

**Customers Satisfaction in Services of Online Shopping: A Study
with Reference to Mangalore City**

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ABSTRACT

Online Shopping provides for anywhere shopping or boundless shopping. Merchandise displayed and promoted over websites and customers buy products by using internet. There are number of online stores like Flip cart, Amazon, Snap deal, Shop clues etc. To be successful and effective e-commerce mechanism must be customer –centric and must revolve around customer convenience. Business models which ignore customer preferences can never become successful.

This Paper will be prepared with the objectives of understanding the satisfaction level of customers towards services of Online Shopping.

Keywords: Online shopping, internet, e-commerce

INTRODUCTION

Online Shopping provides for anywhere shopping or boundless shopping. Merchandise displayed and promoted over websites and customers buy products by using internet. There are number of online stores like Flip cart, Amazon, Snap deal, Shop clues etc. To be successful and effective e-commerce mechanism must be customer centric and must revolve around customer convenience. A business model which ignore customer preferences can never become successful.

Online Shopping is a recent phenomenon in the field of E-Business. The trend of online shopping is increasing especially in the younger generation. Present generation rely on the internet to acquire the required items at affordable prices. Online Shopping is very convenient to purchase required items from one spot.

OBJECTIVES

- i. To study the satisfaction level of customers in availing Online Shopping services.
- ii. To suggest measures to improve the services of Online Shopping.

METHODOLOGY

Primary and secondary data are used for the purpose of study. A questionnaire is used to collect information from 50 respondents. Secondary data is collected from websites and books.

DATA ANALYSIS

Only simple statistical tool, the percentage analysis is used for the study.

Table 1: Demographic profiles of the Respondents.

Particulars	Respondents	Percentage
A.Gender		
Male	11	22
Female	39	78
Total	50	100
B.Age		
20-30	17	34
31-40	15	30
41-50	14	28
Above 51	04	08

Total	50	100
C.Educational Qualifications		
Graduation	12	24
Post-Graduation	37	74
Doctorate	01	02
Total	50	100
D.Occupation		
Student	12	24
Self employed	03	06
Salaried	35	70
Total	50	100
E.Annual Income		
Upto 1,00,000	12	24
1,00,000-5,00,000	30	60
5,00,000-10,00,000	07	14
Above 10,00,000	01	02
Total	50	100

Source: Primary Data

Table 1 show that online shopping is used more by female customers with 78%. The majority of the respondents are Post-graduate with 74%., maximum number of respondents are salaried people with 70%. The majority of the respondents come under the age group of 20-30 years with 34 %. The majority of the respondents come under the monthly income of above 1, 00,000-5,00,000 with 60%.

Table 2: Usage of Online Shopping

Particulars	Respondents	Percentage
Yes	43	86
No	07	14
Total	50	100

Source: Primary Data

The above table reveals that majority of the respondents i.e., 86% using Online shopping services.

Table 3: Frequency of using Online Shopping

Particulars	Respondents	Percentage
Once in a week	00	00
Once in a month	11	22
Once in a 3 month	10	20
Once in a year	22	44
Occasionally during offers	07	14
Total	50	100

Source: Primary Data

The above table reveals that majority of the respondents once in a year availing online shopping services with 44% and 14% occasionally during offers.

Table 4: The type of products/services brought over the internet

Particulars	Respondents	Percentage
Books/Magazines	02	04
Food	27	54
Home Electricals	02	04
Clothing	32	64
Make-up	05	10
Tickets(Movie, Travelling)	38	76

Source: Primary Data

The above table shows that majority of the respondents using online shopping for Food i.e., 54%, clothing 64% and tickets (movie, travelling) with 76%.

Table 5: Type of Online shopping websites used by the respondents

Particulars	Respondents	Percentage
Snap deal	20	40
Amazon	32	64
Flip cart	38	76
Any other	01	02
I do not use E-commerce	05	10

Source: Primary Data

The table reveals that majority of the respondents using Flip cart website with 76%, & Amazon with 64%, Snap deal with 40%, 10% of the respondents were do not use E-commerce at all.

Table 6: Reasons for using Online Shopping

Particulars	Respondents	Percentage
Less time	19	38
Cost effective	32	64
Convenient	38	76
Secure	17	34

Source: Primary Data

The table reveals that 76% of the respondents opt online shopping for their convenience and 64% for less cost.

Table 7: Satisfaction level of the respondents

Particulars	Respondents	Percentage
Highly satisfied	08	16
Satisfied	38	76
Not satisfied	04	08
Total	50	100

Source: Primary Data

The table reveals that only 8% of the respondents are not satisfied, but 78% of the respondents are satisfied with online shopping. This shows majority of the respondents are satisfied with the online shopping services.

Table 8: Confident level of customers about the secure of their payment information

Particulars	Respondents	Percentage
Yes	30	60
No	16	32
Not sure	04	08
Total	50	100

Source: Primary Data

The table shows that majority of the respondents are high level of confident about the secure of their payment information i.e., 60%, but 8% of the respondents are not sure about this.

Table 9: Privacy concerns stop from online shopping

Particulars	Respondents	Percentage
Yes	23	46
No	27	54
Total	50	100

Source: Primary Data

The table shows that privacy concerns does not refrained the respondents from online shopping services i.e., 54%

Table 10: Mode of Payment

Particulars	Respondents	Percentage
Credit card	01	02
Debit card	27	54
Online Banking	18	36
UPI	01	02
Cash on Delivery	03	06
Total	50	100

Source: Primary Data

The table shows that majority of the respondents using debit card for payment with 54% and online banking services i.e., 32%.

FINDINGS

- i. Majority of the respondents belongs to the age group of 20-30 years. This shows that youngsters are more involved in online shopping than the older generation.
- ii. The upper age people often find comfortable by shopping themselves rather than online shopping. According to them there is no opportunity to bargain for the price and check the quality before buying.
- iii. Some people felt that some items are not available according to their requirement.
- iv. Some of the respondents opined that there is no personal bonding between buyers and sellers.

SUGGESTIONS

- i. Product quality should match with the product displayed in site. Same quality of product should be delivered.
- ii. Customers should be aware of the terms and conditions mentioned in the website.

- iii. Delivery of product to certain areas (interior) should be improved.
- iv. Damaged product or unwanted product should not be delivered to customers, it affects the image of the company.
- v. Educating older generation in digital payments, offers and discounts should be given as the citizen above 50 can easily make good benefits coming from digital India.

CONCLUSIONS

Online purchase is a powerful tool which has become an important part of people's life since they rely on the latest information technologies. Purchasing behaviour of the people differs based on their age, gender, income, place etc. This study examines the consumer satisfaction level regarding online purchase. The study also identifies the preference of consumers using different E-shopping websites. The research also speaks about the type of goods/services usually preferred and used by the respondents.

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