

A STUDY ON CUSTOMERS SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT

Interest is changing the way consumer shop and buy's goods and services has rapidly evolved into global phenomenon many companies have started using the interest is the aim of cutting marketing cost their by reducing the price of the products and services in order to stay ahead in highly competitive markets. Companies also use the interest to convey communicate and disseminate information to sell the product obtain the feedback and also to conduct satisfaction surveys with thecustomers.

KEYWORDS: Marketing, Onlineshopping, Consumer, product etc.,

INTRODUCTION

Changing lifestyle strong income growth favorable demographyarethe driversfor the first of this sector. Impact like availability of favorable brands , social status, buying Behavior influence of family friends, over the organized and unorganized retail is also responsible to attract consumer towards E.retaing.

The birth and growth of interest has been the biggest event of the century. Ecommerce in India has come a long way from a timid beginning in the 1999- 2000 to a period where one can sell and find all sorts of staff from a high end product to a meager peanut online, Most corporations, are using interest to represent their product range and services so that it is accessible to the global market and to reach out to a larger range of their audience. Computers and the Interest have completely changed the way one handles day – so - day transactions, online shopping is one of them. The Interest has brought about sweeping changes in the purchasing habits of the people. In the comfort of one's home, office or cyber café or anywhere across the globe , one can log on and buy just about anything from apparel, books music and diamond jewellery to digital comers, mobile phones,MP3 players, video games, movies tickets rail and air tickets, Ease, simplicity, convenience and security are the key factors turning the users to buy online E- commerce

revenues .In the country are projected to reach Rs. 2300 crore in the year 2009-10 .growing as 95 per cent over 2007-08 (Source interest and Mobile Association of India JAMAL) This pertains to the business – to consumer (B2C) segment, It may be too early to do a comparison with the e .commerce scenes in countries such as the US where billions of 7 dollars are spend online but the business in India is growing exponentially every year, albeit from a smaller base, the total revenues have reached as respectful size 1.1.O Recent Development.

The member of users logging on to the interest is growing by leaps and bounds. Online users typically start by using email, gradually move on to browsing for news, information and entertainment, and finally graduate to shopping and conducting business online

In India it is just sprouted and beginning to flourish, Interest is now going beyond the simple exchange of information to a shopping paradise. This medium is far bigger than expected, but many retailers and markets are not using it to its full potential. Indian customers are increasingly getting comfortable with online shopping, and there is a higher acceptability for the concept India has 25 Million Interest users and more is now turning to online shopping. There has been an influx of online shopping sites in India with many companies hitching up to sales in India with many companies hitching onto the interest bandwagon. the revenues from online shopping are expected to more than double by 2011- 2012 According to JAMAL .The online sales during the festival season had increased rapidly especially during Diwali and Ramzan which recorded as sales of Rs. 115 crore, a 117 per cent increase from the Rs.53 crore in the year 2010 -11 .These figure clearly show that online shopping has truly come of age and consumers. are keen to shopping he net, effective customer communication on products plus reduced shipping costs and timely delivery has helped online markets. to seize a slice of the Rs. 15 core sales, Online shopping . Indian s are become the latest trend among shoppers Indian are becoming more comfortable with e. commerce. the consumer’s attitude has been evolving towards, online purchases. It has become increasingly positive over the years. The attitudes that drive people to shop online, such as convenience, price comparison and choice are improving Tremendously in India. Though a miniscule amount in the global context, the Indian online shoppers population would make its presence felt quite remarkably. The potential of the Indian e- market can be gauged from the fact that 16 percent of Indian consumers want to buy online in the next six months, making it the third most online-

potential country after Korea (28 percent) and Australia (26 percent) (Source: IMRB)

Definitions of online Shopping

OnlineShopping(sometimesknownase-tailfrom-electronicretaillore-shoppingisa 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 ship, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (m-commerce describes purchasing from an online retailers' 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. The largest of these online retailing corporations are Alibaba, Amazon.com,Flipcart,gpay , and eBay. (SourceWikipedia)

Objectives:

1. To know the consumer's perception towards onlinepurchases.
2. To know the motives of onlinebuying
3. To know if the consumers have faced any problem in making onlinepurchase.

SCOPE OF STUDY

The Study was conducted among the consumers who are aware about online shopping. It was a time of where business in the market was carried on in traditional methods. But today it is a high techmarkets.

Today if you want to purchase any item from abroad. You can find their products and see the catalogue on internet. Internet enables you to shop throughout world from the comfort of your home. You can compare various product and choose which is more useful for you, approximately all world class brands and their products you have the facility to compare them arrange according to price, size, category, provides a new way of shopping. You get to identify the products, compare the prices and quality and view the products from different angles. Testimonials and reviews are the unique feature of shopping where you can share your experiences with other user/ consumers. The most exciting aspect of internet shopping is that is a 24x7 affair! And you're free to shop on your leisure hours and even holiday; are useful for shopping for you. Your time is best valued here. You need not to go market so no tension of conveyance, pollution, traffic etc. The other dimension is that you

directly purchase the; items from original merchant in online shopping no mediator comes between you and merchant so it becomes cheaper to purchase item Fewer mediators pricesless.

FINDINGS

- Online consumer concerns about lack of opportunity to examine the products prior to purchase are regarded as specific factor affecting the online buyingdecision.
- Customer use internet not only to buy the products online but also to compare prices product features and after sales services.
- Most of the respondents say online shopping helps them quick accessibility of wide variety ofproducts.
- Cash on delivery and easy replacement are one of the advantage of onlineshopping.

CONCLUSION

Online shopping enables the customers to buy from any part of the world at any time providing better opportunity and also benefits like cash on delivery, easy, replacement, convenience, fast refund, time saving and secured Delivery of the product, confidentiality, etc. the site enables them to browse before they shop, and to research the product so they have more confidence in what they are buying. The site offers greater exposure and increasedsales.

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