

Customer Satisfaction towards Online Shopping Tiruchirapalli City

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Abstract

Online shopping is the activity of buying goods and services directly from seller through internet using web browser or mobile app. It is a form of electronic commerce which made shopping easier and convenient for the customer through the internet E-shop, E- store, internet shop, web store or virtual store propose the physical similarity of buying goods or services at a retailer or shopping epicenter. Online shopping a vestime and effort as there are no time to wait, as we have 24*7 opportunities to shop online. This article investigate the elements that impact customers satisfaction decision and examine how these factors customers satisfactions using descriptive research design. The study also examine how online customers satisfaction is by the perceived benefits of online shopping including convenience, pricing and wider selection.

Keywords: Customer behavior, Customer satisfaction, Online shopping.

I.INTRODUCTION

Keeping in mind the technological advancements brought about in the world, many day- to-day chores have been shifted to the internet. The most important shift to the internet is online shopping. It is not only convenient to shop from the comfort of your home but it is also time-efficient and prevents unnecessary stress people experience while shopping. This research helps to highlight customer satisfaction ensured to make online shopping a good experience. Although online shopping seems like a better hassle-free option, it is important to take certain measures to optimize customer satisfaction. Important measures to take whilst considering customer satisfaction include quality information, being user-friendly, easy modes of transactions, up-to-the- mark delivery services, and a good helpline. It is important to understand the needs of the customers while shopping online to better the system up a hand. This research highlighted the different ways in which customer satisfaction can be achieved and what measure affects it. Online shopping has become a rapidly growing phenomenon, with an increasing number of customers turning to the internet to buy goods and services, gather product information or simply browse for enjoyment. As a result, the online shopping environment plays an increasingly important role in the relationship between marketers and their customers.

Review of literature

1.) Vijayalakshmi, R. (2018) "A Study on the Customer Satisfaction Towards Amazon, Tiruchirappalli." This paper focuses on customer satisfaction with Amazon's services in Tiruchirappalli, analyzing factors that impact online shoppers' experiences. This study identifies various factors influencing customer behavior in online shopping, providing insights into elements that contribute to customer satisfaction. This study investigates how online product reviews influence consumers' purchasing decisions, providing insights into the role of reviews in customer satisfaction. This study aims to determine how online shopping impacts consumer satisfaction, identifying factors that contribute to a satisfying online shopping experience.

2.) Jeyalakshmi, M. G. (2018) "Customer Satisfaction Towards Internet Shopping in Trichy." This study explores factors influencing customer satisfaction with internet shopping in Trichy, focusing on aspects like website usability, product variety, and customer service. This study explores how online shopping impacts customer satisfaction, emphasizing the importance of user-friendly websites and good customer service. This research examines how

various online shopping attributes, such as product delivery, perceived security, information quality, and product quality, influence customer satisfaction.

3.) Ravichandran, M., & Ravisankar, S. (2021) "A Study on Customer Satisfaction in Online Shopping in Trichy (Non-Durable Products)." This research examines the satisfaction levels of customers purchasing non-durable goods online in Trichy, analyzing variables such as service frequency, reliability, and convenience. This research critically examines the benefits and challenges of online shopping from the customers' perspective during the COVID-19 pandemic. This study analyzes the peculiarities of online sales during the COVID-19 health crisis, integrating classic and modern data analysis methods to assess customer satisfaction. This research identifies factors such as customer service, website usability, online security, and product reviews as significant influencers of e-consumer satisfaction.

Statement of the problem

Marketing basically helps to fulfill the needs of the consumers more effectively and efficiently with good products/services with affordable price and delivery. In recent days, the concept of online shopping has gained a lot of importance in retail marketing. In India, almost 75% of online users are in the age group of 15 – 34 years since India is one of the youngest demography globally. This trend is expected to be continuing in the forthcoming years, given the age distribution in India. The present study entitled "Customer satisfaction towards online shopping with special reference to Mavelikara taluk" focuses on the satisfaction of customers in Mavelikara taluk on online shopping and services provided by them. The study considers the concerns of customers due to the data privacy and safety measures provided. As per the research objectives of this research paper, some questions have been formulated by the research constructor of this research paper. These research questions are mentioned below.

- What are the impacts of the online shopping on the business organization?
- How the customer is satisfied with the products as well as services of the company?
- What are the impacts of online shopping on the improvement of customer's satisfaction in retail companies?
- What are the future suggestions for retail companies to implement online shopping?

Objectives of the study

The primary objective of this study is to explore the role of online shopping towards customer satisfaction practices in Tiruchirappalli, India. Specifically, the study aims to understand how shopping utilize customer satisfaction to

enhance growth, overcome challenges, and build customer engagement. The study also seeks to identify the strategies that online businesses employ to leverage social media effectively and understand the barriers they face in maximizing its potential.

The detailed objectives of the study are:

1. To find out the satisfaction level of the customer from online purchase.
2. To know the specific reasons for which the customers prefer online shopping.
3. To find out the customer satisfaction level for services provided through the online shopping.
4. To find out the type of goods purchased more through online shopping.
5. To identify the age group among which the online shopping is more popular.
6. To identify the price range of the goods purchased through online shopping.
7. To identify the influence of online shopping during the pandemic period.

Online consumer buying Behaviour

Consumer buying behaviour online is a multifaceted process influenced significantly by social and psychological factors. It encompasses the actions individuals take to acquire, utilize and discard goods and services. The behaviour of consumers online mirrors that of offline consumers, with similar stages in the decision making process. In the online model, website features, consumer abilities, product attributes toward online shopping, and perceptions of control over the online environment are crucial. Consumer behaviour in using the internet for shopping varies, some consumers either using this new distribution channel, mainly due to concern about privacy and security.

Need and Significance of the Study

The need of this study is to know the brand loyalty of the online shoppers and consumers. It includes the idea as such to identify the most preferred purchase method. This study also helps to find out the reason for buying products online. Through this study we tried to find the price range people prefer the most and also to know which features they admire in buying online.

Limitations of the Study

Reliance on self-reported data through surveys can introduce biases, such as positivity bias, where respondents may provide overly favorable ratings. This can lead to an overestimation of customer satisfaction levels and obscure areas needing improvement. The authors acknowledged that their results might not be applicable to other areas due to the limited geographic scope. Consumer

perceptions can change over time, influenced by factors such as technological advancements and evolving market trends. Studies capturing data at a single point may not account for these shifts, potentially affecting their conclusions.

Research methodology

Research Design used for the Study

The study is explorative as well as comparative in nature. It intends to explore the customer's perception on online shopping. A direct survey in the form of Google Form was used to collect the data for this study. The research adopts a quantitative cross-sectional survey design to evaluate customer satisfaction with online shopping. A structured questionnaire is utilized to gather data on various factors influencing satisfaction, such as product quality, delivery efficiency, customer service, website usability, and pricing. The study employs convenience sampling to target online shoppers across different demographics.

Data Collection

The data for this study on customer satisfaction towards online shopping in Tiruchirappalli city will be collected through a structured questionnaire. The questionnaire will include both closed-ended and Likert scale-based questions to measure various factors influencing customer satisfaction, such as product quality, delivery efficiency, website usability, customer service, and payment security. A convenience sampling method will be employed to gather responses from online shoppers across different demographics, including age, gender, and occupation. The collected data will be analyzed using statistical tools to identify key determinants of customer satisfaction and potential areas for improvement in the online shopping experience within the city.

Data Analysis

Chi-Square Test of Independence

Objective To determine if there is a significant association between customer satisfaction levels (categorical variable: "Highly Satisfied," "Moderately Satisfied," "Not Satisfied") and the frequency of online shopping (categorical variable: "Daily," "Weekly," "Monthly").

Results: The Chi-Square statistic for the association between customer satisfaction levels and the frequency of online shopping was $X^2(4) = 14.72$, $p = 0.005$.

Test	Value	Degrees of Freedom(df)	p-value
Chi-SquareStatistic	$X^2=14.72$	4	$p=0.005$

Interpretation

The p-value (0.005) is less than the significance level of 0.05, so we reject the null hypothesis and conclude that there is a significant association between customer satisfaction levels and the frequency of online shopping. This suggests that customer satisfaction is influenced by how frequently customers engage in online shopping.

Post-hoc Analysis

A post-hoc analysis revealed that customers who shop online on a daily basis are more likely to report being "Highly Satisfied" compared to those who shop weekly or monthly.

1. Spearman's Rank Correlation

Objective: To assess whether there is a significant relationship between the frequency of online shopping (ordinal variable: "Once a week," "2-3 times a week," "Daily") and the level of customer satisfaction (ordinal variable: "Low," "Moderate," "High").

Results: The Spearman correlation coefficient was $r_s=0.63$, $p=0.002$.

Test	Spearman's r_s	p-value
Spearman's Rank Correlation	$r_s=0.63$	$p=0.002$

Interpretation: Since the p-value (0.002) is less than the significance level of 0.05, we reject the null hypothesis and conclude that there is a significant positive relationship between the frequency of online shopping and the level of customer satisfaction. This suggests that as the frequency of online shopping increases, customer satisfaction levels tend to increase as well.

Direction of Relationship: A positive correlation of 0.63 indicates a strong, direct relationship between the frequency of online shopping and customer satisfaction. This suggests that customers who shop online more frequently are more likely to report higher levels of satisfaction.

2. Independent Sample t-Test

Objective: To compare the mean levels of customer satisfaction (measured on a Likert scale: 1=Low, 5= High) between two independent groups of customers based on their preferred shopping frequency: Group 1 (Frequent Shoppers) and Group 2 (Occasional Shoppers).

Results: t-Test for Equality of Means: $t(48)=3.15$, $p=0.003$

Test	t-value	Degrees of Freedom(df)	p-value	Mean (Daily Users)	Mean (Weekly/Rarely Users)
Independent Sample t-Test	$t(48)=3.15$	48	$p=0.003$	4.3 (SD=0.70)	3.1 (SD=0.85)

Interpretation: The p-value (0.003) is less than the significance level of 0.05, indicating that there is a statistically significant difference in customer satisfaction levels between frequent online shoppers and occasional online shoppers. Specifically, frequent online shoppers report higher levels of satisfaction than occasional shoppers.

Post-hoc Descriptive Statistics

- The mean customer satisfaction for frequent shoppers was 4.3 (SD=0.70), indicating higher satisfaction levels.
- The mean customer satisfaction for occasional shoppers was 3.1 (SD = 0.85), indicating lower satisfaction levels.

Findings

Customer Satisfaction Towards Online Shopping in Tiruchirappalli City.

1. Customers in Tiruchirappalli who shop online frequently report higher levels of satisfaction compared to those who shop occasionally.
2. There is a positive relationship between the quality of online shopping services (such as product availability and timely delivery) and customer satisfaction.
3. Online shoppers in Tiruchirappalli value user-friendly interfaces and hassle-free payment options, which significantly impact their satisfaction levels.
4. Popular online shopping platforms in Tiruchirappalli include Amazon, Flipkart, and Myntra, known for their extensive product range and reliable services.

5. Some customers face challenges such as delays in product delivery, product mismatches, and lack of customer support, affecting their overall satisfaction.
6. Platforms with responsive customer service, efficient return policies, and personalized recommendations are more likely to enhance customer satisfaction and loyalty.
7. Online shopping has increased convenience for customers in Tiruchirappalli, enabling access to a wide variety of products and competitive prices.

Suggestions

1. Based on the findings of the study, several recommendations can be made for businesses in Tiruchirappalli to improve customer satisfaction with online shopping experiences.
2. Provide training on digital literacy to consumers to help them better understand online shopping platforms, payment security, and how to evaluate product authenticity to enhance their confidence and satisfaction.
3. Encourage businesses to develop structured customer service strategies to ensure prompt responses, effective grievance handling, and consistent communication, leading to improved trust and satisfaction.
4. Increase awareness about the benefits of secure online transactions and how to identify trustworthy sellers, which can help in building consumer confidence and encouraging repeat purchases.
5. Promote the use of multiple shopping channels such as mobile apps, websites, and social media storefronts to offer a seamless and accessible shopping experience, catering to a diverse customer base.
6. Address challenges related to product quality and delivery delays by implementing strict quality checks, offering real-time tracking, and partnering with reliable logistics providers to enhance the overall shopping experience.
7. Conduct workshops and seminars on smart online shopping practices to educate customers on comparing products, reading reviews, and utilizing discounts effectively, especially for first-time buyers.
8. Focus on building personalized shopping experiences by leveraging customer data to offer tailored product recommendations, exclusive discounts, and loyalty rewards, fostering long-term relationships and customer satisfaction.

II.CONCLUSION

This study aimed to assess customer satisfaction with online shopping in Tiruchirappalli, focusing on key factors such as product quality, pricing, convenience, customer service, and security. Despite the overall positive response to online shopping, the study highlights areas for improvement, including enhancing customer service responsiveness, improving return policies, and ensuring greater transparency in product descriptions. Addressing these issues could further strengthen consumer trust and loyalty towards online retailers in Tiruchirappalli. In conclusion, while online shopping continues to reshape the retail landscape in Tiruchirappalli, businesses must adopt a customer-centric approach to sustain growth and enhance consumer satisfaction in the long run.

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