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AN EMPIRICAL ANALYSIS ON ONLINE SHOPPING SATISFACTION AND LOYALTY OF CUSTOMER WITH SPECIAL REFERENCE TO TAMILNADU

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ABSTRACT

Internet is changing the way customers shop and buy goods and has rapidly evolved into a global occurrence. It has implemented critical marketing cost thereby sinking the price of the product and thrust a company further into a higher level of competitive market situation. In Tamilnadu, the numbers of internet users has been growing rapidly in recent years and has become an important platform to link customers with retailer. In this intellect the aim of this study is to identify the key factors influencing customer satisfaction and customer loyalty through online shopping. By using convenient sampling method 100 respondents are selected in Tamilnadu. Percentage analysis, Mean score, Standard Deviation, Chi-square test was used for analyzing the data. The numbers of online shopping motivation only continue to develop because of the growing popularity in online shopping and buying. In this study using different socio-economic variables customer's satisfaction and customer's loyalty are measured. The study concludes that there is a high level of customer's satisfaction and customer's loyalty in reference to online shopping in Tamilnadu.

KEYWORDS

online shopping, customer satisfaction, customer loyalty.

INTRODUCTION

The Internet and the worldwide enclose most have been the most exciting development in the field of information and communications technology in current years. Internet and Web technologies have deeply changed the way business interacted, transacted and communicated with consumers. The Internet has also changed the way we consume products and our means of satisfying the demand for our ease. The Internet has made it easier for us to acquire the goods. Internet commerce exploded and become a normal element of day life of consumers.

Online commerce has many advantages when compared to regular shopping. The most fundamental advantage is the convenience. The Internet was popularized in the 1980s when Microsoft and IBM came out with the personal computers. The era of online shopping totally transformed the computer in ways few would have went online. In the late 1990s and early 2000s online shopping become more accessible for a lot of people and its popularity surged the consumers. In today's society, people are responsibility all kinds of their financial operation ranging starting buying holiday gifts to buying cars and paying their bills above the net.

According to UCLA middle for Communication Policy (2001), online shopping has become the third most popular Internet movement, directly followed by e-mail using/immediate messaging and web browsing. Online shopping can be through at home and one need not have to concern on transfer congestion, extended lines and other conventional aspects. With increasing Internet access, the use of e-commerce services by the population is active worldwide and locally in India. The majority modern evaluation of e-commerce expenditure in India (taken in August 2012) is 7 billion dollars [mavenclickz.com] and 3rd largest internet market in the world.

ONLINE SHOPPING - DEFINED

Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping.

- ❖ In 1990 Tim Berners-Lee created the first World Wide Web Server browser.
- ❖ It opened for commercial use in 1991.
- ❖ In 1994 other advances took place, such as online banking and the opening of an online pizza shop by pizza Hut.

ONLINE SHOPPING IN TAMIL NADU, INDIA

Tamil Nadu is one of the 28 states of India. Its capital is Chennai (formerly known as Madras), the largest city. Tamil Nadu is a land most known for its monumental ancient Hindu temples. Tamil Nadu lies in the southernmost part of the Indian Peninsula and is bordered by the union territory of Puducherry, and the states of Kerala, Karnataka, and Tamil Nadu. It is bound by the Eastern Ghats in the north, the Nilgiri's, the Annamalai Hills, and Kerala on the west, by the Bay of Bengal in the east, the Gulf of Mannar, the Palk Strait in the south east, and by the Indian Ocean in the south.

Tamil Nadu online shopping is easy, convenient and less time-consuming. You will just have to choose your favorite product, call or email or just drop a note at the website that you have entered and the product will be delivered to you within a very short span of time. You will just need a Credit or Debit Card or net banking with requisite money, order online and have the product at your home. There are various products to buy, shop online in Tamil Nadu. There is one place to shop online in Tamil Nadu, India-Seasonsway.com, and the one stop solution for all our requirements.

CUSTOMER SATISFACTION - ONLINE SHOPPING

It is a regular term used in marketing; it can be considered how the service or product meets the probability of customer. There are a number of behaviors to develop guest satisfaction in the restaurant industry. The solution is making positive all company have a pleasant knowledge. Crating and retaining satisfied

customer is important for the success of business. Fonvielle (1997) argued that high customer satisfaction is a competitive improvement for business as it contributes to repetitive purchasing. Researchers include pointed that the higher customer satisfaction the higher will be customer loyalty, intention or repetitive purchasing, positive word of mouth and market share (Fornell 1992)

CUSTOMER LOYALTY

A loyal customer is a customer who repurchases from the same service source every time possible, who continues to suggest and who maintains a positive attitude towards the service provider. Customer remains to be loyal to the service or product as far because he is receiving good service from them. According to Butcher et al., (2001) excluding repeat purchase, four dimensions of loyalty can be distinguished in the service literature: 1- positive word-of-mouth, 2- resistance to switch, 3- identifying with the service and 4- preference for a particular service provider we can make customer loyalty by treating society how they want to be treated.

Customer loyalty encourage consumers to shop of holder, and feel positive regarding a shopping experience, helping attract consumer to memorable brands in the face of a competitive environment. What factors make a customer become loyal and keep patronizing the same hotel? Research indicates that factors contributing to hotel loyalty include satisfaction (Kandampully et al., 2003), quality service (Cranage, 2004), customer recognition (Magnini & Honeycutt, 2005), price and the term customer loyalty is used to describe the behavior of repeat customers. several customers perform a particular company a great service by offering favorable word of mouth publicity regarding a product, telling friends and family, so addition them to the number of loyal customers.

LITERATURE REVIEW

Archana and Subha (2012) examine the underlying force of service quality influence on passenger’s satisfaction in aircraft transport. A positive organize on service quality through which dimensions have the most and least important force on service quality in international air travel. The passengers of three classes, economy, business and premium. There are different factors of in-flight service quality to be important according to the customer seat class. The majority important dimensions as supposed by airline passengers in In-flight digital service quality. Those passengers’ satisfactions on different airline company on source of the service delivered. Sulthana Barvin (2014) has the customer satisfaction of online also conventional shopping. Customer’s satisfaction has become a crucial point of division in online and conventional shopping where consumers make weekly, fortnightly on monthly trips and then spend more on these trips than other times in particular in countries like India where competition in online is very fierce. The numbers of strictly online stores motivation only continue to grow because of the evolving attractiveness in online shopping and buying. Veto Datta et.al (2013) have presented the sustainability of a company depends on loyalty of its customers. The customer satisfaction and creating food industry. Customer satisfaction the focus of the measure these attributes through KFC. The relationship among experiential value, customer satisfaction and customer loyalty throughout different dimension of restaurant trade. Waqar ul Haq et.al (2012) have examined to evaluate public and private sector banks of Pakistan by evaluating their customer satisfaction. Have been conducted in Pakistan on such areas like price, technology, reliability, customer service, location and infrastructure. The customer satisfaction varies from person to person and, bank managers. In order evaluate customer satisfaction more strongly. Saravana Bhavan, et.al, (2013) have framed the internet with the worldwide enclose been the most exciting developments in the field of information and communication technology in recent years. It has become a dynamic virtual medium for selling and buying of information, products or services, because of the growth and development of retail brands has experienced considerable change over the last few decades. There are around 71 million Internet users in India (IAMAI, 2009). The approach with behaviour of consumers towards online shopping:

THE RELATIONSHIP BETWEEN ONLINE SHOPPING, CUSTOMER SATISFACTION, CUSTOMER LOYALTY



OBJECTIVES OF THE STUDY

- To analyse the demographic factors of the online shopping customer in Tamilnadu.
- To analyse the customer satisfaction level with online shopping in Tamilnadu.
- To analyse the impact of various quality dimensions on customer satisfaction and customer loyalty with online shopping.

SCOPE OF THE STUDY

The study has been made to find out the customer satisfaction and customer loyalty in online shopping with special reference to Tamilnadu. The study also gives information about the theoretical aspects of online shopping.

METHODOLOGY

The study is an empirical analyse based on the survey method. Both primary and secondary data are collected for the purpose of this study. Primary data had been collected through questionnaire. Secondary data was collected from books, Journal, magazines and websites. By using convenient sampling method 100 respondents are selected in Tamilnadu.

STATISTICAL ANALYSIS

The questions were phrased in the form of statements scored on a 5-point Likert type scale, ranking from 1 “Strongly Disagree” to 5 “Strongly Agree”. For analyzing the data, a necessary tool such as percentage analysis, mean, standard deviation, Chi-square test has been used.

TABLE-1: AGE WISE DISTRIBUTION OF THE RESPONDENTS

	Option	Percent	Mean	SD
Valid	21-25	25%		
	26-30	30%		
	31-35	21%	2.54	1.283
	36-40	14%		
	Above 41	10%		
Total	100%			

It is inferred from the above table majority of the respondents of 30% online customers were age group of 26-30 years. Followed by 25% of the customers were in the age group of 21-25years, 21% were in the age group of 31-35 years,14% of were in the age group of 36-40 years. And 10% of customers were in the age group of less than 41years. So, an inference could be drawn as majority of customers were developed adequate and they perform reasonably in customer's online shopping satisfaction and loyalty.

TABLE-2: GENDER WISE DISTRIBUTION OF THE RESPONDENTS

	Option	Percent	Mean	SD
Valid	Male	51%		
	Female	49%	1.49	0.502
	Total	100%		

From the above table it is known that out of the total customers taken for study, 51% of the customers are male and 49% of the customers are female. It is concluded that majority of the respondents using online shopping customer's satisfaction and customer's loyalty both for self and their family are male. From the above percentage; it is also clear that female customers' preference for online shopping is comparatively less.

TABLE-3: QUALIFICATIONS WISE DISTRIBUTION OF THE RESPONDENTS

	Option	Percent	Mean	SD
Valid	Undergruate	41%		
	Postgraduate	38%	1.80	0.765
	Others	21%		
	Total	100%		

The above table shows that out of the total respondents taken from the study, 41% of the customers are under graduates, and 38% of the customers are post graduates, and 21% of the customers have other educational qualifications. It can be concluded that majority of the respondent's preferring online shopping customers are under graduates because of their experiences, decision making, analyzing the products feature and some other reasons.

TABLE-4: MARITAL STATUS WISE DISTRIBUTION OF THE RESPONDENTS

	Option	Percent	Mean	SD
Valid	Married	57%		
	Unmarried	43%	1.43	0.498
	Total	100%		

The above table shows that out of the total respondents taken from the study,57% of the respondents are married, and 43% of the respondents are unmarried. It can be concluded that majority of the respondents

TABLE-5: INCOMED WISE DISTRIBUTION OF THE RESPONDENTS

	Option	Percent	Mean	SD
Valid	5000-10000	20%		
	10001-15000	21%		
	15001-20000	14%	3.03	1.432
	20001-25000	26%		
	Aove25001	19%		
	Total	100%		

The above table revealed that 26% of the respondents were earning monthly income between Rs.20001-25000, 21% of the respondents were monthly income range between Rs.10001-15000, 20 % of the respondents were monthly income of Rs.5000-10000, 19% of the respondents were monthly income of above 25001, 14% of the respondents were monthly income less than Rs.15001-20000.So, it has been inferred that majority of the respondents were earning between Rs.20001-25000.

TABLE-6: CHI-SQUARE TEST FOR LOCATION OF THE CUSTOMER ONLINE SHOPPING SATISFACTION AND LOYALTY

S.No	ITEMS	Chi square value	P value
	ONLINE SHOPPING		
1	Online shopping is not popular in Tamilnadu culture	83.800	0.000
2	Freedom of choice is available through online shopping	79.800	0.000
3	Online shopping provides most satisfying and unique shopping experience	23.660	0.000
4	Online shopping is preferred due to shift towards modern culture	52.160	0.000
5	Tamilnadu culture do not accept new innovations like online shopping	134.240	0.000
	CUSTOMER LOYALTY		
6	I will continue to use this website for shopping	38.000	0.000
7	I will recommend others to use this website for shopping.	147.400	0.000
8	I will continue my purchase from the website in the near future.	56.000	0.000
9	I recommend others to use the e - shopping services.	5.000	0.059
	CUSTOMER SATISFACTIONS		
10	I will say positive things about online shopping	22.580	0.000
11	Well satisfied with purchasing through online shopping	50.000	0.000
12	Overall, I am satisfied with my e-shopping experience	4.580	0.101*
13	Satisfied with the information provided in online shopping	35.120	0.000
14	My preference given to buy in online shopping is sensible one	11.060	0.004
15	I will say positive things about online shopping	22.940	0.000

Notes:*Rejected null hypothesis@5%significant level

Interpretation: Since the p value is greater than 0.05 the null hypothesis is accepted at 5% level of significant. Hence conclude that there is no significant relationship between location of customer online shopping satisfaction and loyalty.

CONCLUSION

A number of studies have identified the significance of customer satisfaction and loyalty in service of online shopping. From the above research we concluded that between age group of 26 to 30 mostly prefer the online shopping. The price and service quality, environment and cooperate very important function in creating a well online shopping experience for every age group of people. Online shopping is an immeasurable increasing technology. If it is properly utilized with confident safety and security for the transactions, its purpose add into a highly competitive and dynamic location. The numbers of online shopping motivation only continue to develop because of the growing popularity in online shopping and buying. In this study using different socio-economic variables customer's satisfaction and customer's loyalty are measured. The study concludes that there is a high level of customer's satisfaction and customer's loyalty in reference to online shopping in Tamilnadu.

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