

Customer Satisfaction Towards Online Shopping in Coimbatore District

¹V. Mathan Kumar and ²R. Velmurugan

¹Department of Commerce,

Karpagam University,

Karpagam Academy of Higher Education,

Coimbatore, Tamilnadu, India.

mathankumar010@gmail.com

²Department of Commerce,

Karpagam University,

Karpagam Academy of Higher Education,

Coimbatore, Tamilnadu, India.

drvelsngm@gmail.com

Abstract

Increasing Internet employment in India offers an increasing outlook for online shopping. A lot of business units started to use Internet with a motto of reducing distribution expenditures, thereby price of their products and services are reduced to a certain extent and assists business units to stay at the forefront in a cutthroat marketplace. Manufacturers' too employ Internet to communicate, express and publicize information, to sell the goods, to receive feedback/comments from their customers and to ascertain their expectations. Customers make use of Internet not only to acquire products through online, but also to compare prices of different manufactures to have a sound decision, product traits and after sale services they obtain. Thus, in this study an attempt has been made to identify the level of Customers' Satisfaction towards Online purchase and to ascertain factors associated with satisfaction. The result of the study discloses that customer satisfaction is associated with marital status and level of problem faced by customers' on their online purchase.

Key Words: Online shopping, customer's satisfaction.

1. Introduction

Changing life style of customers' has induced them to prefer online shopping than traditional shopping. Online shopping acts as a major growth in the domain of Electronic Commerce and certainly be the future buzz of shopping across the world. In India, few business houses carry out their trading activity through online in order to offer their products or services at cheaper cost to their customers. The revolution in Internet leads to a paradigm shift in the way things are done. Internet has radically changed the method of the consumers' look for and make use of information. The Internet, which was previously mentioned as an instrument for enhancing information, has become an important part of business in these days. Thus, the future survival of any business depends on how well they can integrate this medium in their business. Manufacturers before entering into online trading have to ascertain their customers' taste and preference, financial status, buying behavior, product preference, etc., Online shopping assists customers to ascertain the products available in the market and help them to compare the price and quality of the products before they purchase. Customer's repeated preference towards online purchase depends on the quality of products and service they received on their purchase. When the, customers are not satisfied with regard to products purchased through online, they may switch over to new E Commerce operator for their next purchase. Therefore, in order to retain the existing customer and to attract new customers towards their web portal, E Commerce operators have to ascertain their customer's desires and their satisfaction level by receiving continuous feedback from their regular customers and redressing their grievances. Thus, in this study an attempt has been made to ascertain the customer's satisfaction towards their online shopping and to identify the factors that assist their satisfaction.

2. Review of Literature

Jarvenpaa and Todd (1996) in their study has stated that Convenient and dependable shopping is the most significant factor to satisfy online customers. Christian and France (2005) in their study identify that the technology factors, product factors, shopping factors followed by trust towards E Commerce operator increases customers satisfaction towards online shopping. Rodgers et. al., (2005) in their study ascertains that Information Quality, System Quality and Service Quality increase online customers' satisfaction.

Hsuehen (2006) in his study mentions that Web Information Quality (IQ), customers' perception on the quality of information presented on a website, and Web system quality, the customers' perception of website's performance on the information retrieval and delivery have positive effect on the customer's satisfaction. Canavan et al. (2007) in their study ascertained that consumer satisfaction towards online shopping depends on e-store image, time required for product delivery, quality of service offered by the vendor and transaction cost. Pervaiz Ali, Sudha Sankaran and Peter Stevrin (2010) in their study point

out that detailed information on Websites, superior customer service, quality and timely delivery of goods extends satisfaction to the Customers on their Online purchase. Md. Aminul Islam et. al., (2011) in their study find out the product quality and their shopping experience increase customer satisfaction on their online shopping. Mustafa (2011) in his study mentions that user interface quality, information quality, perceived quality and perceived privacy, the effects of website design are the factors that influence customer's satisfaction on online shopping. Guo et. al., (2012) in his study ascertain eight determinant factors that determine customer's satisfaction towards online shopping and they are, Website design, Security, Information Quality, Payment Method, E-Service Quality, Product Quality, Products Variety and Delivery Services. Izyan Hizza Bt. Hila Ludin and Boon Liat Cheng (2014) in their study ascertain that E Service Quality and Information quality leads to customers satisfaction towards online shopping. Lai Wang Wang and Quoc Liem Le (2015) in their study ascertain that customers' satisfaction on their online purchase depends on product feature satisfaction, tangibility, empathy, effectiveness and understandability. Sathiya Bama and Ragaprabha (2016) in their study ascertain that customer's satisfaction on their online shopping is associated with Area of Residence, Age, Gender, Occupation and Cost of Recent Purchase.

3. Statement of the Problem

In a less competitive market retention of Customer is an easy task. But this is not true in online shopping, as consumers have wide opportunity to choose the web portals where goods are offered at low price, delivery of goods at shorter span of time, discounts offered etc.,

Therefore, customer retention is a challenging task for all E Commerce operators. Thus, customer retention solely depends on customer's satisfaction. Customers' who purchase goods through online may be satisfied due to quality of information offered in Web portals, Quality of goods delivered, products matching with the product displayed on website, price charged for the product, time taken for delivery etc.,

Once the customer's expectations are not fulfilled by the E Commerce operators, they may switch their choice to new E Commerce operators. Hence, it is the duty of the E Commerce operators to offer better service quality to their long standing and new customers in order to make them repetitive purchase. Hence, in this study an attempt has been made to ascertain the features that enhance customers' satisfaction towards online purchase and factors influencing customers' satisfaction on online purchase.

Objectives of the Study

- To ascertain the prominent reason on customers satisfaction towards online shopping.
- To identify the factors influencing the level of satisfaction towards online shopping.

4. Research Methodology

Data

Data required for the study is primary in nature. Primary data are collected with the help of structured questionnaire.

Sampling

By adopting convenience sampling method, 1050 respondents residing at Coimbatore district are selected for the study.

Framework of Analysis

The Collected data have been analyzed by employing Chi-square test.

5. Findings

Level of Satisfaction

Customers Satisfaction towards online shopping has been measured by assigning scores of the questions relating to satisfaction. Twenty three such questions are included in the questionnaire. Answers to the questions have been rated on a five-point scale. The scores allotted to the answers range from one to five. Thus, the maximum score a customer would get is 115. Score obtained by each customer is divided by 115 and multiplied by 100 to convert it into an index. This index is termed as 'Satisfaction index'. Based on the Satisfaction index, the customers have been divided into three groups as customers with low, moderate and high level of satisfaction. The following table discloses the determinants of Customer Satisfaction.

Table 1: Customers Satisfaction Towards Online Shopping

Satisfaction on Online Shopping	Mean Rank	Rank
Reliability of product information	13.35	7
Product quality	13.10	8
Price	14.66	1
Availability of more brands	10.95	15
Display of product images	10.70	19
Time taken for delivery	14.01	3
Delivery charges	10.71	18
Security in payment process	10.60	20
Procedure to carryout online transaction	11.35	14
Accessibility of information	13.65	5
Delivery time estimated	10.76	17
Product safety	12.20	12
Individualized attention paid to customers	11.83	13
Time spent to gather information about products	08.45	23
Special offers	10.79	16
Discounts	14.19	2
Packing method	13.87	4
Email alerts on offers	12.69	9
Order tracking details	12.23	11
Product return policy	12.64	10
Customer care support	10.59	21
EMI facility	09.29	22
Originality of products	13.38	6

Table 2: Factors influencing Customers Satisfaction

Factors	Level of Satisfaction			Total	Chi-square Value
	Low	Moderate	High		
Area of residence					
Urban	94 (19.0)	344 (69.5)	57 (11.5)	495 (100.0)	6.693
Semi-urban	48 (15.7)	210 (68.6)	48 (15.7)	306 (100.0)	
Rural	37 (14.9)	186 (74.7)	26 (10.4)	249 (100.0)	
Age					
Up to 25	48 (15.5)	217 (70.2)	44 (14.2)	309 (100.0)	2.315
25 – 35	98 (17.5)	399 (71.2)	63 (11.2)	560 (100.0)	
Above 35	33 (18.2)	124 (68.5)	24 (13.3)	181 (100.0)	
Gender					
Male	102 (17.5)	402 (69.0)	79 (13.6)	583 (100.0)	1.798
Female	77 (16.5)	338 (72.4)	52 (11.1)	467 (100.0)	
Marital Status					
Married	102 (18.6)	365 (66.7)	80 (14.6)	547 (100.0)	8.217*
Unmarried	77 (15.3)	375 (74.6)	51 (10.1)	503 (100.0)	
Educational Qualification					
Up to SSLC	27 (15.0)	130 (72.00)	27 (13.0)	179 (100.0)	6.659
H.Sc.,	31 (15.2)	146 (71.6)	27 (13.2)	204 (100.0)	
Diploma	28 (16.8)	120 (71.9)	19 (11.4)	167 (100.0)	
Under Graduate	32 (15.8)	150 (74.3)	20 (09.9)	202 (100.0)	
Post Graduate	38 (20.9)	122 (67.0)	22 (12.1)	182 (100.0)	
Professional	23 (19.8)	77 (66.4)	16 (13.8)	116 (100.0)	
Occupation					
Agriculturist	26 (19.3)	94 (69.6)	15 (11.1)	135 (100.0)	14.386
Employee	49 (15.1)	221 (68.0)	55 (16.9)	325 (100.0)	
Student	13 (14.6)	63 (70.8)	13 (14.6)	89 (100.0)	
Professional	41 (16.9)	176 (72.4)	26 (10.7)	243 (100.0)	
Business	42 (20.9)	144 (71.6)	15 (07.5)	201 (100.0)	
Homemaker	8 (14.0)	42 (73.7)	7 (12.3)	57 (100.0)	
Monthly Income					
Up to 15000	83 (18.4)	313 (69.4)	55 (12.2)	451 (100.0)	2.680
15001-30000	62 (15.3)	296 (72.9)	48 (11.8)	406 (100.0)	
Above 30000	34 (17.6)	131 (67.9)	28 (14.5)	193 (100.0)	
Level of Problem					
Low	29 (23.4)	65 (52.4)	30 (24.2)	124 (100.0)	37.079***
Moderate	117 (14.9)	590 (75.1)	79 (10.0)	786 (100.0)	
High	33 (23.6)	85 (60.7)	22 (15.7)	140 (100.0)	

Source: Primary Data

From the Friedman Rank test, it is inferred that majority of the customers are highly satisfied with regard to price of the product followed by discount offered and time taken for delivery of product on Online purchase.

Out of eight independent variables selected for analysis, only two variables are found to be significantly associated with customer's satisfaction namely, marital status and level of problems faced by customers on carrying out online purchase. Only significant variables are elaborately discussed in the following paragraphs.

Marital Status

The percentage of customers with high level of satisfaction is found high among married customers.

The percentage of customers with low level of satisfaction is also found high among the married customers. Comparing the percentage, it is inferred that married customers have low level of satisfaction.

Level of Problem

High level of satisfaction is noticed among customers, who face low level of problem on online purchase. Low level of satisfaction is noticed among customers, who face high level of problem on online purchase.

6. Suggestions

- Customers who face high level of problem on online purchase have low level of satisfaction on online shopping. In order to increase satisfaction among customers, more security features may be incorporated on online web portals, delivery time may be reduced to a maximum extent
- E Commerce operators make sure that only quality goods are delivered to their customers, thereby their customers may be satisfied and retained.
- No attempt has been made by online vendors to ascertain the performance of goods. Hence, it is advised to have a constant follow-up with their customers to ascertain the product performance and necessary steps may be initiated, if any pitfall is noticed on their product
- E Commerce operators may open service stations at various places, thus customers may not face any difficult on carrying out after sales service
- Quite frequently, E Commerce operators have to introduce a variety of proposals like reduction sales, gift vouchers, free gifts, etc., so that more customers will be attracted towards online shopping.
- Most of the customers prefer to purchase goods through Cash on Delivery (COD) mode, whereas few E Commerce operations do not offer COD facility. Hence, in order to attract new customers and to retain existing customers all E Commerce operators may extend COD facility to their customers.
- Excess load on Server should be reduced to avoid server jam during festival seasons.

7. Conclusion

The result of the study portrays that majority of the customers are highly satisfied in regard to price of the product followed by discount offered and time taken for delivery of product on Online purchase. Further, customer's satisfaction is associated with their marital status and intensity of problem faced on their online purchase. Customers who face low level of problem on their online purchase are more satisfied, which make them to have repetitive purchase on the same web portals.

In order to satisfy their customers it is the duty of E Commerce operators to disclose only genuine **information** on their website, product delivered to the customers should match with the products displayed on their website, price charged to the product should be competitive and products are to be delivered in a shorter span of time. Thus, in this competition era all the online marketers should concentrate on customer's satisfaction to hold back the customers and to launch more offers and discount to attract the new customers.

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