

# A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING OF FMCG PRODUCTS IN CHENNAI CITY

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## ABSTRACT:

This Paper is focused on the satisfaction of the customers through online shopping. The customers are plays a vital role in the marketing. This paper is to identify the influencing factors of Customers. For this research I used primary data to analysis the customers' satisfaction. The tools of this research are percentage, correlation and chi square. The no. of respondents is 200. By using the statistical to know about the customer's satisfaction of online shopping. The success of the online shopping has been measured by the customer's satisfaction by their purchases.

## INTRODUCTON:

Online shopping whereby the goods and service sells directly without any merchants. Online shopping has become an innovative way to sell their product via online by this the modern market is take over from the traditional market. Nowadays, online shopping is a fastest phenomenon in world wide. Customers are the king in the market place. By the Words of Mahatma Gandhi "A Customer is the most important visitor on our premises, he is not dependent on us. We dependent on hm. He is not an interruption in our work. He is the purposes of it. He is not an outsider in our business. He is a part of it we are not doing him a favor by serving him. He is doing us a favor by giving us an opportunity to do so". Customer satisfaction is an important to the organization. Customer satisfied by no. of products, availability, loyalty, trust, services provided, offers, discounts etc..., In online shopping the customers can save their time and money. It gives a idea to leads to convenient way of shopping. Now day's internet is not just another medium to be touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers.

**STATEMENT OF PROBLEM:**

Online marketing takes important place in the market environment. But along with its vital growth the number of scamps, fraudulent practices and cheating also increased. Such cheating activities had created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase. The problem area of this survey is consumer's satisfaction and attitudes towards online shopping will determine the factors that influence customers to shop online and those factors will help the marketers to formulate their strategies towards online marketing.

**REVIEWS OF LITERATURE:**

According to Kolter & Keller(2009) He quoted that a buyer goes through some stages while purchasing goods by the stages. By these stages are explain while buying the costly goods like a car, diamond jeweler etc..., For some common details they doesn't need any information but they check the reviews by the existing buyers experience for the purchases.

Aruna(2015) In his study the online shopping is mostly influence by the demographic factors are Age, Gender, Educational Qualification, Income, Size of the family. Then he suggested that online shopping behavior of consumer could spend to get understanding.

Alam & Yasim(2010) He analyzes that the variety and availability of product, and the product delivery time, website loyalty and the website design.

Jayakumar & Kumar(2013) He suggested that consumer mostly differs while online shopping.

**RESEARCH METHODOLOGY****TYPE AND SOURCES OF DATA:**

The primary data are used for this research. The primary data are collected by using questionnaire methods.

**TOOLS AND TECHNIQUES**

Tools and Techniques involves statistical tools like Correlation and chi- square which is used to analyze and interpret the Problems faced by women entrepreneur.

**SAMPLE:**

Convenience sampling was used for the survey 60 online customers were selected as sample. The questionnaires were distributed to the respondents in the selected sample.

**OBJECTIVES:**

- To find out the customers satisfaction level of online shopping purchases.
- To assess consumer satisfaction level of male and female towards quality based on online shopping.
- To evaluate the website design and website trust on the online shopping.
- There will be a significant difference in the attitudes of males and females towards website design

**HYPOTHESIS:**

- There will be a significance difference between males and females towards website design.
- There will be a significance difference between males and females attitudes with website trust, website design and perceived apparel quality

**DATA ANALYSIS AND INTERPERTATION:**

Attitudes of males and females towards website design (N=200)

Variable	Gender	N	Mean	SD	t-value	Significance level
Information displayed	Male	90	7.87	1.82	0.351	0.726
	Female	110	7.96	1.63		
Visual Design	Male	90	8.26	1.26	0.614	0.540
	Female	110	8.40	1.27		
Navigation Design	Male	90	12.45	2.05	0.633	0.528
	Female	110	12.28	1.82		

Significant at 0.01\*\* and 0.05\* level

It indicate that the mean score of males is M= 7.87 and females is M=7.96 regarding the information displayed on the website. Their SD is found to be 1.82 and 1.63 respectively. The critical ratio is found to be 0.351,  $p < 0.05$ , which is not significant. This indicates that proposed hypothesis has been rejected. It means there is no significant difference between males and females in their attitude towards online shopping in terms of information displayed on the website.

The results further show that the mean value of visual design for websites of male and female respondents is 8.28 and 8.40 and SD is 1.26 and 1.27 respectively. It is observed from table that t-value of visual design is 0.614, which is ( $p < 0.05$ ) not significant. Hence, the alternative hypothesis is rejected at 0.05\* level. There is no significant difference between the attitude of males and females towards visual design of website while online shopping.

Correlation of males and females attitudes with website trust, website design and perceived apparel quality (N=200)

Variable	Website trust	Website design	Perceived quality
Attitude	0.531**	0.464**	0.340**

\*\*Correlation is significant at the 0.01 level (2-tailed).

The relationship between attitude of male and female shoppers towards online shopping with website trust, website design and perceived Product quality. The results found that there is positive relationship between website trust ( $r = 0.531$ ,  $p > 0.01$ ) and attitude of male and female shoppers towards online shopping. Hence, the alternative hypothesis was accepted at 0.01\* level of significance.

The hypothesis is that website design was positively related with attitude of male and female shoppers. Hence, it is proved that the relationship which is significantly positive ( $r = 0.464$ ) at 0.01\* level. It means that website quality and display features of a website attract consumers to buy apparel online.

The results further indicate that there is a positive relationship between perceived product quality and attitude of male and female shoppers towards online shopping ( $r = 0.305$ ,  $p > 0.01$ ). Hence, the alternative hypothesis is accepted at 0.01\* level of significance. Hence, it is concluded that there is a positive relationship among all the factors mentioned above.

## CONCLUSION:

The study concluded both male and female has a positive impression on the online shopping on the fmcg Products. The study suggested the online shopping behavior of consumer based on their age, gender, occupation, income and marital status. The research indicated that consumer attitude that while online shopping towards depends on the various website features like website trust, website design, perceive quality etc...., the website has a good feature, multiple choices and offers of the products . Compare to male female has a more concerned about the security and privacy. Many website are providing a offers to the fmcg products but compare to other website design Amazon took a first position in the online market. Mostly female are more preferable to buy the fmcg products in the online. But the other website has to improve their offer and several descriptions about the product and a branded product has to improve in their website design.

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