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A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCE TO HIMACHAL PRADESH

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ABSTRACT

India is one of the fastest-growing e-commerce markets worldwide. The rapid development of the internet has strongly impact upon the worldwide marketing environment. Currently the growing number of internet user in India provides a bright prospect for online shopping. The purpose of this descriptive research is primarily to identify the factors which customers keep in mind while online shopping and to identify the factors that may influence customer's online shopping satisfaction. This study has been undertaken with reference to a sample of 200 respondents from different cities and towns of Himachal Pradesh. Today business have been coming up with creative ways to promote their product via online and companies also use the Internet to convey, communicate and disseminate information to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Thus, modern market is replacing the traditional markets. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase.

KEYWORDS

customer satisfaction, marketing environment, online shopping.

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INTRODUCTION

In the twenty-first century, trade and commerce have been so diversified that multichannel has taken place and online shopping has increased significantly throughout the World. Online shopping is a growing phenomenon that has become a popular means of shopping particularly common in developed nations. Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Certainly, the use of internet has become very crucial to businesses and individuals globally. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. Until recently, the consumers generally visit online to reserve hotel rooms, buy air, rail or movie tickets, insurance policy, Mutual funds, books and gadgets and gizmos, but now more and more offline products. Nowadays, online shopping is a fast growing phenomenon. The capability of purchasing without leaving your place is of great interest to many consumers. Not only does online shopping offer really good deals, but also brings optimum convenience to the consumers. Moreover, the use of Internet tools for price searching and comparison provides an additional advantage in consumers' final decision, as they can purchase their desired products in the lowest available price. Consumer-purchases are mainly based on the cyberspace appearance such as pictures, image, quality information, and video clips of the product, not on the actual experience. As the internet has now become a truly global phenomenon, the recent growth in the mall culture in the country has in fact made consumers more aware about different options and encouraged them to search and eventually purchase online. India has more than 100 million internet users out of which one half opt for online purchases and the number is rising sharply every year. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. Nowadays internet is not just another medium to get in touch with customers, but it is an important channel to find potential customers as well as channel to continue relationship with existing customers.

Essentially, the idea of online shopping is to lead customers to a convenient way of shopping. Customers will be able to save their time and money, plus retrieve all the product information with just few clicks in few minutes. Plus, purchasing can be done anywhere, anytime according to their preferences.

REVIEW OF THE LITERATURE

Richa evaluates more demographic aspects and concludes that this preference is influenced by gender, age, income and marital status. Therefore, demographic factors can affect consumers' preferences in shopping. An adequate internet network is capable of bringing about revolutionary changes in the goods and services market. **Shippa Gupta** found that 'Indian online shoppers believed there was a wider purchase choice online rather than offline, that shopping online was extremely convenient and easy, and that most goods were cheaper online than they were offline,' says, Country Manager, West Africa, MasterCard Worldwide. **Punj** states that the income level is closely related to the consumer's decision to buy online. Along with the increase in consumer income, they increasingly pay less attention to the problem of 'best match' of needs and products satisfying those needs. Expensive prices are perceived to be cheaper as earnings increase. **Sharma and Mittal** in their study "Prospects of ecommerce in India", mention that India is showing tremendous growth in e-commerce. Undoubtedly, with the population of millions of people, online shopping shows unlimited potential in India. Today e-commerce is the common word in India society and it has become an integral part of our daily life. **Chinting** stated that few school or educational studies have simultaneously explored both internet marketing and organizational commitment, and of those that have, only direct effects were examined. This study clarifies the relationship between school organization's internet marketing and teacher's organizational commitment by examining the mediating role of teachers' job involvement and job satisfaction. **Kanwalgurleen** discussed that different options in internet encouraged them to search and eventually purchase online, because more than 100 million internet users in India. People those who are using internet from 5 to 7 hours a day were found to be adopter of online shopping, price consciousness, convenience and variety, easy payment options and challenges of online shopping are the factors found to be a significant in online shopping. **Rashant Singh** in his study on Consumer's Buying Behaviour towards Online Shopping, the main aim of study was to examine and analyze the consumer's buying behavior pattern towards online shopping in Lucknow. The outcome of the study is most number of users are happy on online shopping and mainly interested in buying online apparels.

STATEMENT OF THE PROBLEM

Online shopping is the easy solution for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. But along with its vital growth led to the possibilities of fraud, cheating and privacy conflicts. Therefore, such activities have created fear in the minds of customers and also an adverse impact in the attitude of consumers towards online purchase.

The problem area of this survey is consumer's satisfaction and attitudes towards online shopping will determine the factors that influence customers to shop online and those factors will help the businessmen to formulate their strategies towards e-business.

NEED AND IMPORTANCE

Online shopping is fast gaining huge popularity, and this is all because of the endless innovations taking place in the field of technology. In the recent times, online shopping has gained huge importance among people because it offers people the convenience of shopping for their favorite trends without stepping out of their

comfort zones. Its multifarious benefits, the magnitude of impacts and its future growth prospects have all together made the online shopping a subject of extensive study and research.

OBJECTIVES OF THE STUDY

This research helps to find out what are the main factors affect the consumer when considering and making a purchase over Internet. The objectives of the study are:

1. To analysis the socio economic background of customer.
2. To find out the satisfaction level of the customer for online purchase.
3. To know the specific reasons for which purpose customers purchase online.
4. To find out the consumers' satisfaction level for services provided by the online shopping.

SCOPE OF THE STUDY

- To know the online shopping website's trust and loyalty.
- To find out the price that people prefer most.
- To know which features they admire in their products.
- To know about which type purchase people prefer mostly.
- To find out the reason for buying products online.

RESEARCH METHODOLOGY

To understand the consumer behavior regarding online shopping in Himachal Pradesh, we have undertaken a descriptive study through a survey by forming a self-constructed questionnaire considering the research objective. A Likert five-point scale ranging from strongly agree to strongly disagree been used to collect a quick response from the respondents. The research design used for the study is descriptive. The total population size is indefinite. The sample size used for study is 200. The researcher adopted the convenient sampling technique in selecting the respondents for the sample. The data collected through questionnaires has analyzed using simple mathematical percentage method, ranking analysis and pie chart method.

DATA ANALYSIS AND INTERPRETATION

Demographics of the respondents: The respondents are categorized on several bases, such as gender, age, occupation, income and education.

TABLE 1: GENDER OF THE RESPONDENTS

S. No.	Gender of the Responded	No of Respondent	Percentage
1	Male	112	56
2	Female	88	44
	Total	200	100

Source: Primary Probe

Interpretation

From the above table No. 1 reveals that 56% of the respondents are male and 44% of the respondents are female

TABLE 2: AGE OF THE RESPONDENTS

S. No.	Age Group	No of Respondent	Percentage
1	Below 20	56	28
2	20-30	96	48
3	30-40	40	20
4	Above40	8	4
	Total	200	100

Source: Primary Probe

Interpretation

From the above table No. 2 depicts that 28% of the respondents are falling under below 20 years, Majority of the respondents 48% are falling under the category of 20 – 30 years old and 20% of the respondents are falling under 30– 40 years and 4% of the respondents are above 40 years old.

TABLE 3: LOCATION OF THE RESPONDENTS

S. No.	Location	No of Respondent	Percentage
1	City	32	16
2	Town	64	32
3	Village	104	52
	Total	200	100

Source: Primary Probe

Interpretation

From the above table No. 3 depicts that majority 46% of the respondents are falling under Village area, 32% of the respondents are under the category of Town area and 16% falling under City area.

TABLE 4: OCCUPATION STATUS OF THE RESPONDENTS

S. No.	Occupation	No of Respondent	Percentage
1	Student	96	48
2	Service	52	26
3	Business	36	18
4	Professional	16	8
	Total	200	100

Source: Primary Probe

Interpretation

Above table No. 4 reveals that in case occupation of respondents 48% of the respondents are student, 26% of the respondents are service holder, 18% of the respondents are Businessmen, and remaining 8% are professionals. Hence It is concluded that majority (48%) of the respondents belong to student category.

TABLE 5: EDUCATIONAL LEVEL OF THE RESPONDENTS

S. No.	Educational Level	No of Respondent	Percentage
1	School	52	26
2	Graduate	84	42
3	Post Graduate	56	28
4	Other	8	4
	Total	200	100

Source: Primary Probe

Interpretation

Above table No. 5 reveals that 26% of the respondents are educated at school level, 42% of the respondents are graduate, 28% of the respondents are post graduate level and only 4% of the respondents are highly educated than above levels. Hence it is found that majority of the respondents (42%) educational level is graduate.

TABLE 6: FAMILY STATUS OF THE RESPONDENTS

S. No.	Family Status	No of Respondent	Percentage
1	Nuclear family	144	72
2	Joint family	56	28
	Total	200	100%

Source: Primary Probe

Interpretation

Above table No. 6 reveals that 72% of the respondents belongs to Nuclear family, 28% of the respondents belongs to Joint family.

TABLE 7: CLASSIFICATION OF RESPONDENTS ON THE BASIS OF MONTHLY INCOME

S. No.	Monthly Income	No of Respondent	Percentage
1	Below Rs.15000	12	6
2	Rs. 15001-30000	104	52
3	Rs. 30001-50000	68	34
4	Above Rs.50000	16	8
	Total	200	100%

Source: Primary Probe

Interpretation

Above table No. 7 reveals that 6% of the respondents are earning the monthly income below Rs.15, 000, 52% of the respondents of the respondents are earning the monthly income Rs. 15,001 – Rs. 30,000, 34% of the respondents are earning the monthly income Rs. 30,001 – Rs. 50,000, 8% of the respondents are earning the monthly income above Rs.50,000.

TABLE 8: ONLINE SHOPPING WEBSITES VISITED BY THE RESPONDENTS

S. No.	Shopping Websites	No of Respondent	Percentage
1	Amazon.com	32	16
2	FlipKart.com	92	46
3	Myntra.com	36	18
4	eBay.com	20	10
5	Others	20	10
	Total	200	100%

Source: Primary Probe

Interpretation

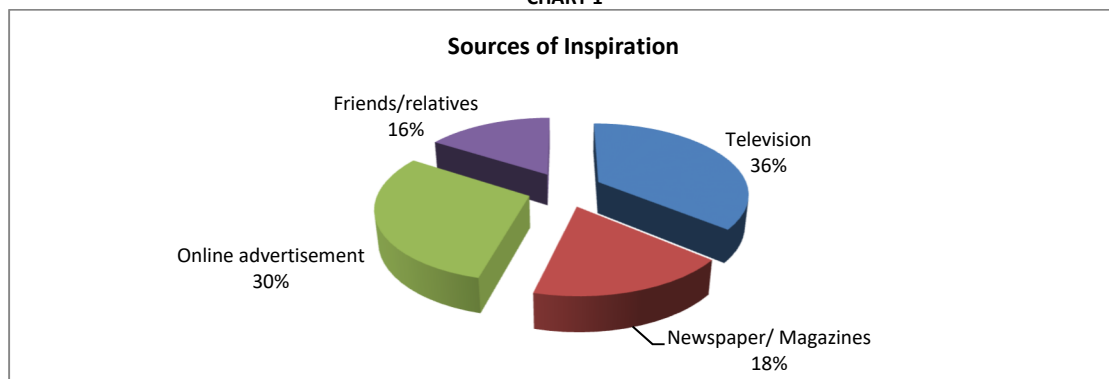
Above Table No. 8 reveals that 16% of the respondents visited Amazon.com, 46% of the respondents visited Flipkart.com, 18% of the respondents visited myntra.com, 14% of the respondents visited myntra.com, 10% of the respondents visited ebay.com and same of the respondents visited other websites.

TABLE 9: SOURCES OF INSPIRATION FOR RESPONDENTS TO VISIT ONLINE WEBSITES

S. No.	Sources of Inspiration	No of Respondent	Percentage
1	Television	72	36
2	Newspaper/ Magazines	36	18
3	Online advertisement	60	30
4	Friends/relatives	32	16
	Total	200	100%

Source: Primary Probe

CHART 1



Interpretation

For selling and promoting products through online, it is essential to inform the consumer about online shopping, the advantages, disadvantages and website address which are related to it. It is observed from the table No. 9 that maximum number of the respondents about 36% get inspiration of online shopping websites

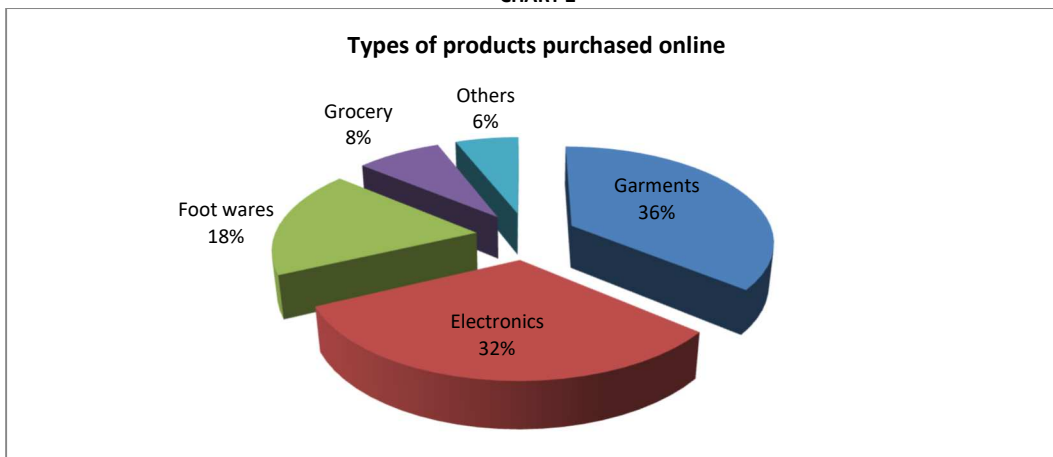
through Television, Whereas 30 % of the respondents through Online advertisement and 18% through Newspapers & magazines, 16% through Friends and relatives respectively. Additionally, Television and social website advertisements are the primary sources of online shopping information for the online consumer.

TABLE 10: PRODUCTS PURCHASE PREFERENCE BY THE RESPONDENTS

S. No.	Type of Products	No of Respondent	Percentage
1	Garments	72	36
2	Electronics	64	32
3	Foot wares	36	18
4	Grocery	16	8
5	Others	12	6
	Total	200	100%

Source: Primary Probe

CHART 2



Interpretation

Above table No. 10 reveals that large number i.e. 36% of the respondents purchased Garments through online shopping, I found that people purchased electronics, foot ware by 32% and 18% respectively. 8% of the respondents purchased grocery via online channels and only 06% of the respondents purchased other products like Games, books, toys etc.

TABLE 11: OPINIONS OF RESPONDENTS REGARDING VARIOUS MOTIVATING FACTORS TO DO ONLINE SHOPPING

S. No.	Motivating factors	Strongly Agree	Agree	Neither Agree Nor Disagree	Disagree	Strongly Disagree	TOTAL
1	Best offers	48 24%	88 44%	44 22%	20 10%	-	200 100%
2	Time Saving	56 28%	96 48%	32 16%	16 8%	-	200 100%
3	Convenience	36 18%	76 38%	56 28%	32 16%	-	200 100%
4	Accessibility	32 16%	88 44%	24 12%	48 24%	8 4%	200 100%
5	Warranty & return policy	80 40%	84 42%	28 14%	8 4%	-	200 100%
6	Perceived Price	48 24%	80 40%	40 20%	32 16%	-	200 100%
7	Choice availability	60 30%	108 54%	20 10%	8 4%	4 2%	200 100%
8	Security & Privacy	--	32 16%	40 20%	108 54%	20 10%	200 100%

Source: Primary Probe

Above table No.12 reveals that 24% of the respondents Strongly Agree,44% agree with the best offers encourage Online shopping and 22% of the respondents neither agree nor disagree with this motive to purchase online. 48% of the respondents agree and 28% of the respondents strongly agree with the Time saving motive of online shopping. 38% of the respondents agree, 18% strongly agree with the motive of convenience, 28% not respond and 16% of the respondents disagree with this motive. The large number of respondents 44% agree and 16% strongly agree about the easy accessibility of online shopping every time. Majority of the respondents 42% agree and 40% strongly agree with the warranty and return policy of websites encouraged for online shopping. 40% of the respondents agree, 24% strongly agree with the motive that people found perceived Price in online shopping. There is majority of respondents about 84% respond availability of choice motive people to online shopping. 54% of the respondents disagree with this motive that online shopping is safe and secure. from the above table we found that majority of the motives encourage people to online shopping except security and secrecy.

TABLE 13: RELATIONSHIP BETWEEN THE RESPONDENTS INCOME LEVEL AND THEIR FREQUENCY OF ONLINE SHOPPING

S. No.	Monthly Income Level	Frequency of purchase					Total
		Weekly	Monthly	Quarterly	Half yearly	Yearly	
1	Below Rs.15000	-	-	4 33.3%	4 33.3%	4 33.3%	12 100%
2	Rs. 15001-30000	4 4%	24 23%	40 38%	28 27%	8 8%	104 100%
3	Rs. 30001-50000	8 12%	24 35%	36 53%	-	-	68 100%
4	Above Rs.50000	4 25%	4 25%	8 50%	-	-	16 100%
	Total	16 8%	52 26%	88 44%	32 16%	12 6%	200 100%

Source: Primary Probe

Interpretation

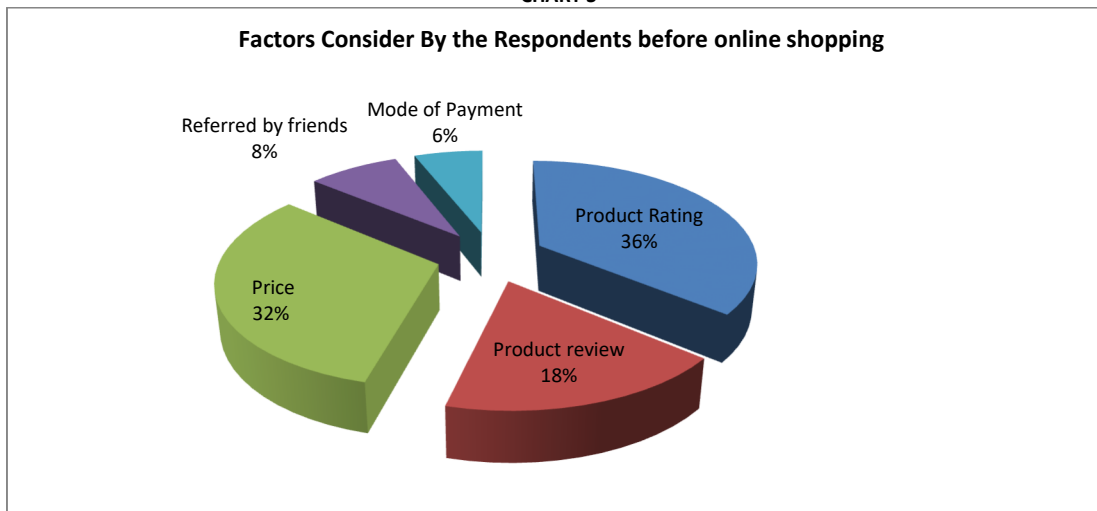
It is evident from the table No.13 that the respondents of lower income level below Rs.15000 purchased online quarterly, half yearly and yearly bases by 33.3% respectively. The income level group Rs. 15001-30000 purchased 4% weekly, 23% monthly,38% quarterly and 27%, 8% half yearly and yearly. However, the respondents with high level group frequently purchased 12% weekly, 35% Monthly and 53% quarterly. The respondents of monthly income group above Rs. 50,000 purchased Online 25% weekly, 25% monthly and 50% quarterly respectively. Finally, it is concluded that majority of respondent’s frequency to online shopping increasing with their income level significantly whereas lower income group do online shopping occasionally.

TABLE 14: FACTORS CONSIDER BY THE RESPONDENTS BEFORE ONLINE SHOPPING

S. No.	Factors	No of Respondent	Percentage
1	Product Rating	72	36
2	Product review	36	18
3	Price	64	32
4	Referred by friends	16	8
5	Mode of Payment	12	6
	Total	200	100

Source: Primary Probe

CHART 3



Interpretation

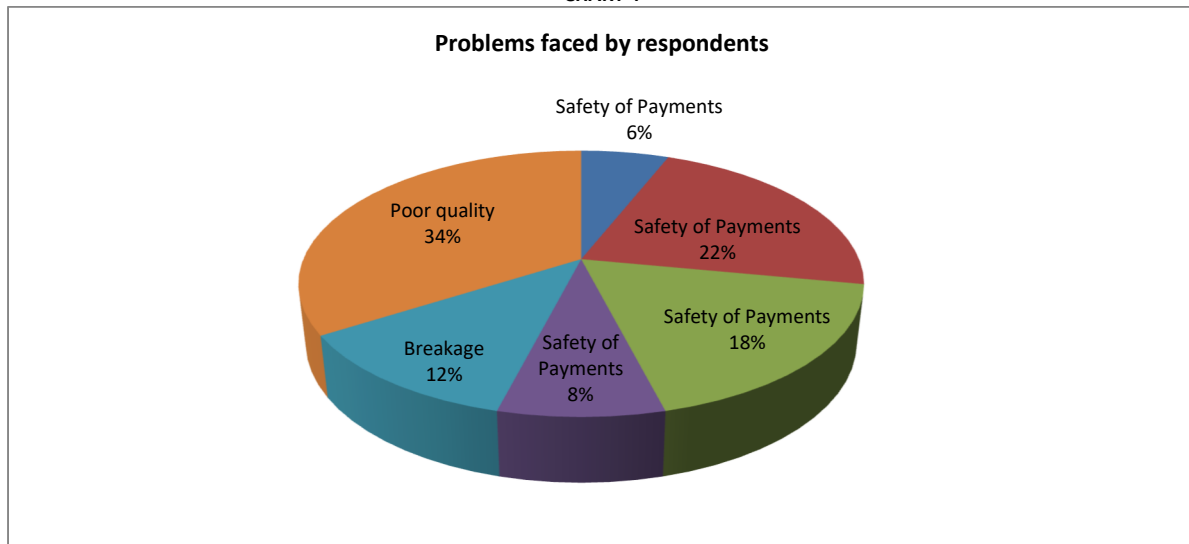
It is found from the table No. 14 that 36% of the respondents consider product rating before Online shopping, 18% of the respondents consider product review before Online shopping, 32% of the respondents consider price (discount, offer etc.) before Online shopping, whereas a few people consider the facts like; referred by friends and mode of Payment before online shopping.

TABLE 15: PROBLEMS WHICH KEEP RESPONDENTS AWAY FROM ONLINE SHOPPING

S. No.	Problems	No of Respondent	Percentage
1	Safety of Payments	12	6
2	Delivery	44	22
3	High shipping charges	36	18
4	Delay in payment refund	16	8
5	Breakage	24	12
6	Poor quality	68	34
	Total	200	100%

Source: Primary Probe

CHART 4



Interpretation

It is observed from the table No. 15 that the large number (34%) of respondents have Fear of quality issue of the product during online shopping. 22% of the respondents have problem of delivery. Around 18% of the respondents have barrier of high shipping cost in online shopping of grocery items, a few of respondents keep them away due to barrier of delay in refund in case of return, breakage and safety of payments in online shopping.

TABLE 16: ONLINE SHOPPING EXPERIENCE OF THE RESPONDENTS

S. No.	Educational level	Highly Satisfied	Satisfied	Neither Satisfied nor dissatisfied	Dissatisfied	Highly Dissatisfied	TOTAL
1	School	12 23%	20 38%	4 8%	16 31%	-	52 100%
2	Graduate	16 19%	44 52%	8 10%	16 19%		84 100%
3	Post Graduate	12 21.5%	28 50%	-	12 21.5%	4 7%	56 100%
4	Other	-	8 100%	-	-	-	8 100%
5	Total	40 20%	100 50%	12 6%	44 22%	4 2%	200 100%

Source: Primary Probe

Interpretation

The attitude of the respondents towards online shopping is revealed from the table No.16. The majority of respondents with all educational levels are satisfied and highly satisfied by 50% and 20% respectively. 06% of the respondent neither satisfied nor dissatisfied with online shopping. Whereas 22% of the respondents respond dissatisfied and merely 2% highly dissatisfied.

FINDINGS

- Nowadays there is no more gender difference in online shopping because we found that 56% of the respondents are male and 44% of the respondents are female.
- Majority of the respondents about 48% belong to the age group of 20 – 30 years.
- Hence the 46% percentage of the respondents are falling under the category of Village area.
- Majority (42%) of the respondent’s educational level students is graduate.
- Majority 72% of the respondents are belonging to Nuclear family.
- Majority 52% of the respondents are earning the monthly income Rs. 15,001 – Rs. 30,000 while 34% of the respondents are earning the monthly income Rs. 30,001 – Rs. 50,000 respectively.
- Online shopping website Flipkart.com. Become the first choice for majority (46%) of the respondents.
- The maximum number of the respondents inspired to online shopping through Television and online advertisements by 36% and 30 respectively. Additionally, website advertisement, friends and family members are the primary sources of online shopping information for the online consumer.
- Due to revolution in telecommunication sector no. of internet user increased in recent time. Majority 68% of the respondents purchased Garments and electronics items via online shopping.
- Majority 56% of the respondents Prefer online shopping for time saving. from the above table we found that majority of the motives encourage people to online shopping except security and secrecy.
- Respondents are preferring online shopping due to various motives like Best offers, Warranty & return policy, Perceived Price, price discount, time saving, due to availability of no of sites and variety of products are available and customers are having choice to purchase, purchase methods very easy as websites are user-friendly and customers want to avoid hassles of shopping in store.
- Majority 44% of the respondents make purchase on Online Shopping quarterly and 26% monthly respectively. Finally, it is concluded that respondent’s frequency of online shopping increased with their income level significantly.
- Majority 68% of the respondents consider product rating and price (discount, offer etc.) before Online shopping.
- The large number (34%) of respondents have Fear of quality issue, 22% have delivery issue whereas 18% of the respondents have barrier of high shipping cost in online shopping of grocery items,
- Majority of respondents 50% and 20% respectively belong to all educational levels are satisfied and highly satisfied to their online shopping experience.

CONCLUSION

India is one of the fastest-growing e-commerce markets worldwide. Online shopping is becoming more popular day by day with the increase of ICT infrastructure development, online payment systems and the Internet penetration rate in Himachal Pradesh. Customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. In conclusion, we have observed that online shopping has truly revolutionized and influenced our society as a whole. The use of technology has enabled convenient lifestyle today. Himachali online shoppers are young (mostly below 40 years) similar to other parts of the world. They do online shopping because it saves time, offers home delivery, provides ease in shopping and offers more variety of products. There are three significant factors; Perceived prices, quick delivery and wide variety which influenced people from all over the world. This study provides a foundation for the future researchers to studying the behavior of rural consumers in online shopping.

LIMITATIONS OF THE STUDY

- The study is confined to Himachal Pradesh only.
- The study is based upon the consumer behaviors of online shopping.
- The data collected for the research is fully on primary data given by the respondents.
- There is chance for personal bias. So the accuracy is not true.

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