



# STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN VILLUPURAM DISTRICT

## RESEARCHERS

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## Abstract

*The project entitled “Study on Customer Satisfaction towards Online Shopping in Villupuram District”. It had an objective to know the customer perception towards online shopping, to observe the recent trend in customer behavior, to find out the customers’ satisfaction level for services provided by the online shopping in Villupuram district and to give suggestion for improvement. The data was collected from 50 respondents. The sample study of respondents was selected through random sampling method. After collecting the data graphs and charts are used as tools for data collected. From the data analyzed in this study, respondents are satisfied purchasing through online shopping and some respondents are unsatisfied purchasing through online shopping. The suggestion was to Companies should try to avoid delay in delivery and product damage related issues. The conclusion was that majority of customers has a favour of online shopping.*

**Keywords:** *Customer Satisfaction, Behaviour, Online Shopping etc.,*

## Introduction

Customers are satisfied with a product or service when their requirements are easily supplied in a way that encourages them to remain loyal to the company. Therefore, ensuring client pleasure is a crucial first step in developing customer loyalty. Online shopping is the process of looking up and buying goods or services on the web. The first online stores opened their doors in 1992, and during the first decade of the twenty-first century, as personal computer ownership expanded and well-established businesses started to offer their goods online, online commerce absorbed a sizeable portion of the retail sector. Business-to-business (B2B) and business-to-consumer (B2C) transactions can both be completed through electronic commerce. A mail order catalogue can be compared to an online shop, eshop, e-store, internet shop, webshop, webstore, online store,

or virtual store where products are sold. Text, images, and multimedia assets are used in online retailers to describe the products for sale. The customer typically chooses things to be listed on an order form known as a "shopping cart" and pays with a credit card or another type of electronic payment. After that, the items are delivered to the customer's address or, in the case of digital media items like music, software, e-books; they can be downloaded to the customer's computer. Initially, young educated men who were familiar with computer technology made up the bulk of online buyers, but by 2001, women accounted for 52.8% of all users.

## Review of Literature

**Ali Ismajli Agron, Mustafa Fitore and Leonita Dohrunaj (2022)** Corporate Governance and Organizational Behavior Review Vol.6 (P) 34-43 in their article title "The Impact of COVID-19 on Consumer Behavior and Online Shopping: The Case study in the Development Country" has made an attempt to study attitude, behaviors and beliefs of consumer in online shopping during the pandemic, to explore how and what are the advantages and disadvantages of online shopping in this period. They have used tools like both primary and secondary data. They have concluded that customers should look carefully at online stores that sell a variety of products and services because scams are present and they should also check to see if they exist as officially registered traders.

**Priyabrata Roy and Dhananjay Datta (2022)** Institute of Chartered Analyst of India Vol.9 (P) 358-370 in their article title "Consumer Buying Behavior towards Online Shopping and Offline Shopping: A Study in West Tripura District, India" has set objectives to investigate the buying behavior of west Tripura district consumers towards online and offline, to determine the major elements that impact consumer buying behavior towards online shopping and offline shopping in west Tripura district. They have used tools like both primary and secondary data. They have concluded that this research study has offered exact information about consumer buying behavior towards online shopping, consumer preference, etc. which will be vital contributor for retailers in the future.

**Upsana Kanchan, Naveen Kumar and Abishek Gupta (2022)** ICACT Journal on Management Studies Vol.1 (P) 136-142 in their article title "A Study of Online Purchase Behavior of Customers in India" has set objectives to know about the purpose of using internet, to study the impact of demographic characteristics of customer on their online purchase pattern. They have tool like primary data. They have concluded that online shopping is gaining popularity among people of young generation and also companies involved in online retailing should focus on building trustworthy relationship between procedures and customers.

## Statement of the problem

The up-gradation of technological development has changed the life style of people. Changing family structure and life style has redefined the shopping pattern of customer. Today they prefer online mode of purchase. Through it has reached vast majority of people, even now, some of the customers prefer traditional shopping because of lack of security. Lack of feel and touch, wrong products deliver and so on. This study tries to identify the customer views and problem faced by them while using online shopping in Villupuram district.

## Objectives of the study

- 1) To know the customer perception towards online shopping.
- 2) To observe the recent trend in consumer behavior.
- 3) To find out the consumers' satisfaction level for services provided by the online shopping in Villupuram district.
- 4) To give suggestion for improvement.

## Scope of the study

The study's findings will help the organization better understand consumer preferences and advance because there is now intense r-rivalry in the market for durable goods. All age groups are participating in internet purchasing, which suggests that it will have a significant impact in the future.

## Limitation of the study

- The area of the study covers only Villupuram district.
- The study was made up the users of online shopping.
- Under the study 4 students were also involved.
- Period of the study is from July to November.

## Research methodology

The important part of a project is research methodology. The study is conducted under the topic “A Study on Customer Satisfaction towards Online Shopping in Villupuram District”.

## Tools used for analysis

Graphs and charts are important tools for the analysis process and are used to interpret the data obtained.

## Data analysis and interpretation

TABLE NO 1

You are overall satisfied with your experience of shopping online?

S. NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	AGREE	33	66%
2	DISAGREE	1	2%
3	NEUTRAL	16	32%
		50	100%

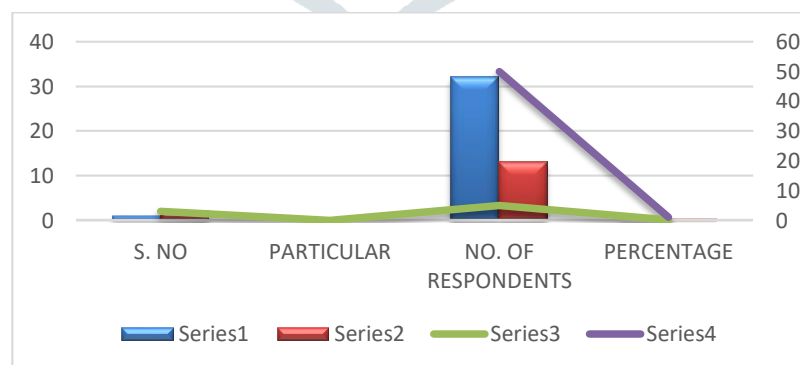
Source: Primary Data

## Interpretation

From the table no 1, 66% of the respondents are agree, 2% of the respondents are disagree, and 32% of the respondents are neutral.

## Inference

This the table shows out of 50 Respondents. The majority respondents of 66% are agree.



**TABLE NO 2**

What are the things that you would like most likely to improve in online shopping service?

S. NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	AGREE	29	58%
2	DISAGREE	2	4%
3	NEUTRAL	19	38%
		50	100%

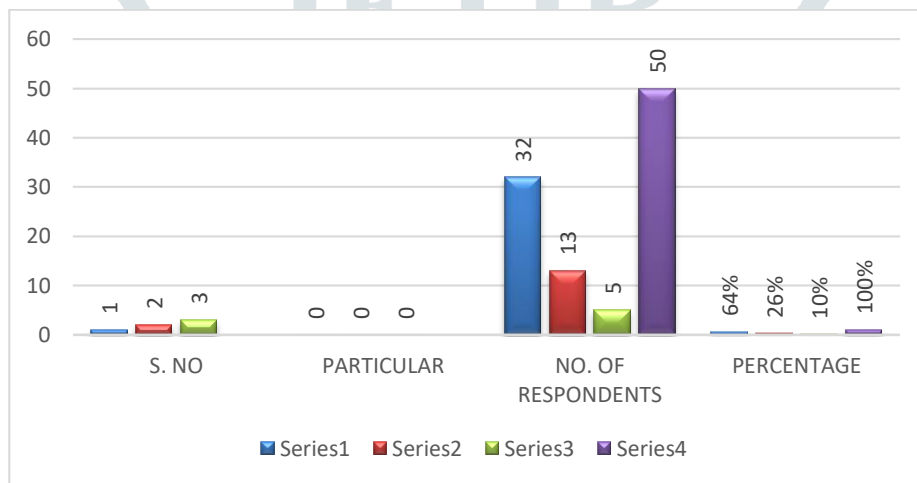
**Source:** Primary Data

**Interpretation**

From the table no 2, 58% of the respondents are agree, 4% of the respondents are disagree, and 38% of the respondents are neutral.

**Inference**

This the table shows out of 50 Respondents. The majority respondents of 58% are agree.



**TABLE NO 3**

If YES, what kind of problems?

S. NO	PARTICULAR	NO. OF RESPONDENTS	PERCENTAGE
1	YES	50	100%
2	NO	0	0%
		50	100%

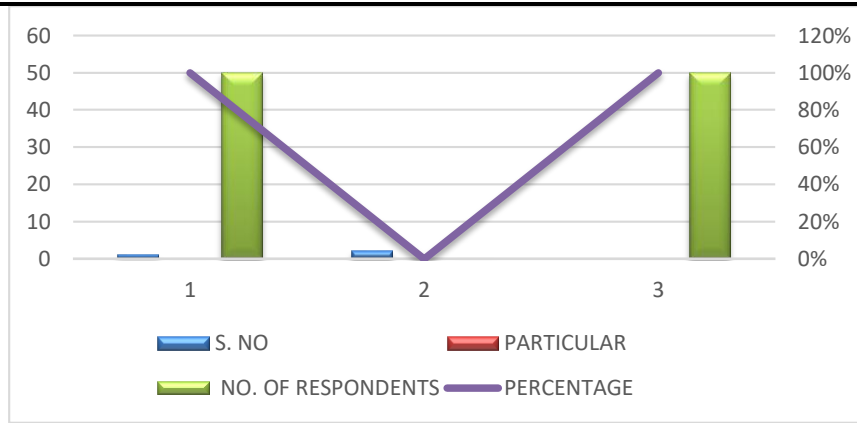
**Source:** Primary Data

**Interpretation**

From the table no 3, 100% of the respondents are yes, and then 0% of the respondents are no.

**Inference**

This the table shows out of 50 Respondents. The majority respondents are 100% of yes.



## FINDINGS

- Majority respondents of 66% are agree.
- Majority respondents of 58% are agree.
- Majority respondents are 100% of yes.

## SUGGESTIONS

- They can provide more information about the goods and service availability, which improves the customer knowledge about the product and it, will help them to conduct online shopping in convenient manner.
- They can focus on reducing the cost and make offers, discounts etc.
- They can offer free shipping services and listen for customer feedbacks.

## CONCLUSION

An attempt was made by the researcher a study on customer satisfaction towards online shopping in Villupuram district. Growing technology boosts online shopping to flourish over offline. As the consumers are price sensitive and the products available online are cheaper than the products in traditional store. Customers prefer online shopping because its saves time and money while comparing to offline shopping. With the advent of smart phone devices online shopping has become much easier. It was also observed that online shopping is not satisfied and reliable for some of the customers due to only online payment and personal privacy. Online shopping has more advantages in comparison to disadvantages. Majority of respondents has a favor for online shopping. People also view past feedbacks or experience given by other customers before they make purchase so that they can find suitable products. Companies involved in online retailing should focus on building trust worthy relationship between producers and customers. This indicates that online shopping have a huge potential trend in future.

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