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## *A Study on Customer Satisfaction towards Online Shopping*

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*Abstract: Internet purchasing is a modern phenomena that has gained significant significance in the hip commercial world. The development of internet purchasing has created opportunities to give businesses a competitive edge. Internet shopping has become more and more common throughout time, largely due to consumers finding it easier to do from the comfort of their home or place of employment. The web has recently taken up an important position in economic activity. It makes clients' lives prosperous and streamlined. People now days express their interests online. By purchasing the merchandise online, they are currently happy. So, the focus of this essay is on consumers' perceptions of and happiness with online purchasing. This study is focused on customer satisfaction, thus customers from various parts of Jind district have been chosen for this survey. Data collected from 101 respondents. A five point Liker scale, from highly satisfied to highly dissatisfied, was employed to gauge the degree of satisfaction. This study used a convenient random sample method and a purposive approach. Data has been analysed using tables, percentages, and pie charts.*

*Keywords: Online Shopping, Customer Satisfaction, Degree of Satisfaction, Online Shopping Websites.*

### I. INTRODUCTION

People can now do a variety of things from the comfort of their own homes thanks to advances in technology and science, one of which is online shopping. It has received a lot of attention as a result of the ever-increasing demand and craze among people. Online shopping is the practise of purchasing items online rather than visiting physical stores. There are several advantages to shopping online, which is why many people prefer this method of shopping. The first is the ability to shop at a time that is convenient to you, not just when the shops are open. Online shopping is the best option for people who do not have much time and are busy in their office and business work. Moreover, online shopping helps us to shop 24 hours a day. We get cheaper deals and better prices. We even have the advantage of discount coupons, exchange and refunds. Online Shopping Market of India is in primary stage but it is expected to see large growth in next four to five years. In last some years, venture capitalists made heavily investment in India's online shopping markets that's generated new players and developed online shopping ecosystem which presenting a big opportunity to those companies who are willing to work through some of the plans and payment challenge in India.

### TOP FIVE ONLINE SHOPPING WEBSITES

**Amazon:** Amazon.com is USA based internet company, but after the progress of e-commerce in India. It has likewise launched site in India in year 2013. It begun with Electronics products but presently provides fashion clothes, beauty, home appliances and health care categories.

**Flip kart:** Flipkart.com (2007) is the 1<sup>st</sup> site that shape product based online business in India. It offers flashy payment options like cash on delivery, credit card, debit card, internet banking , EMI and it makes a good impact on Indian customers by its services like discount model and outstanding customer services.

**Myntra:** When Myntra.com first enters the market, it places a strong emphasis on the business model. Customers can personalise things like T-shirts, mugs, calendars, and other items through this internet-based online store. Later, it expanded into selling fashion and leisure goods at retail stores.

**Tata CLiQ:** Tata CLiQ is an Indian e-commerce company based in Mumbai, India. Tatacliq is the most real place for way of living and fashion. Persons can find here a wide selection of women wear, menswear, kidswear, accessories online. It was accepted in 2016 as a substitute of Tata Group.

**Jio Mart:** Jio Mart is an Indian Online business company. Many categories product involve here such as art & craft supplies, paint and exterior care, contact lenses, bed- sheets. This platform launched in 2019 but in may 2020. It was fully launched in 200 cities and towns.

Online shopping has become a popular method of modern shopping in this rapidly evolving era of internet technology. According to Cox and Dale, in order to achieve long-term success, the term "e-business" or "enterprise" has changed to refer to competitiveness as well as employee and customer pleasure. Numerous prosperous online retailers, including eBay, Amazon, and Taobao, have demonstrated how quickly e-commerce is expanding globally. Clearly, low prices and convenience are what most internet shoppers appreciate.

## II. LITERATURE REVIEW

**Gupta & Khincha (2015)** found that Online marketing, where businesses may promote and enhance images of products and services through websites, has emerged as a result of the internet's rapid expansion. The manner that consumers have changed their shopping habits over the past ten years has undergone a significant adjustment. Although consumers still shop at actual stores, they find online shopping to be highly handy because it spares them from having to physically visit the store. Online shopping also offers many other benefits, such as saving the consumer's time and energy as they shop. A questionnaire is used to gather primary data from 50 respondents as part of an objective descriptive research strategy. Frequency distribution, weighted arithmetic mean, and t-test are used to examine the data.

**Guo, Ling, & Liu (2012)** structured a model of factors those influence customer satisfaction. They identified the eight factors such as website design, information quality, security, payment method, e-service quality, product quality, Product variety and Delivery Services influence on customer satisfaction. The results revealed that all these eight factors positively related from customers satisfaction when they purchase online. Total 350 online shoppers participated in this research in China. Data analysed by using SPSS software version 17.

**Jayaprakash & Pavithra (2017)** analyse the satisfaction level of rural customers towards online shopping, data collected by the 150 respondents and used simple average, factor analysis and chi square analysis method. Perception of peoples changes and they show positive signs forwards online shopping. It gives advantages of global reach, availability of wide variety, cheaper product and 24\*7 timing. In India almost 75% of online users are in the age group of 15-34 years since India is one of tje youngest demography globally. Customers have been selected for study from different parts of Pollachi Taluk. Period of study from January 2016 to July 2016.

**Dixena & Sahu (2018)** states the reasons why, in general, internet users avoid online buying, including credit card theft, a lack of protection, non-conveyance risk, and a lack of assurances on the calibre of the products and services. According to Liao and Cheung (2000), the UK offered "fraud-free electronic shopping" in the early part of 1995, and two years later, Europe and

Singapore introduced "protected electronic transactions" (SET). This survey primarily focuses on the respondents' awareness, level of satisfaction, and problems.

**Ibrahim, Imtiaz, & Ahmed (2019)** found web based shopping is grossly accepted and liked as a cost effective, productive and open mechanism of shopping. Then it becomes significant for online retailers to overview online consumerism. It observed that respondent's proportion for male and female was male overwhelmed. Education level have no impact how, much individuals spend on internet shopping. Fulfilment is impacted by that kind of issues, looked during shopping online \_\_\_\_\_ postpone in conveyance, harmed item, how quality item.

**Syahnur, Basalamah, & Gani (2020)** found consumers who have transacted with web-based businesses may see the degree to which certain client experience factors affect e-consumer loyalty. The approach of the examination was intended to demonstrate quantitative methodology. In this study, eight customer experience variables are taken into consideration: helpfulness, value for time, customer recognition, promise fulfilment, problem solutions, personalization, competence, and accessibility. This study employs explanatory research, which clarifies the causal relationship between variables by putting the developed hypotheses to the test. In this study, non-probability sampling approaches are applied.

**Jun & Jaafar (2011)** finds that the public authority of China has given great importance to promote the e-commerce development. Government made provisions for rapid growth of e-commerce; Directions for promoting the Healthy Development of web-based shopping. In China, the quantity of web based shopping users had increased to 142 million by June 2010, the usage rate had expanded to 33.8%, by 5.7%, and the rise in the rate of clients for the half-year had reached 31.4% CNNIC(2010). Many factors which influence consumer's attitude such as usability, security, privacy, after – sale service, marketing mix & reputation.

**Khan, Zubair, Khurram & Khan (2020)** studied E-service quality becoming important with an expansion of E-Commerce. The purpose of the study is to investigate the association between customer satisfaction in business to consumer (B2C) online buying with a focus on Pakistani consumers. These five elements of e-service quality testing—website design, responsiveness, trust, privacy, and dependability—were proven to have a beneficial impact on consumer satisfaction. In Pakistan, 64.4% respondents preferred cash on delivery as mode of payment due to transaction security and privacy issues in online shopping. Data collected by survey method using Google forms platform. Take link from their and share on promotional pages of social media pages.

**Rajeswari (2015)** studied the customer satisfaction towards online shopping in Chennai city, most of the product purchase online such as apparel, arts and handicrafts, books, car rentals, computer, and electronics, cosmetics, financial service, gifts etc. Online retailers used to advertisement their product by using social media websites like Facebook, Twitter, and Google etc.

### III. RESEARCH METHODOLOGY

#### Objectives of this study

The planned study's goals are as follows:

1. To determine the degree of client satisfaction with things purchased online.
2. To gauge how satisfied clients are with the services offered through online purchasing.
3. To determine the precise justification for why clients shop online.

#### Area of the study

This study's analysis of client satisfaction with internet buying is descriptive in nature. This study is focused on customer satisfaction, thus customers from various parts of Jind district have been chosen for this survey.

### Sampling Design

The majority of the district Jind's consumers who have access to online purchasing are included in this population survey. 101 people participated in this sample, and it was determined to choose those respondents who were at least 18 years old. The questionnaire was directly emailed to respondents in electronic form by the researcher, who also explained the purpose of the study and how respondents had to fill out the questionnaire. Data has been analysed using tables, percentages, and pie charts.

### Sources of information

Both primary and secondary data were used in the current investigation. Primary data gathered from the study's questionnaire revealed client satisfaction with internet buying. Using a standardised questionnaire, data was gathered on customer satisfaction with online buying. Secondary information gathered from regional, international, etc. periodicals.

### Techniques of gathering information

With the aid of a well-structured questionnaire created especially for this study, the survey was created. There are two sections in the questionnaire: The first section contains information on the respondents' demographics, including their gender, age, and education.

The questions in the second portion analyse the degree to which consumers are satisfied with several aspects of online purchasing, including payment methods, after-sale services, product delivery, cost, turnaround time, discounts, and offers, as well as the confidentiality of their personal data. A five point Likert scale, from highly satisfied to highly dissatisfied, was employed to gauge the degree of satisfaction. This study used a convenient random sample method and a purposive approach.

### Limitations of study

- 1) Only the Jind district is included in the study.
- 2) The information gathered for this study is entirely based on the respondents' primary information. Personal bias may be a possibility.
- 3) Just 101 people participated in the study.

## IV. DATA ANALYSIS AND INTERPRETATION

**Table No.1 Demographic profile of respondents**

| Variable      | Categories          | No. of Respondents | Percentage |
|---------------|---------------------|--------------------|------------|
| Sex           | Male                | 39                 | 38.6%      |
|               | Female              | 62                 | 61.4%      |
| Age           | Under 18            | 0                  | 0%         |
|               | 18-24               | 73                 | 72.3%      |
|               | 25-34               | 24                 | 23.8%      |
|               | Above 34            | 4                  | 4%         |
| Qualification | Bachelor Degree     | 41                 | 40.6%      |
|               | Master Degree       | 51                 | 50.5%      |
|               | Above Master Degree | 9                  | 8.9%       |

The above table shows that the highest number of respondents 72.3% belongs to 18-24 years age group and 23.8% 25-34 years age category while 4% respondents belongs to category above 34. 61.4% respondents are female and 38.6% respondents are male. Above 50 percent respondents qualification is master degree. Only 8.9 percent respondents are above master degree.

**Table No. 2 online shopping experience**

| Online Shopping Experience | N   | Percentage |
|----------------------------|-----|------------|
| Yes                        | 92  | 91.1%      |
| No                         | 9   | 8.9%       |
| Total                      | 101 | 100        |

Table shows most of the respondents (92 respondents' means 91.1%) experienced online shopping only 9 respondents (8.9%) in this survey not experienced online shopping.

**Table no 3 Frequency of Online Shopping**

| Online shopping Frequency | N  | Percentage |
|---------------------------|----|------------|
| Once in month             | 39 | 38.6%      |
| Once in six month         | 30 | 29.7%      |
| Once in a year            | 22 | 21.8%      |
| Never                     | 10 | 9.9%       |

It can be seen from table that maximum number of respondents (N=39, %=38.6%) shopping online every month followed by 21.8% respondents shopping online once in a year, 30 respondents (29.7%) shopping in 6 months and 9.9% respondents never shopping online.

**Table no 4 Why Online Shopping choose**

| Why Choose Online Shopping       | N  | Percentage |
|----------------------------------|----|------------|
| Very convenience and time saving | 39 | 38.6%      |
| Low Price                        | 13 | 12.9%      |
| Product variety                  | 28 | 27.7%      |
| Buy the rare products here       | 9  | 8.9%       |
| Others                           | 12 | 11.9%      |

Most of the respondents choose online shopping (38.6% means 39 respondents) because it is very convenience and time saving, 27.7% respondents choose online shopping due to product variety, 12.9% respondents choose online shopping due to lower price.

**Table no 5 preferred website for online shopping**

| Website Preferred | N  | Percentage |
|-------------------|----|------------|
| Flip Kart         | 50 | 49.5       |
| Amazon            | 28 | 27.7       |
| EBay              | 0  | 0          |
| Myntra            | 9  | 8.9        |
| Others            | 14 | 13.9       |

Table 5 show approximately 50% respondents preferred to purchase online on Flip Kart and 27.7% (N=28) respondents purchase used to Amazon website and only 8.9% (N=9, percent=8.9) used Myntra website.

**Table no 6 which affects customer satisfaction during previous online shopping experience**

| Customer satisfaction affected                                       | N  | Percentage |
|--|----|------------|
| Price  | 23 | 22.8%      |
| Way of solving Complaint   | 17 | 16.8%      |
| Loyalty in online shop   | 15 | 14.9%      |
| Speed of time  | 22 | 21.8%      |
| Difference between customer expectation and real product or services | 24 | 23.8%      |

Table no 6 shown a rare difference between price (23 respondents, 22.8%) and the differences between respondents expectation and the real product or services (24 respondents, 23.8%) in affected customer satisfaction during previous shop online. Only 14.9% respondents affected by online shopping loyalty. 21.8% respondents affected by speed of time.

**Table no 7 which type of product purchase online**

| Type of product | N  | Percentage |
|-----------------|----|------------|
| Electronics     | 14 | 13.9%      |
| Clothes         | 40 | 39.6%      |
| Books           | 18 | 17.8%      |
| Mobiles         | 13 | 12.9%      |
| Footwear        | 3  | 2.9%       |
| Others          | 13 | 12.9%      |

Most of the respondents purchase clothes(N=40,%=39.6), only 17.8% respondents purchase books on online website followed by 12.9% respondents purchase mobile phones. Very low percent respondents go towards footwear.

**Table no 8 Satisfaction of respondents**

| Variable                     | Highly Dissatisfied | Dissatisfied | Neutral      | Satisfied    | Highly Satisfied |
|------------------------------|---------------------|--------------|--------------|--------------|------------------|
| Product Delivery             | 0<br>0              | 1<br>(1)     | 17<br>(16.8) | 61<br>(60.4) | 22<br>(21.8)     |
| Price                        | 0<br>0              | 3<br>(3)     | 26<br>(25.7) | 59<br>(58.4) | 13<br>(12.9)     |
| Time Saving                  | 0<br>0              | 3<br>(2.9)   | 21<br>(20.8) | 63<br>(62.4) | 14<br>(13.9)     |
| Discount and offers          | 0<br>0              | 2<br>(1.9)   | 33<br>(32.7) | 52<br>(51.5) | 14<br>(13.9)     |
| Payment option               | 0<br>0              | 1<br>(1)     | 20<br>(19.8) | 67<br>(66.3) | 13<br>(12.9)     |
| After sale services          | 1<br>(0.9)          | 5<br>(5)     | 29<br>(28.7) | 52<br>(51.5) | 14<br>(13.9)     |
| Personal information privacy | 1<br>(1)            | 4<br>(4)     | 27<br>(27)   | 56<br>(56)   | 12<br>(12)       |

Most of the respondents satisfied by online product delivery only 1% respondents dissatisfied by product delivery. 59 (58.4%) respondents satisfied by price in online shopping and 26 respondents neutrally satisfied. Maximum number of respondents satisfied by time saving in online shopping and only 2.9% respondents dissatisfied by it. 51.5% respondents satisfied by discount and offers provided in online shopping where only 13.9% highly satisfied by it. Only 1.9% respondents dissatisfied by it. 66.3% respondents satisfied by payment option provided in online shopping where only 12.9% highly satisfied by it. Only 1% respondents dissatisfied by it.

## V. CONCLUSION

We now utilise the internet on a daily basis, mostly because it is so convenient. Although it's not always simple, online purchasing should only be done with care. Three key strategies for boosting online sales were variety, prompt service, and lower rates. Online shoppers anticipate seeing reasonable discounts and receiving free shipping. Customers are drawn to more deals and discounts, especially when shipping is free. Customers want more choice, security, and trust when shopping online.

Existing customers are essential to the success of e-retailers since they drive up sales and expand the company. In terms of what people enjoy the most about online buying. Additionally, all customers prefer the cash on delivery method over the other payment methods. Because it is a simpler technique as well, e-consumers feel secure when they spend money when shopping online. Consumers are drawn to online buying because it is convenient and time-saving, in comparison to other factors. And they believe that the anticipated and actual products are identical. They are content with how quickly the specific products were delivered, and some of the respondents approved of the sellers' level of customer service.

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