

A Study on Consumer Satisfaction Towards Online Shopping with Special Reference to Chennai City

Mrs.C.Nithya¹, Dr.B.Devipriya²

¹*Research Scholar, Assistant Professor, Sri RamalingaSowdambigai College of Science and Commerce, Coimbatore 641109*

²*Assistant Professor, Sri RamalingaSowdambigai College of Science and Commerce, Coimbatore 641109*

Abstract-Now a days more consumers are purchasing through online shopping only and it greatly get benefit to the consumers. There are number of websites providing online shopping to the consumers and it makes to get advantage to the consumers like time saving of product purchasing, easy way to select products in websites, to know about the total details of the products, easy way to pay goods in online mode or cash on delivery and also some websites give return benefits to the consumers. In this study focused on the consumer satisfaction level in Chennai city and it focused on the Primary and Secondary data's. Primary data's like to frame Questionnaire and Secondary data's are information get from websites, Journal, news Papers etc., The sample size of this study is 164 respondents. This is a random sampling method. Data's are collected from Chennai City. The tools used in this study are Chi-Square and ANOVA tests are did to measure the customer satisfaction level of Online shopping in Chennai city. The result of this study is level of consumer satisfaction in online shopping when comparing their age factors found out their involvement in online shopping.

Key Words-Chennai City, Customer Satisfaction, Online Shopping

1.INTRODUCTION

The practise or action of purchasing goods or services online is known as online shopping. It entails using the internet to find a seller's website, choosing what you want, and making arrangements for delivery. A credit or debit card can be used to make an online purchase, or payment can be made in person at the time of delivery. The phrase refers to both looking for something online and purchasing them. In other words, even though I may have been shopping online, I didn't make any purchases.

Online sales have been available for roughly 25 years. Its popularity has considerably increased.

Nowadays, we can buy almost everything online. In fact, according to retail experts, internet shopping will soon surpass traditional shopping in terms of revenue. E-commerce, or electronic commerce, includes online buying. More and more people today say they prefer internet buying to traditional shopping because of its many perks and benefits. The decision-making process of the buyer has seen a significant transformation in recent years. Before ever speaking to a salesperson, buyers perform thorough web research. Additionally, more customers are making direct purchases online and through their smartphones, never setting foot in conventional brick-and-mortar stores. The internet greatly simplifies and accelerates business transactions. As a result, there have been changes in how people do business, with e-commerce or online purchasing experiencing significant global growth.

2.REVIEW OF LITERATURE

SoheilaBostanshirin (2014), "Online Marketing: Challenges And Opportunities" the author found out the historical background to the utilization of online marketing and different kinds of internet marketing, then, will be shed light upon and also found out the marketing opportunities stem from introduction of virtual space. This study continues with challenges, such as problems of security, privacy, etc, emerged in the field of marketing from implementation of virtual space produces.

IzyanHizza Bt. HILA LUDIN, Boon Liat CHENG (2014), "Factors Influencing Customer Satisfaction and E-Loyalty: Online Shopping Environment among the Young Adults" the authors stated that customer satisfaction subsequently affects e-loyalty towards online shopping among young adults. And Found out the website design and security were insignificant

towards customer’s satisfaction and also found this research helps the marketers to formulate and implement effective online marketing strategies, as well as in the decision making process.

S. Chitra a, E. Shobana (2017), “A Study on Customer Satisfaction on Online Marketing in India” the authors found that Online marketing is used by companies selling goods and services directly to the consumers as well as those who operate on a business to business. Online marketing, also refers to the techniques which are available in a business market, promote and advertise their products, services or brand to the World Wide Web.

Dr.D.Durairaj, Princy J(2019),” A Study On Customer Satisfaction On Online Marketing In Chennai City” the authors stated that in online marketing Many companies are to sell their product in Tamil Nadu but not only in Tamil Nadu all over the India, the companies like Snapdeal, Amazon, flipkart club factory and so on, the authors reveals that few information about satisfaction of the online customer in Chennai city and also found out the online marketing companies are providing better services to the customers still there are some hurdles like time delay, quality of materials, and poor response from the customer care and so on.

Ida Hindarsah et.al (2021),”The Influence of Service Quality, Emotional Marketing and Spiritual Marketing On Customer Satisfaction” the author found out the service quality, emotional marketing and spiritual marketing each had a significant positive effect on customer satisfaction and then the quality of service, emotional marketing and spiritual marketing simultaneously have an effect on satisfaction.

3.AIM OF THE STUDY

The goal of the study is to determine consumer satisfaction. When marketers learn the factors influencing online consumers' purchasing and behaviour, it opens up a wide range of opportunities for business owners to expand their advertising and marketing strategies in order to convert potential customers into actual ones and retain existing ones.

3.1 Objectives of the study

- In order to assess consumer satisfaction with online shopping in Chennai City
- To ascertain the issues consumers have with online shopping.

3.2 Hypotheses of the Study

Ho: Consumer satisfaction and demographic factors related to online shopping in Chennai City

Ho: The relationship between the factors influenced and consumer satisfaction towards Online Shopping in Chennai City

4.RESEARCH METHODOLOGY

In this study focused on the Primary and Secondary data’s. Primary data’s like to frame Questionnaire and Secondary data’s are information get from websites, Journal, news Papers etc., The sample size of this study is 164 respondents. This is a random sampling method. Data’s are collected from Chennai City. The tools used in this study are Chi-Square and ANOVA tests are did to measure the customer satisfaction level of Online shopping in Chennai city.

5.ANALYSIS AND INTERPRETATION

PERSONAL CHARACTERISTICS AND THE FREQUENCY OF ONLINE PRODUCT PURCHASES

Table: 5.1-Chi-square investigation of the correlation between individual characteristics and the frequency of product purchases

S.No	Study Factors	Chi Square Value	DF	Significant/Not Significant	Results
1	Age	11.073 ^a	3	.011	S
2	Gender	1.752 ^b	1	.186	NS
3	Marital Status	1.364 ^b	1	.243	NS
4	Family Member	27.036 ^c	5	.000	S
5	Education Level	99.655 ^a	3	.000	S
6	Occupational Status	88.836 ^d	2	.000	S
7	Annual Income	38.903 ^a	3	.000	S
8	Mode of Internet Access	38.291 ^d	2	.000	S

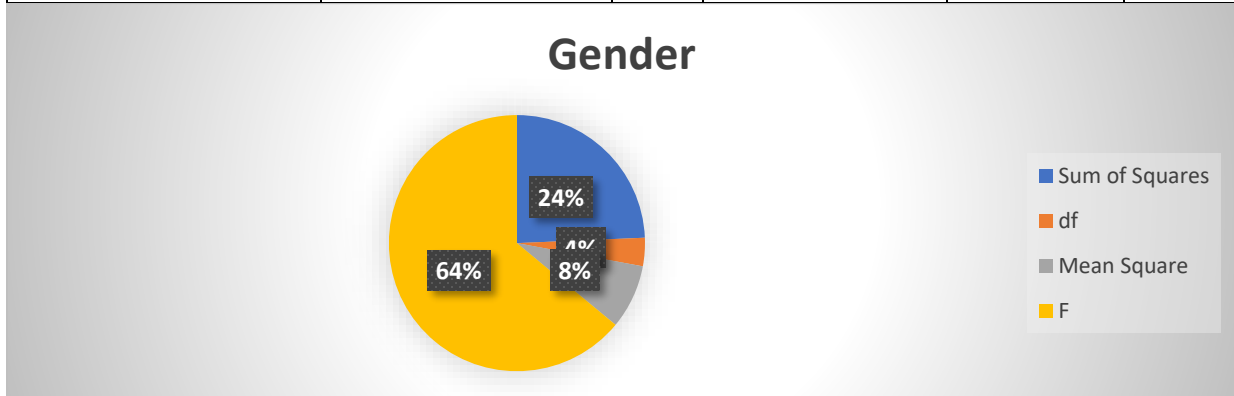
9	Time Saving Level of Online Shopping	97.752 ^b	1	.000	S
10	Security Level of Payment in Online Shopping	52.418 ^b	1	.000	S
11	Quality level of online products	98.945 ^d	2	.000	S
12	Customer Satisfaction level in Online Shopping	119.382 ^d	2	.000	S
13	Delivery Time	6.600 ^b	1	.000	S

From the above table 5.1 it is clearly found that they hypothesis is accepted (Not significant) in two cases and in other cases hypothesis is rejected (Significant) in eleven cases. It can be concluded that Age, Family members, Educational level, Occupation status, Annual income, Mode of internet access, Time Saving Level of Online Shopping, Security Level of Payment in Online Shopping, Quality level of online products, Customer Satisfaction level in Online Shopping and Delivery Time have no influence on the frequency of purchase of products through online mode with other factors and time spent have influence with frequency of purchase of products

ONLINE SHOPPING PURCHASE DECISION MAKING - FACTORS

Table: 5.2 ANOVA for online-purchase decision score with Gender

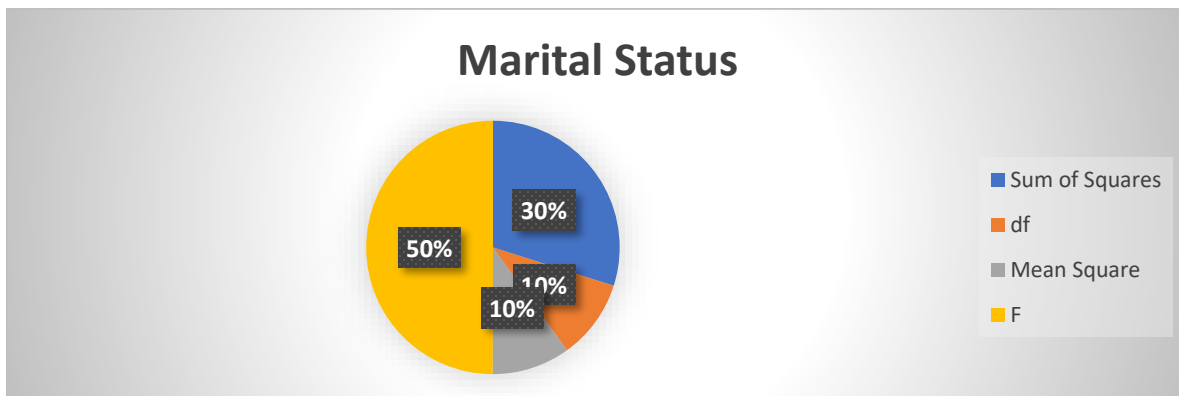
Gender	Sum of Squares	df	Mean Square	F	Sig
Between Groups	20.40789	3	6.802629	53.67628	0
Within Groups	20.40423	161	0.126734		
Total	40.81212	164			



The significant value 0 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Gender groups in on-purchase decision score.

Table: 5.3- ANOVA for online-purchase decision score with Marital Status

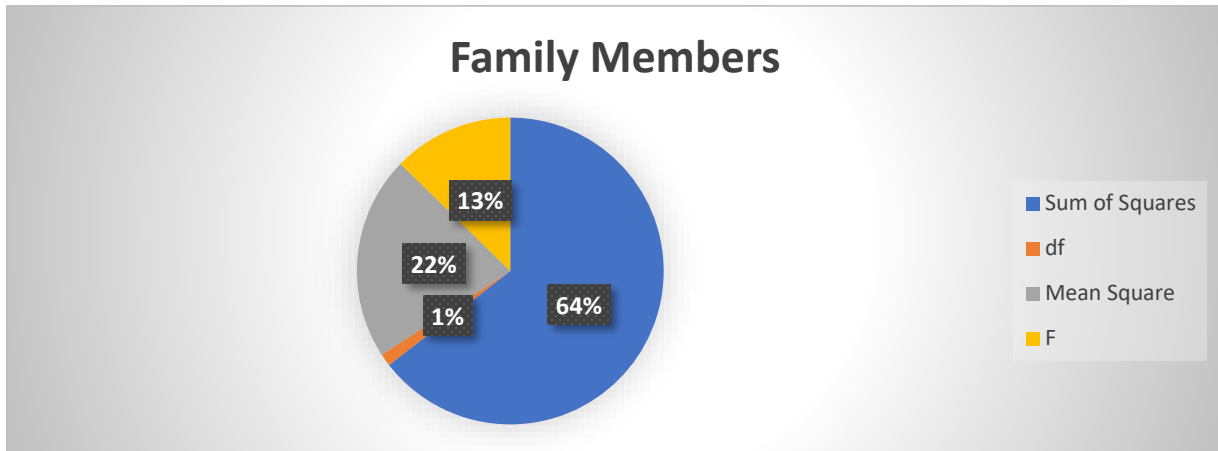
Marital Status	Sum of Squares	df	Mean Square	F	Sig
Between Groups	8.805936	3	2.935312	14.72084	0
Within Groups	32.10315	161	0.199398		
Total	40.90909	164			



The significant value 0 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Marital Status groups in on-purchase decision score.

Table:5.4-ANOVA for online-purchase decision score with Family Members

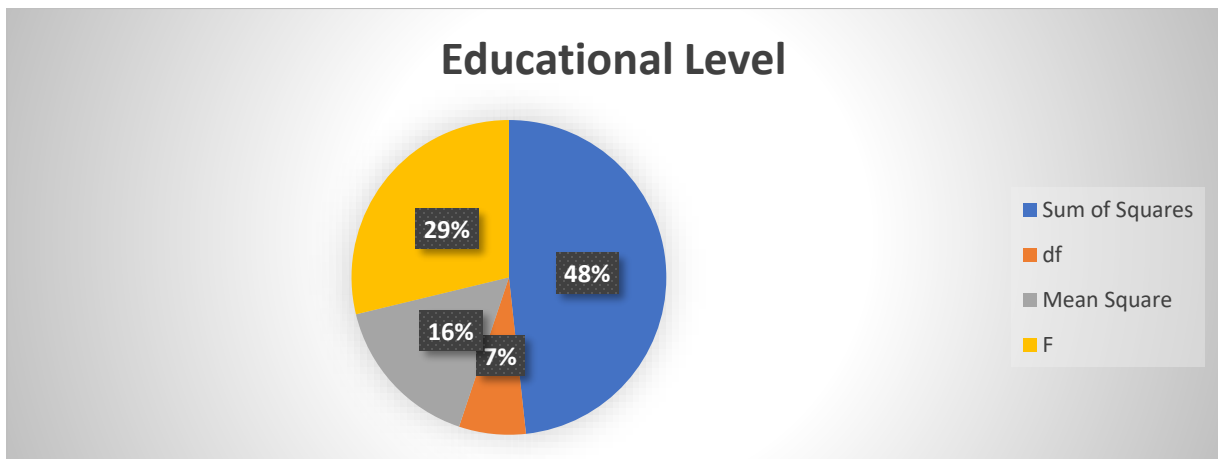
Family Members	Sum of Squares	df	Mean Square	F	Sig
Between Groups	147.6315	3	49.21051	29.06042	0
Within Groups	272.6351	161	1.693386		
Total	420.2667	164			



The significant value 0 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Family Members groups in on-purchase decision score.

Table: 5.5- ANOVA for online-purchase decision score with Education Level

Education Level	Sum of Squares	df	Mean Square	F	Sig
Between Groups	21.09022	3	7.030074	12.57085	0
Within Groups	90.03705	161	0.559236		
Total	111.1273	164			

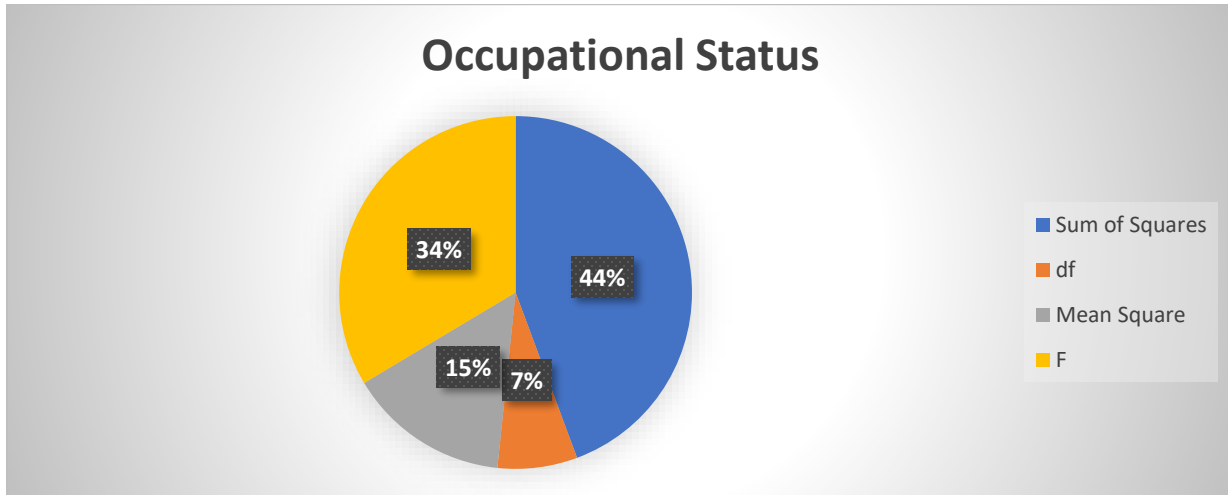


The significant value 0 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Education Level groups in on-purchase decision score.

Table: 5.6- ANOVA for online-purchase decision score with Occupational Status

Occupational Status	Sum of Squares	df	Mean Square	F	Sig
Between Groups	18.19343	3	6.064477	13.77644	0
Within Groups	70.87324	161	0.440206		

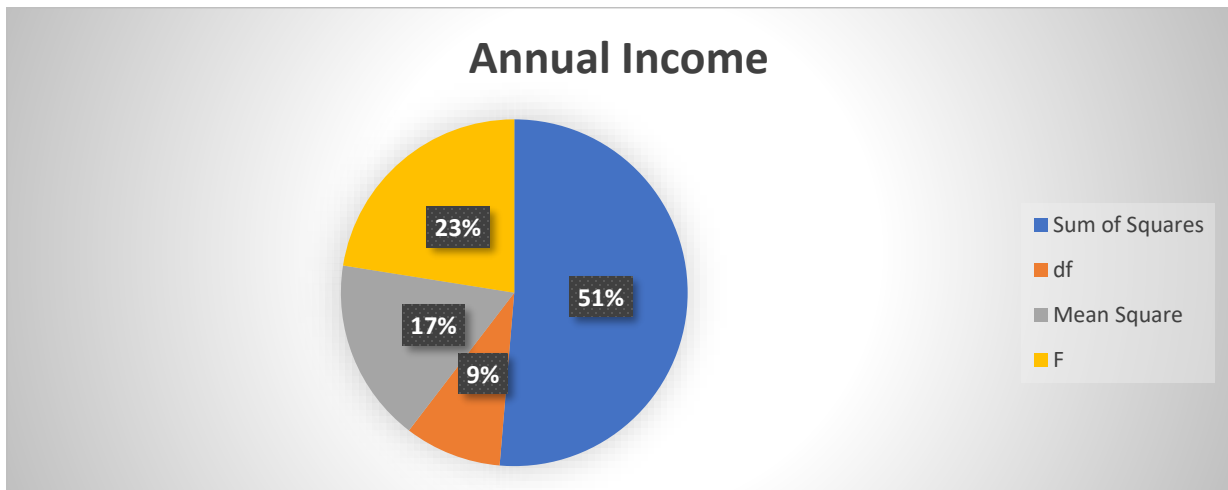
Total	89.06667	164			
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The significant value 0 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Occupational Status groups in on-purchase decision score.

Table: 5.7- ANOVA for online-purchase decision score with Annual Income

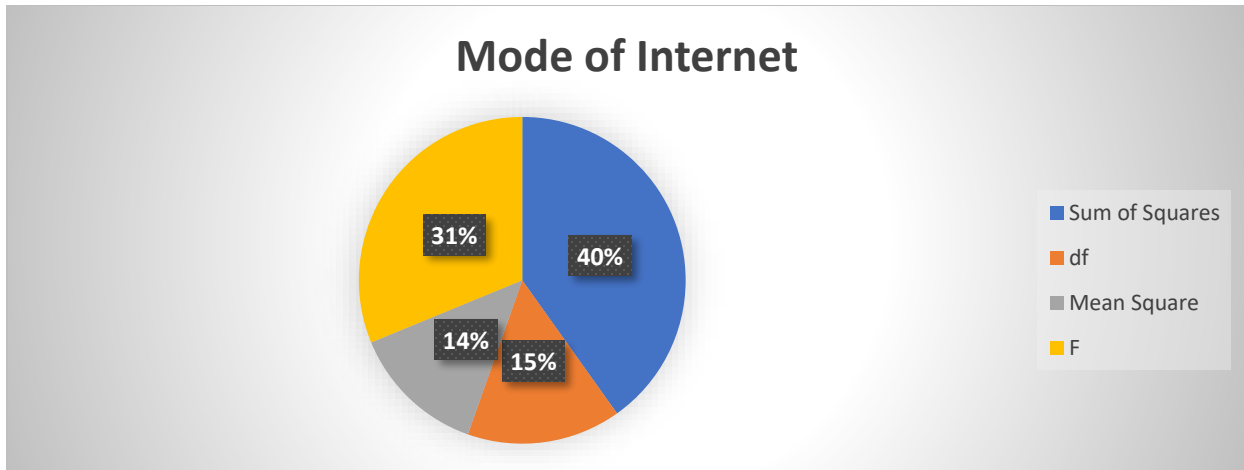
Annual Income	Sum of Squares	df	Mean Square	F	Sig
Between Groups	17.02898	3	5.676328	7.457469	0
Within Groups	122.5468	161	0.76116		
Total	139.5758	164			



The significant value 0 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Annual Income groups in on-purchase decision score.

Table: 5.8- ANOVA for online-purchase decision score with Mode of Internet Access

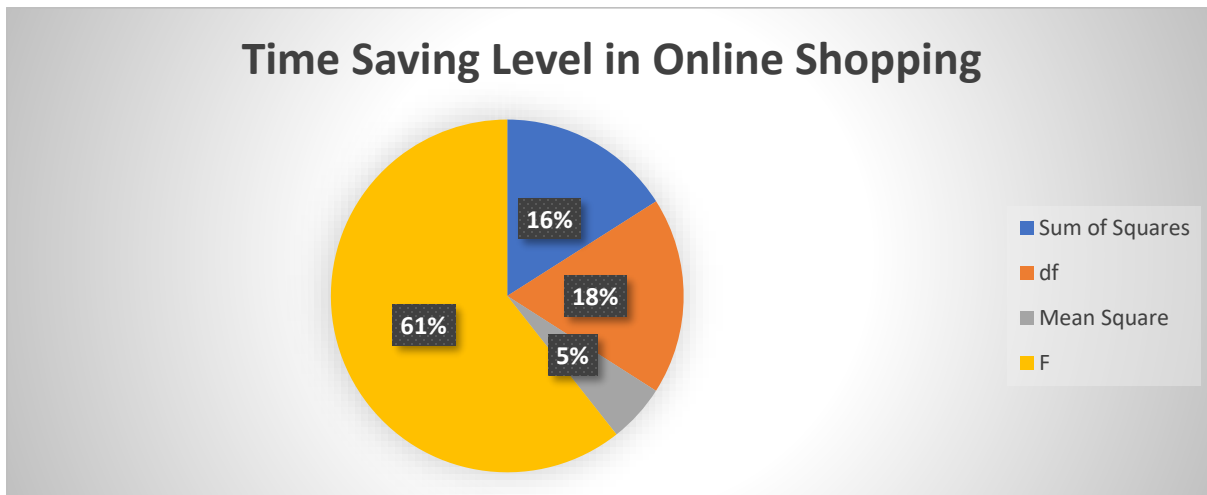
Mode of Internet Access	Sum of Squares	df	Mean Square	F	Sig
Between Groups	7.902354	3	2.634118	6.142438	0.001
Within Groups	69.0431	161	0.428839		
Total	76.94545	164			



The significant value .001 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Mode of Internet Access groups in on-purchase decision score.

Table: 5.9-ANOVA for online-purchase decision score with Time Saving Level

Time Saving Level of Online Shopping	Sum of Squares	df	Mean Square	F	Sig
Between Groups	2.658047	3	0.886016	10.07827	0
Within Groups	14.15407	161	0.087914		
Total	16.81212	164			

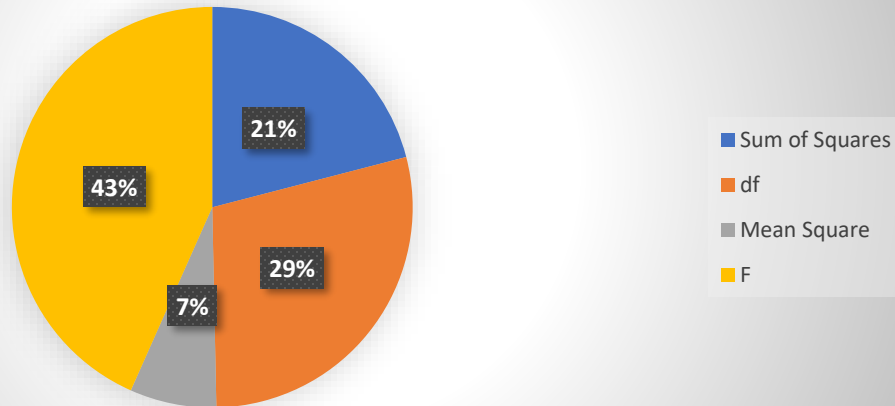


The significant value 0 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Time Saving Level groups in on-purchase decision score.

Table: 5.10- ANOVA for online-purchase decision score with Security Level of Payment

Security Level of Payment in Online Shopping	Sum of Squares	df	Mean Square	F	Sig
Between Groups	2.189929	3	0.729976	4.527983	0.004
Within Groups	25.95553	161	0.161214		
Total	28.14545	164			

Security Level of Payment in Online Shopping

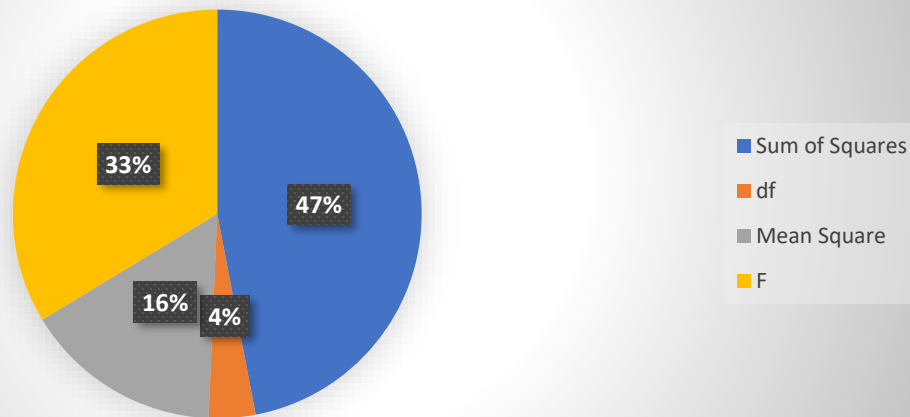


The significant value 0.004 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Security Level of Payment groups in on-purchase decision score.

Table: 5.11- ANOVA for online-purchase decision score with Quality level of online products

Quality level of online products	Sum of Squares	df	Mean Square	F	Sig
Between Groups	38.20415	3	12.73472	27.36524	0
Within Groups	74.92313	161	0.465361		
Total	113.1273	164			

Quality Level of Online Products



The significant value 0 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Quality level of online products groups in on-purchase decision score.

Table: 5.12- ANOVA for online-purchase decision score with Customer Satisfaction level

Customer Satisfaction level	Sum of Squares	df	Mean Square	F	Sig
Between Groups	32.49904	3	10.83301	41.32584	0
Within Groups	42.20399	161	0.262137		
Total	74.70303	164			

Customer Satisfaction Level in Online Shopping



The significant value 0 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Customer Satisfaction level of online products groups in on-purchase decision score.

Table: 5.13- ANOVA for online-purchase decision score with Delivery Time

Delivery Time	Sum of Squares	df	Mean Square	F	Sig
Between Groups	6.386447	3	2.128816	10.31926	0
Within Groups	33.21355	161	0.206295		
Total	39.6	164			

Delivery Time



The significant value 0 is lesser than table value at 0.05 significant levels. Hence hypothesis is rejected that there is a significant difference among the Delivery Time of online products groups in on-purchase decision score.

6. LIMITATIONS OF THE STUDY

In this study focused on the Chennai city only and sample size of the study is only 164 respondents.

7. CONCLUSION

Online shopping taking a major place in the society and Consumers had plenty of time in the past to visit shopping malls and look for a variety of goods. Many

customers decide to haggle and make their purchases after inspecting the goods physically. The entire procedure might take anything from a few hours to several weeks, depending on the product, quantity, quality, and supply of the purchase.

In this study focused on the consumer satisfaction level and found out their involvement to purchase in online shopping. It is easy to purchase and consumers get benefit when shopping in online.

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