



# “A STUDY ON CUSTOMER SATISFACATION OF WORKING PROFESSIONALS TOWARDS ONLINE SHOPPING IN BANGALORE CITY.”

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## ABSTRACT

The aim of the study is to measure customer satisfaction of working professionals towards online shopping in Bangalore city.

Customer satisfaction is a metric used to quantify the degree to which a customer is happy with a product, service, or experience related to your business. This metric is calculated via customer satisfaction surveys that ask how a customer feels about their experience, with answers ranging between 'highly unsatisfied' and 'highly satisfied'. This study is based on customer satisfaction level of working professionals towards online shopping by collecting samples and assessing the factors which is affecting the most. To collect the data a questionnaire was formed in google form and circulated to the people in Bangalore city. 182 respondents were taken as sample for the study. The collected data was put under analysis through simple percentage and chi square and the customer satisfaction was found out.

**Keywords:** Online shopping, consumer behaviour, attitude, security, information availability, shipping, quality, pricing and time.

## I. INTRODUCTION

In the era of globalization electronic Online shopping is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behaviour in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore, we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

The study's goal is to comprehend consumer awareness of and preferences for a variety of things available online; to gauge the popularity of online shopping and to determine the average cost of a single purchase and to comprehend the variables influencing online purchase and the payment gateway selection. The study is cross-sectional and empirical in design.

A research strategy was used, and a structured questionnaire was used to collect the primary data. questionnaire. 182 responders made up the sample size, and using analytical and convenient sampling strategy.

This study examines the different elements that influence working professionals' online shopping habits. Here, the researcher looked at the attitudes, actions, and intentions displayed by customers when they choose to make purchases online. The data's statistical analysis reveals that ease and trust will have a significant influence on whether or not people choose to make purchases online. When it comes to younger generations, trust is thought to be the most important factor influencing the customer's purchasing behaviour when shopping online. Their view was largely influenced by a variety of discounts, simple payment options, simple return options, and prompt and quick delivery.

# JETIR

## II. LITREATURE REVIEW

**2.1** Kim Edward S. Santos (2020) In light of the assembled information, the scientists reached four determinations. In the first place, the respondents have major areas of strength for an of trust in their particular site/application for online shopping. Hence, it is suggested that proprietors of web based shopping site/application ought to deal with further developing their request cancelation and returns. Second, the respondents confided in web-based shopping sites/applications as a result of their showcasing strategies, like verbal, to support their validity. Thus, it is exceptionally proposed that the proprietors of internet shopping site/application ought to follow the issues including item conveyance. Third, respondents have been proficient in utilizing and looking through web-based shopping sites/applications. Consequently, it is suggested that the proprietors of the web-based shopping site/application constantly work on their framework to keep their purchasers satisfied. Finally, the invalid speculation is held. It infers that sex doesn't influence the buyer fulfilment to web based shopping factors. Thus, it is recommended to search for different factors that might influence purchaser fulfilment.

**2.2** Mohammed Hossien Moshref Javadi et al., (2012) Concentrated on the different elements influencing the On the web Shopping conduct of purchasers in the web-based stores of Iran. The discoveries saw was that monetary and non- conveyance takes a chance with impacted the purchaser disposition. The review reasoned that sites should be made more secure and guarantee clients in regards to the conveyance of the items.

**2.3** Kalia, Arora and Regulation, (2016) Saw that legitimate legitimacy of electronic exchanges, security, content guideline, go-between obligation and ward are somewhat tended to by IT Act, while, garbage mail and spamming, licensed innovation, instalment, tax collection from internet business exchanges and purchaser insurance are neglected. This Data is valuable for strategy and leaders in government and online business organizations.

## 2.4 SOLOMON (1998)

Concentrated on the Online shopping and said that it is the investigation of the cycles included when an individual chooses, buys, utilizations of items, administrations, ideas, or encounters to fulfil needs and wants. In view for the web to fan out as a retail channel, it is basic to understand the purchaser's mentality, goal and lead considering the web-based purchasing practice.

### III. RESEARCH METHODOLOGY

In this research descriptive research is used in order to describe characteristics of the population taken i.e., respondents from Bangalore City.

**3.1 Data collection method:** Close ended questions along with 5-point Likert scale was used for the statistical analysis. The coding of the Likert scale ranges from 1 to 5 where 1 denotes highly disagree, 2 denotes disagree, 3 denotes neutral, 4 stands for agree, 5 highly agree.

**3.2 Population:** For the research of Customer satisfaction of working professionals towards online shopping samples were randomly selected from Bangalore City.

**3.3 Sample size:** The simple size is of 182 respondents

**3.4 Sampling methods:** Convenience sampling method is used here.

**3.5 Data collection methods:** For the collection of required data, an online questionnaire was employed and sent to the respondents through google forms in WhatsApp.

**3.6 Objectives:** The objectives of this study are -

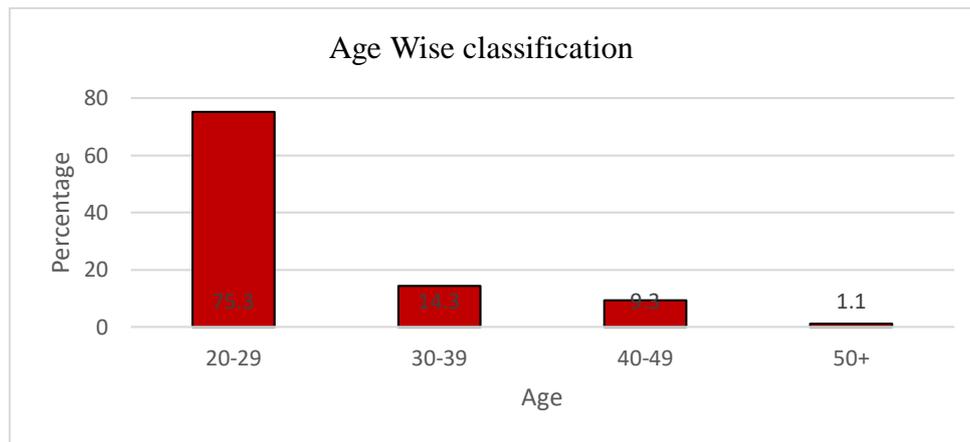
- To figure out the satisfaction level of working professionals for online shopping.
- To know the particular purposes behind which working professionals do online shopping.
- To identify the factors effecting satisfaction of working professionals towards online shopping.

**3.7 Hypothesis:** The hypothesis of the study are -

- H<sub>01</sub>: There is no significance association between age and online shopping.
- H<sub>02</sub>: There is no significance association between gender and frequency of online shopping.

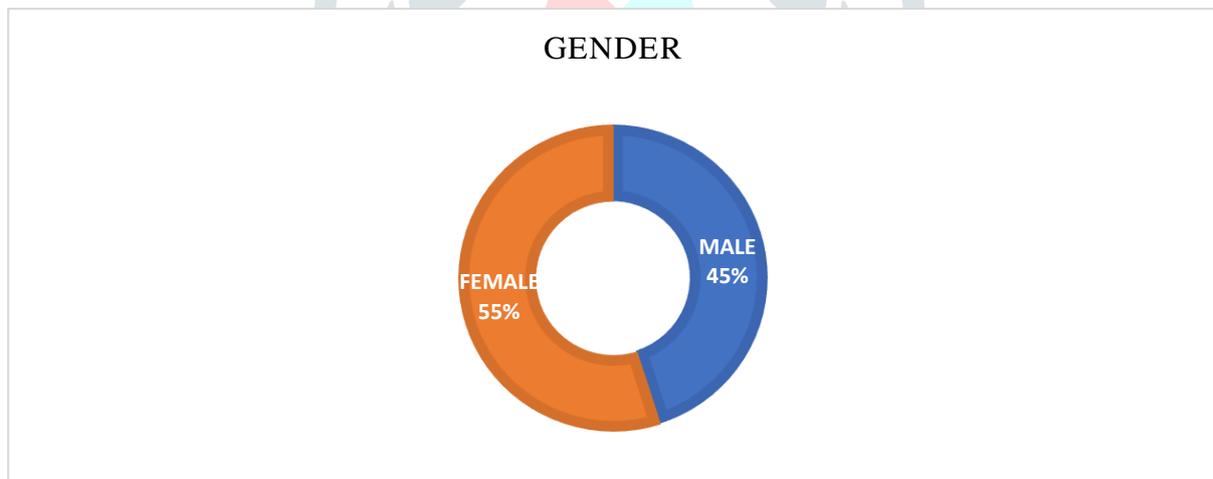
## IV. DATA ANALYSIS & INTERPRETATION

### 4.1 Age



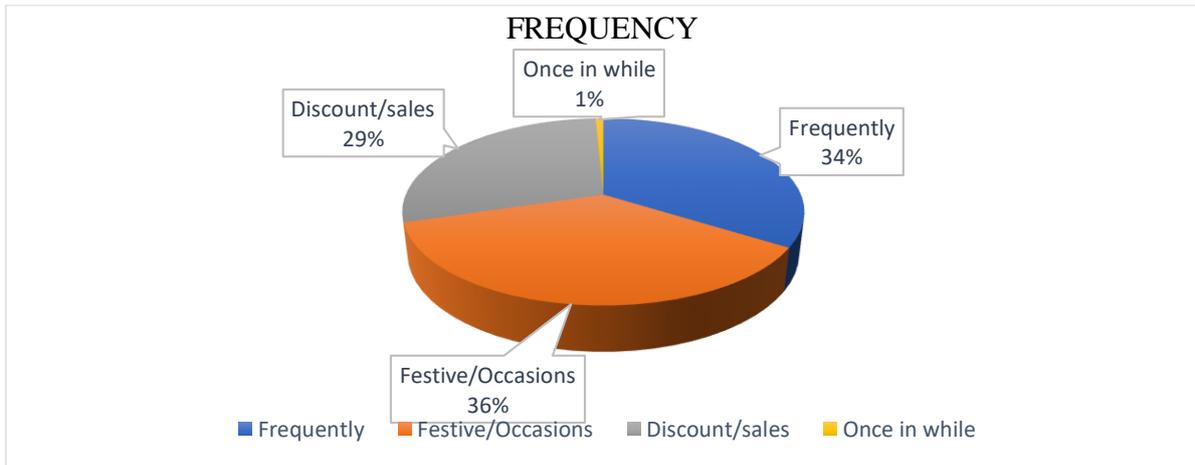
**Interpretation:** The chart shows that 75.3% respondents belong to 20-29 years old age group, 14.3% in 30-39 years old, 9.3% in 40-49 years old and 1.1% in 50+ years old.

### 4.2 Gender



**Interpretation:** The chart shows that 55% of the respondents are females and 45% of respondents are males.

### 4.3 Frequency of online shopping



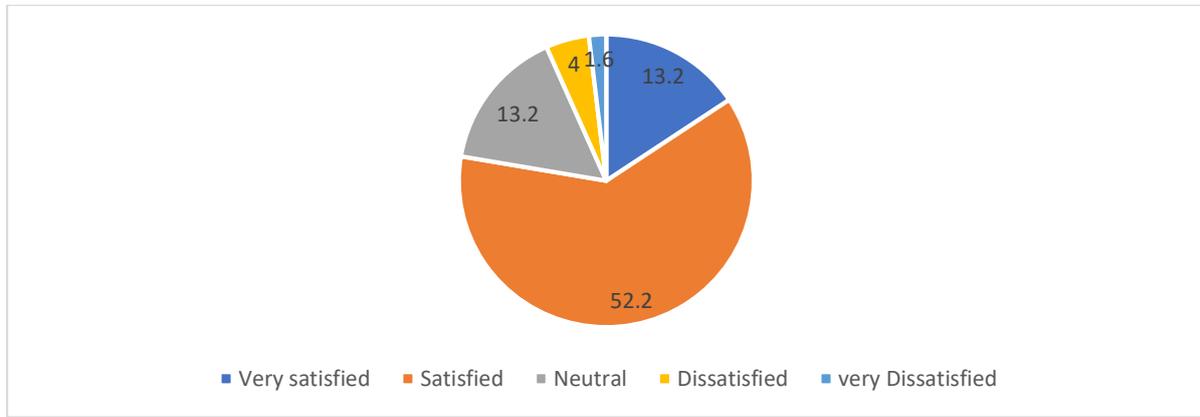
**Interpretation:** 36% of respondents do shop at the time of festive/occasions, 34% do shopping frequently, 29% on discount/sales, 1% only shops once in a while.

### 4.4 Satisfaction towards in-time delivery:



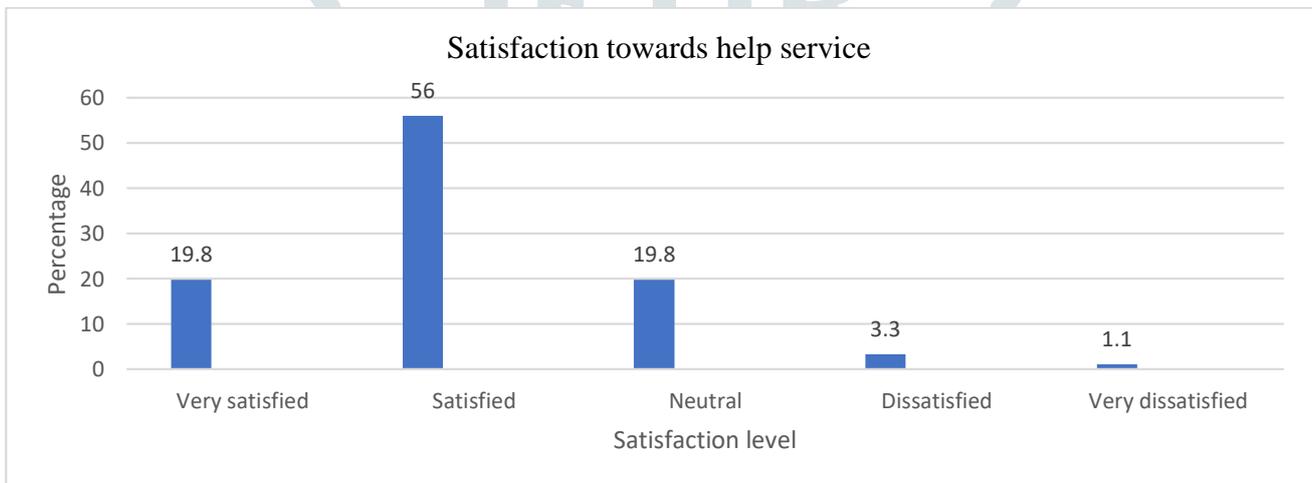
**Interpretation:** The chart shows that 46.2% of respondents are satisfied with the in-time delivery, 37.4% of respondents are very satisfied, 9% have neutral response, 4.9% is dissatisfied and 1.6 is very dissatisfied with in time delivery

**4.5 Satisfaction towards affordability of product.**



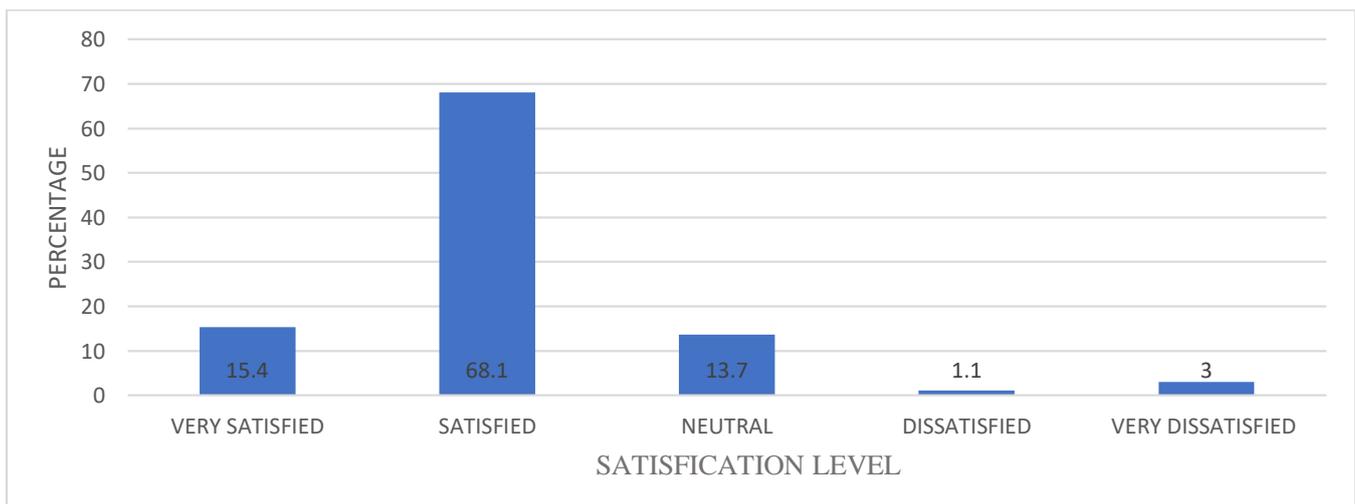
**Interpretation:** About 52.2% of respondents are satisfied towards affordability of the product, 13.2% are very satisfied, 13.2% respondents are neutral with satisfaction towards affordability of product, 4% are dissatisfied and 1.6 are very dissatisfied.

**4.6 Satisfaction towards help-service**



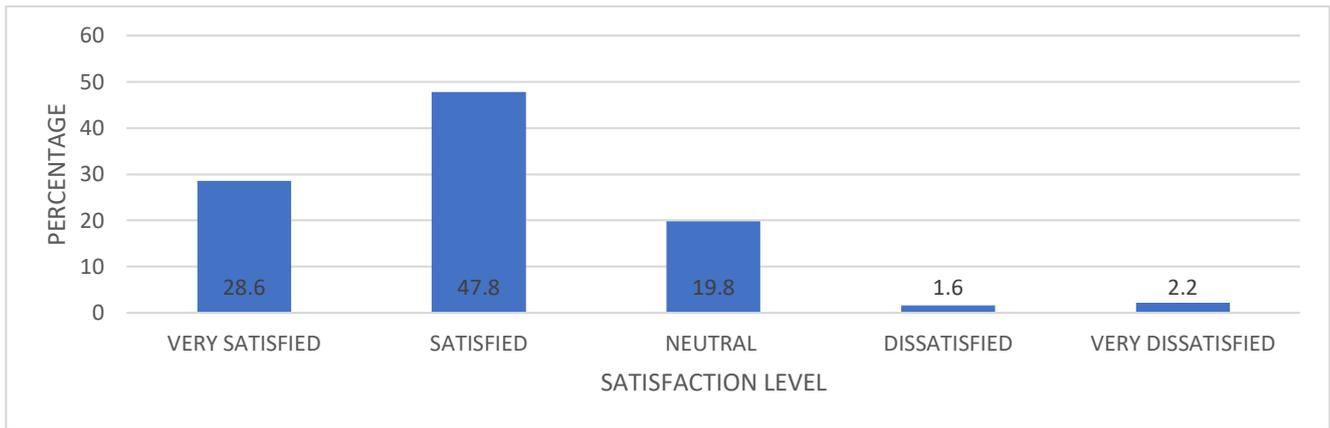
**Interpretation:** The chart shows that 56% of the respondents are satisfied towards the help service given to customers, 19.8% are very satisfied, 19.8% are neutral, 3.3% are dissatisfied and 1.1% are very dissatisfied.

**4.7 Satisfaction towards security of payment**



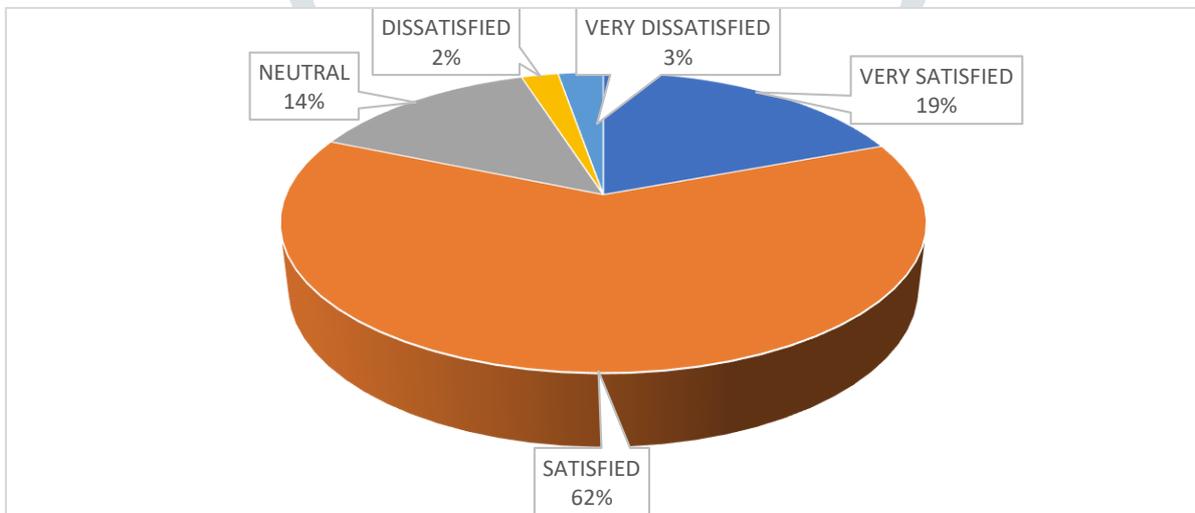
**Interpretation:** 68% of respondents are satisfied towards security of the payment, 15.4% is very satisfied, 13.7% is neutral, 1.1% is dissatisfied and 3% is very dissatisfied.

**4.8 Satisfaction towards information provided by sellers**



**Interpretation:** 47.8% of respondents satisfied towards the information provided by the sellers, 28.6% is very satisfied, 19.8% is neutral, 1.6% is dissatisfied and 2.2% is very dissatisfied.

**4.9 Satisfaction towards languages provided**



**Interpretation:** 62% of respondents are satisfied towards language provided, 19% is very satisfied, 14% of them are neutral, 2% is dissatisfied and 3% is very dissatisfied.

4.10 Overall rating



**Interpretation:** 50% of respondents gave a rating of 5, 23.6% rated 4, 20.3% rated 3, 2.2% rated 2 and 3.8% rated just 1.

**TEST**

**TEST 1: Analysis of association between age and online shopping**

**H<sub>0</sub>:** There is no significance association between age and online shopping.

**H<sub>1</sub>:** There is significant association between age and online shopping

Table: Chi-Square Test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.278 <sup>a</sup>	9	.084
Likelihood Ratio	14.640	9	.101
N of Valid Cases	182		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .23.

**Result:** From the above chi square test, the p value is 0.290 which is greater than 0.05. So, null hypothesis (H<sub>0</sub>) is accepted at 5% level of significance. Therefore, it is concluded that there is no significant association between age and online shopping.

**TEST 2: Analysis of association between gender and frequency of online shopping**

**H<sub>0</sub>:** There is no significance association between gender and frequency of online shopping

**H<sub>1</sub>:** There is significant association between gender and frequency of online shopping

Table: Chi – square test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.373 <sup>a</sup>	3	.224
Likelihood Ratio	4.460	3	.216
N of Valid Cases	182		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.46.

**Result:** From the above chi square test, the p value is 0.155 which is greater than 0.05. So, null hypothesis (H<sub>0</sub>) is accepted at 5% level of significance. Therefore, it is concluded that there is no significant association between gender and frequency online shopping.

## V. FINDINGS

- The vast majority of respondents i.e., 75.3% are between the age group of 20-29.
- All the respondents do online shopping.
- Majority of the respondents do online shopping during festive season and sales.
- Majority of the respondents i.e., 87% are satisfied with the quality of the product.
- Almost all the respondents have faced bad sales services and issue while doing online shopping.
- One of the most important findings is that there is no significant relationship between age and online shopping.
- Majority of the respondents i.e., 84% are satisfied with the intime delivery of the product.
- 76% of the respondents are satisfied with the information provided by the sellers in online shopping.
- Almost half of the respondents are satisfied with online shopping.
- Another major finding is that there is no significant association between gender and the frequency of online shopping.

## VI. LIMITATIONS

- The responses of the respondents were mostly from their memory, which could have caused mistake.
- The respondents' perspective is dependent upon biasness.
- The sample size is restricted to 182 as it were.
- The sample gathered for the study is from Bangalore city.
- Since the sample isn't picked through random selection, it is incomprehensible that the example will be completely illustrative of the population being contemplated. This makes it challenging to make speculations from the sample to the population in interest.
- Getting responses only from the participants who are easiest to contact leaves out many respondents. This affects the accuracy of the data and runs the risk that important cases are not detected, leading to under coverage bias.

## VII. CONCLUSION/SUGGESTIONS

- Even though most of the customers are satisfied with the online shopping, from the research it is clear that all the customers have faced bad experience while shopping online. Hence this should be taken care of.
- Almost all the customers do online shopping in festive season and sales. So, these are the two-peak time for online shopping and customers are satisfied with the affordability of the product due to the huge discounts.
- Customers are satisfied with the quality and price of the products purchased online.
- The security of the payment should be increased as the respondents are not that much satisfied with the security of payment.

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