



## A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN SIVAKASI, VIRUDHUNAGAR DISTRICT

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*Abstract* : Now a days, people life style, taste and preference are different. People feel that online shopping is comfortable and time consuming. Customers can visit web stores to buy products and services from their house and shop as by sitting in front of their computer. Online shopping stores are available 24 hours a day. People have internet access both work place and at their home also. All variety of goods is available in the online stores. So the researcher wants to know the satisfaction level of customers from fifty respondents by collected data towards online shopping.

Key words: Satisfaction, Perception, Preference.

### I. INTRODUCTION

Today the success of any depends upon the satisfaction of consumers. Consumer online shopping is the process whereby consumers directly buy goods and service from a seller in real time, without an intermediary service, over the internet. It is a form of electronic commerce. Online shopping is the activity or action of buying products or services over the Internet. It means going online, landing on a seller's website, selecting something, and arranging for its delivery. The buyer either pays for the good or service online with a credit or debit card or upon delivery. Today, most stores provide online shopping facilities. In other words, they have a website that allows consumers to purchase from them on the web. The retailer either delivers to the shopper's home, office, a neighbor, or a nearby store location. Many people do their weekly supermarket grocery shopping online. Some companies, in fact, only sell online. They have no physical shop that people can visit. The researcher wants to know the satisfaction of customers. So 50 respondents were met and collected the data regarding their satisfaction towards online shopping.

### II. LITERATURE REVIEW

**Upasana Kanchan, Naveen Kumar and Abhishek Gupta (2015)**, in his study, "A Study of Online Purchase Behaviour of Customers in India", to identify the determinants of online purchase intentions of youths in Indian context. It can be concluded on the basis of study that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trustworthy relationship between producers and customers.

**Aakash Alwani, Suryakanti Yadav and Tushar Pradhan (2021)** in his study, "A Study of Consumer Behaviour towards Online Shopping in Vadodara City", to highlight the consumer behaviour of people residing in the Vadodara City, their behaviour towards online shopping through e-commerce websites such as Amazon, Flipkart etc. They conclude that people in Vadodara city make purchase much frequently through online shopping.

**Angamuthu (2020)**, in his study, "A Study on Online Shopping in India – An Overview", has analyzed the availability of online shopping has produced a more educated consumer that can shop around with relative ease without having to spend a large amount of time. At the end, it has been a win-win situation for both consumer and sellers.

### III. OBJECTIVES

- ✓ To know the profile of the customer and their status.
- ✓ To identify the key factors that influence the respondent to purchase through online shopping
- ✓ To know the satisfaction level among the respondents.

#### IV. SCOPE OF THE STUDY

The research is based on the customer satisfaction towards online shopping in sivakasi. The research discusses the key factors that influenced the customer to purchase products through online and their satisfaction level.

#### V. HYPOTHESIS

- **H<sub>0</sub>:** There is a significant difference between age of the respondents and satisfaction level of the respondents through online shopping.

#### VI. METHODOLOGY

##### Research design

Research Design is the basic framework which provides guidelines for the rest of research process. The research design followed for this study is Descriptive research design

##### Source of Data

A collective recording of observations either numerical or otherwise is called data. Often it is found that data at hand are inadequate to do further study, and hence, it becomes necessary to collect data that are appropriate.

*Primary Data* - The primary data are collected from the customer satisfaction towards online shopping through a structured questionnaire

*Secondary Data* – websites, magazines, and research articles were used widely as a support to primary data.

##### Sampling Plan

The sample design is a definite plan for obtaining a sample from a given population.

*Sampling Technique* – The technique adopted for the study is non-probability sampling technique of convenience sampling.

*Sample Size* - The study has depended on primary data. Primary data were collected through a sample survey with a questionnaire. The sample size is 50 respondents for the research.

##### Statistical tool used

The technique used in analyzing the collected data is known as tools for analyzing data. The tool used in this study is as follows:

- *Percentage analysis*
- *Chi-Square Test Analysis*
- *Weighted Average Method*

#### VII. ANALYSIS AND INTERPRETATION OF DATA

**TABLE 1**  
**RESPONDENT'S AGE**

AGE	NO. OF RESPONDENTS	PERCENTAGE
20-30	12	24
31-40	23	46
41-50	9	18
51-60	4	8
Above 60	2	4
Total	50	100

##### Source: Primary data

It is inferred that 46% of the respondents are in the age group of 26-35 years who prefer online shopping.

**TABLE 2**  
**RESPONDENT'S SATISFACTION TOWARDS ONLINE SHOPPING**

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Highly Satisfied	31	62
Satisfied	12	24
Neutral	7	14
Dissatisfied	-	-
Highly Dissatisfied	-	-
Total	50	100

Source: Primary data

It is inferred that 62% of the respondents are Highly Satisfied for online shopping.

**TABLE 3**  
**CHI-SQUARE TEST**

**AIM**

To obtain the relationship between the Age of the respondents and their satisfaction towards online shopping.

**NULL HYPOTHESIS (H<sub>0</sub>)** – There is no significant difference between the Age of the respondents and their satisfaction towards online shopping.

**ALTERNATE HYPOTHESIS (H<sub>1</sub>)** – There is significant difference between the Age of the respondents and their satisfaction towards online shopping.

Age	Highly Satisfied	Satisfied	Neutral	Total
20-30	16	4	2	<b>22</b>
31-40	7	2	1	<b>10</b>
41-50	4	3	2	<b>9</b>
51-60	3	1	1	<b>5</b>
Above 60	1	2	1	<b>4</b>
Total	<b>31</b>	<b>12</b>	<b>7</b>	<b>50</b>

Observed Frequency (O <sub>i</sub> )	Expected Frequency (E <sub>i</sub> )	(O <sub>i</sub> -E <sub>i</sub> ) <sup>2</sup>	(O <sub>i</sub> -E <sub>i</sub> ) <sup>2</sup> /E <sub>i</sub>
16	13.64	5.5696	0.4083
4	5.28	1.6384	0.3103
2	3.08	1.1664	0.3787
7	6.2	1.44	0.2323
2	2.4	0.16	0.0667
1	1.4	0.16	0.1143
4	5.58	2.4964	0.4474
3	2.16	0.7056	0.3267
2	1.26	0.5476	0.4346
3	3.1	0.01	0.0032
1	1.2	0.04	0.0333
1	0.7	0.09	0.1286
1	2.48	2.1904	0.8832
2	0.96	1.0816	1.1267
1	0.56	0.1936	0.3457
TOTAL			5.2399

Expected frequency of any cell = [(Row total for the column of that cell) \* (Column total for the column of that cell)]  
Grand Total

$$\chi^2 = \sum ((O_i - E_i)^2 / E_i) = 5.2399$$

$$\begin{aligned} \text{Degree of freedom} &= (r - 1) (c - 1) \\ &= (5-1) (3-1) \\ &= 8 \end{aligned}$$

Calculated Value > Table Value.

Null hypothesis is accepted. Therefore calculated value of chi-square is **5.2399**. The table value at **0.05** Degree of level of significance is **15.6**. Since the calculated value is less than the tabulated value, the null hypothesis is accepted.

### Inference

There is no significant difference between the Age of the respondents and their satisfaction towards online shopping.

**TABLE 4**  
**WEIGHTED AVERAGE METHOD**  
**REASONS TO BUY PRODUCTS THROUGH ONLINE**

S. No.	Ranks	1	2	3	4	5	6	7	Mean	Weighted Average	Rank
	Weighted Average	7	6	5	4	3	2	1			
	Factors										
1	Discount availability	12	25	8	2	3	0	0	291	10.39	4
2	No Crowds	15	12	9	8	6	0	0	272	9.7	5
3	Offers	0	0	11	9	30	0	0	181	6.46	6
4	More Verity	25	8	8	9	0	0	0	299	10.68	2
5	Better price	35	3	2	2	0	3	5	292	10.43	3
6	Misuse of card and frauds	0	5	0	4	11	0	35	114	4.07	7
7	Time saving	29	11	5	3	0	2	0	310	11.07	1

Most of the respondents have ranked Time saving as the first attribute, More Verity as the second attribute, Better price as the third attribute, Discount availability as the fourth attribute, No Crowds as the fifth attribute, Offer as the sixth attribute and Misuse of card and frauds as the seventh attribute.

**TABLE 5**  
**PROBLEMS FACED BY THE RESPONDENTS WHILE PURCHASING THROUGH ONLINE**

S. No.	Ranks	1	2	3	4	5	6	7	Mean	Weighted Average	Rank
	Weighted Average	7	6	5	4	3	2	1			
	Factors										
1	Non-delivery	0	20	0	11	9	0	10	201	7.18	7
2	Delay in delivery	9	11	0	9	17	4	0	224	8	5
3	Damaged goods	35	0	0	9	6	0	0	299	10.68	2
4	Unreliable Advertisements	2	5	23	10	2	4	4	217	7.75	6
5	No replacement	20	15	5	5	0	0	0	275	9.82	3
6	Customer service	0	7	34	0	9	0	0	239	8.54	4
7	Low quality products	38	0	2	10	0	0	0	316	11.28	1

Most of the respondents have ranked Low quality products as the first attribute, Damaged goods as the second attribute, No replacement as the third attribute, customer service as the fourth attribute, Delay in delivery as the fifth attribute, Unreliable advertisements as the sixth attribute and Non-delivery as the seventh attribute.

### VIII. SUGGESTION

Finally it can be suggested that:

- Give correct image of the products without any color differences, size variations and quality compromise.
- Improved the customer care services to handle the complaints properly.
- Make prompt delivery of products for improving the online shopping experience to customers.
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### IX. CONCLUSION

From this research it can be concluded that, Online shopping provide better experience to consumers. Online shopping has become a necessary survival weapon for today's business. For this can produced more educated consumers to shop 24 hours in a day and spend quality time to their official works also. It also helps small retailers also to sell their products without any hindrance. It provide the win-win situation for both consumers and sellers.

### X. REFERENCES

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