

STUDY OF CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT

Making purchases from merchants who have online stores is known as online shopping. Retailers have been attempting to target consumers who spend a lot of time on the internet because of it. It's now simpler than ever to shop from the convenience of your home. Consumers can easily purchase things from online merchants and companies who sell their goods online. With an online store, customers can purchase anything from toys and books to clothing and home appliances. Many people shop online because it's so convenient to do so. The importance of customers in today's market has been emphasised by an increasing number of academics and experts. The level of client satisfaction is directly correlated with it.

INTRODUCTION

Online purchases are made directly from sellers in real-time over the internet, without the use of a middleman service. Online shopping is the practice of buying goods and services from sellers, or merchants, on the internet. Businesses have worked hard to promote their products to those who use the World Wide Web to conduct their daily lives online ever since it first appeared. Consumers can make purchases while lounging in their homes in front of laptops. Customers use online stores to buy a variety of products. The popularity of online shopping is growing today. More and more people are making purchases online for goods and services, as well as for product information or just for pleasure. As a result, the connection between

REVIEW OF LITERATURE

A STUDY ON THE CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING IN CHENNAI CITY (M. RAJESWARI)Feb2015: The objective of this study, named "A Study on Consumer Happiness towards Internet Shopping in Chennai City," is to pinpoint the factors that influence customer happiness and that influence consumers' decisions to make purchases online. A descriptive research design was chosen for this investigation. A well-structured questionnaire was made and distributed in order to collect samples from various parts of Chennai. Because it required a variety of respondents with prior experience of online purchasing, the judgement sampling method was used. 105 respondents were used as the sample size for the investigation.

CONSUMER BEHAVIOUR AND CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING(Dr. Chandra Prakash Kulshreshtha, Dr. Ravindra Kumar Kate)December/2020: Online shopping is one of the "most important" things in today's society. Consumers prefer it because it offers substantial discounts and saves time. They may not realise it, but it's a gathering of consumers. Success is significantly influenced by the degree of customer satisfaction produced. The degree to which a product or service succeeds or fails in living up to a customer's expectations is known as customer satisfaction. It is an important metric used to assess overall success in enterprises. In a market where firms fight for clients on a constant basis, customer pride is apparent as a crucial differentiator in contemporary advertising and has steadily developed into a key characteristic in modern marketing-related business methods. Many facets of life have been profoundly impacted by the contemporary era.

A Study On Customer Satisfaction Towards Online Shopping In Retail Industry (Dr.V. Dhayalan,R.Chitraa,N.LakshmiNarasimhan,Dr.Maranmarimuthu, V.Manjula)April/2020: Online shopping is the main factor in both client appeal and satisfaction. In today's technologically advanced world, the majority of businesses rely on internet shopping to both attract new customers and satisfy their current ones. This study is based on the idea that internet purchasing has a positive impact on customer satisfaction in the retail sector. The primary goal of this research paper has been to ascertain how the retail business has been impacted by online shopping. Together with achieving this objective, the research paper also seeks to determine the degree of client satisfaction with the products and services offered by retail establishments. The research study also aimed to ascertain how the development of consumer behaviour has been impacted by internet purchase.

A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE PURCHASING IN FLIPKART WITH SPECIAL REFERENCE TO KURICHI IN TIRUNELVELI CITY(Dr. U. Jothimani, C. Jeya Gowri)December/2020: "The behaviours that customers take when searching for something can be used to identify consumer habits. buying, analysing, and dismissing items as well as concepts, offerings, and services that they think will satisfy their needs. The study of consumer behaviour therefore concentrates on how individuals choose how to spend their money, time, and effort on items related to consuming. It should be mentioned, though, that modern research on consumer behaviour takes into account much more than just the "what, why, how, when, where, and how frequently" components of consumer behaviour and also considers how customers use the things they purchase.

CUSTOMER SATISFACTION TOWARD ONLINE SHOPPING IN DELHI NCR (Ms. Sujata) September/2022: As businesses transition from traditional retail locations to online interfaces, understanding the elements affecting customer happiness while making purchases online has become increasingly important. The worth of consumers is increased via online sales. allows businesses to more swiftly and efficiently serve customers. This makes it more crucial than ever to have a thorough awareness of the elements influencing customer satisfaction while making online transactions. This research aims to propose an updated SERVQUAL model to the context of online shopping in order to characterise how customers evaluate the quality of online purchases. The primary objective of this empirical study is to investigate the critical factors influencing online consumer happiness.

OBJECTIVES

- To ascertain the degree of client satisfaction with online purchases.
- To comprehend the distinctive drivers of online buying.
- To determine how happy customers are with the convenience of internet shopping.
- Assists the organisation in remaining current with emerging trends and consumer requests.

DATA AND METHODOLOGY

RESEARCH DESIGN

Explanatory, exploratory, and descriptive research design strategies all exist in the field of research design. Explanatory research design is a useful tool for discovering the root causes of research issues. Finding and emphasizing important issues and relevant background information are made easier using exploratory research design.

RESEARCH STRATEGY

A researcher's research strategy is an important aspect in gathering useful information about various research techniques and projects. Interview, focus group, case study, interview, and survey are only few of the methods employed in the research plan. Secondary data collecting may benefit from these techniques. Direct information collecting is not used in this study at all. Secondary data analysis has been used to acquire information on the population as a whole. Secondary data has been gathered via the use of online library resources, academic publications, as well as websites and media reports.

TOOL FOR STATISTICS USED

Primary research data on the subject topic were gathered using the research questionnaire. As a result, original data gained through surveys has also been collected and altered using MS Excel. Nonetheless, qualitative information from the using MS Word.

QUESTIONNAIRES

- 1.What is your age group?
- 2.What is your gender?
3. Do you believe that Online purchasing has more advantages over traditional shopping than conventional methods?
4. Have you ever made a purchase using an internet retailer?
5. Do you believe that purchasing online provides you with better access to product?

6. Do you believe that internet shopping may assist the company in providing clients with a more complete service?
7. Does internet buying seem safe and secure to you, or do you have any concerns?
8. Online shopping allows you to compare products from several firms, which, in your opinion, helps in finding the greatest deal?
9. Why do you prefer purchasing online?
10. Do you believe that internet buying may help you build a relationship with a company?

RESULTS

Results are shown in chart form and each question has its own interpretation which summarize the results of respondents, here the blue colour shows result of strongly agree, red colour moderately thinking, orange neutral thinking and finally green not thinking.

FINDINGS

* The researcher asked the respondent how old they were. Respondents were given a choice of four options. Ages 18 to 35, 36 to 49, and 50 and older were all on the table as options. According to the data collected, a total of 51.9% of those surveyed were between the ages of 18 and 25. 34.6% of those surveyed, a staggering number, were between the ages of 26 and 35. The remaining 2.9 percent of respondents were over the age of 50, making up the remaining 10.6 percent of respondents who were between the ages of 36 and 50.

* After identifying the age range of the chosen participants, the respondents wanted to know their gender. The option of selecting a gender was given to both sexes. The survey was completed by 104 participants, and 59 of them, or 56.7%, were men. 43.3% of the sample's responders were female.

* Before asking respondents whether they thought online shopping may offer more benefits and conveniences than traditional shopping, age and gender information was gathered. The reaction was largely positive, with 63.5% of respondents believing that online shopping offered a number of benefits over more conventional ways, such as efficiency. For 16.3% of those surveyed, online shopping hasn't changed anything and they don't believe it has. The remaining 20.2% of respondents choose not to respond to this specific question

CONCLUSION

Marketing professionals now face a new obstacle: determining what consumers desire from internet purchases. Marketing professionals can gain a competitive edge over their rivals by learning about consumer attitudes towards online shopping, improving the aspects that encourage customers to shop online, and focusing on the variables that influence consumers to shop online.

In conclusion, online shopping has had, and will continue to have, a significant influence on our culture. Many people may now live more easily because to the greater accessibility that contemporary technology has made possible. As a result of its extensive selection, quick turnaround, and affordable prices, online shopping has a significant impact on individuals all over the world. Yet, the idea of internet shopping created the possibility for fraud and

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