term e-commerce was found in back 1960s, with the rise of electronic commerce, the buying and selling of goods with the help of transmission of data which was made possible by the introduction of electronic data interchange. If we fast forward the fifty years, e-commerce has changed the way society sells goods and services. E-commerce has become one of the most popular methods of making money online and also have an attractive opportunity for investors.

What is E-commerce?

When we think of the word “E-commerce” the first thing comes in our mind is Mynta, Flipkart, Amazon- an online shopping websites for retail goods or in simple we can say that E-commerce means to buying and selling on the internet.

The fast and dramatic changes in information technology specially in last one decade has given new concept of marketing in which buyer and seller do not see each other face to face nor see goods physically and the whole

transaction is carried out with the help of online communication and the entire deal is carried through computer-telecommunication and net working with associated hardware.

Objectives

- ❖ To know about the customer satisfaction
- ❖ To know about the risk of duplicity
- ❖ To know about the safety and security of online transaction
- ❖ To study about What are the impact on the local market

Customer satisfaction

The word customer satisfaction has concept depends on whether the customer is satisfied by the output of e-commerce process or the customer is satisfied after comparing the price of the product that has been paid. Or in simple words we can say that are customers satisfied by the goods and services presented by the company. As customer satisfaction is the major key for the growth of business and it also gives direction to the company.

Now my major concern is to know that what percentage of customers are actually satisfied according to their age group and locality because it has been seen that majority of the people who lies between the age group of 16-25 are more often to use e-commerce on their regular basis. But the main challenge is to find are they really satisfied with the goods and services

Here I had prepared an questionnaire through a small survey contain 20 people of different age group to analysis the customer satisfaction.

Table 1: Customer satisfaction during e-commerce

S.NO	QUESTION	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
1	Was the website attractive enough?	15	3	2	0	0
2	Was the website easy to operate?	12	5	2	1	0
3	Was the website able to meet your need?	9	4	3	3	1
4	Was products quality as per your expectations?	6	4	2	3	5
5	Was the price of the product as per quality?	5	3	7	3	2
6	Do you feel any difficulty during online payment?	4	5	6	2	3

7	Are you satisfy from the shipping duration?	9	5	2	1	3
8	Would you like to shop again in future?	6	7	4	2	1
9	What is your age group	<u>(15-20)</u> 3	<u>(20-25)</u> 6	<u>(26-30)</u> 8	<u>(31-35)</u> 2	<u>(36-40above)</u> 1

According to the survey what found was some common concern of people related to the product duplicity, difficulties in payment, safety and security during online transactions and much more. Two major concern are listed below.

Duplicity

In survey it has been notice that many people are complaining of getting wrong product.

There are some shopping sites which are not giving proper product as per description. I had studied a case of Amazon in which people were complaining for the fake beauty product.

The famous product named “lakme iconic kajal” pack of two was sold by a retailer on amazon

People got that product and find that both kajal were fake. About 340 customers reported about the same product. So this is the major issue currently can be seen which can be dangerous for the human health as well as for the companies also.

Safety and security on the online transactions

The major concern of the people is safety and security related to online transactions. Most people prefer cash on delivery option on that payment page which is more likely suitable in the 90% of the cases but there are some website who won't allow you to pay at delivery so people have to pay in advance through their debit or credit card. So the concern is that this method is fully safe or not???

The answer is a big “No”. it has been observed that when people pay for their product the amount get deduct from their bank but due to some error the payment shows sometime unsuccessful, or in some cases people accidently save their bank details in the process of payment which leads to hackers to hack the site and then misuse it for their own benefit.

In a survey it had been observed that people were facing issues during online payment. As after the receiving of the product some amount was getting deducted from their account automatically due to some theft. So the conclusion is that online payments are not fully safe for the people.

Some positive feedbacks.

People are now shifting towards the online stores just because of the convenience and comfort they are providing while shopping. The big hassle of moving outside to a local store in search of needed products has been removed by the online stores these days. People are getting more variety at anytime and anywhere they want and the easy to order products within a single click and the shipment of products at your doorstep is the big convenience which changed the mind of people at a huge extent.

Conclusion

The conclusion is based on basically two points one is customer satisfaction and another is how can we improve e-commerce to make it more easier and risk free. As this shows that customers are loving to shop from online but they are bound with some negative reasons like duplicity and risk of unsecure payment so there is need in improving the quality of product and stick to actual brand products apart from that host of the website should make sure to secure customer bank details from risk of theft and misuse so that customer can trust more on online shopping and make it run smoothly as per their expectations.

References

- ❖ Aggarwal, M. (2014, November). Escalating Development of E-Commerce in India. *International Journal Of Scientific Research*, 3(11), 78-79.
- ❖ Deshmukh, S. P., Deshmukh, P., & Thampi, G. (2013, July). Transformation from E-commerce to M-commerce in Indian Context. *International Journal of Computer Science Issues*, 10(4), 55-60.
- ❖ Franco, D. C., & S, B. R. (2016). Advantages And Challenges Of E-Commerce Customers And Businesses: In Indian Perspective. *International Journal of Research - GRANTHAALAYAH*, 7-13.
- ❖ Gangeshwer, D. K. (2013). E-Commerce or Internet Marketing: A Business Review from Indian Context. *International Journal of u- and e- Service, Science and Technology*, 6, 187-194.
- ❖ Gupta, A. (2014, January). E-Commerce : Role Of E-Commerce In Today's Business. *International Journal of Computing and Corporate Research*, 4(1).
- ❖ Raghunath, A., & Panga, M. D. (2013). Problem and Prospects of E-Commerce. *International Journal of Research and Development - A Management Review*, 2(1), 59-68.