

Factors Influencing Customer Satisfaction Towards Online Shopping

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Abstract

In the recent years, there has been a tremendous increase in the usage of mobile phones and over half of the world's population is using the internet approximately 4.1 billion. However, Africa has the fastest growth rate. [Global internet statistics, 2018] With the growing use of internet, apps are fast catching up which leads people to make online shopping. Anyone having the access of internet can shop for their desired item. It gained maximum number of users around the world. Shopping in online offers a lot of benefits which one cannot find it when they do ordinary shopping in a store. Nowadays lifestyle of people is different according to the modern trend. As they feel that, it is more comfortable and convenient to shopping. The customer can visit the web store from the comfort of their house and shop by sitting in front of the computer. The customer can purchase products without an intermediary service and it also saves time. This research is to study the factor influencing customer satisfaction towards online shopping.

Keyword: *Online Shopping, Customer Satisfaction, Lifestyle, Online Retailer.*

INTRODUCTION

In 1979, Michael Aldrich invented online shopping. It is a two-way message service (video Tex) it restructures the business, which is now known as E-commerce. In early days people will go to different shop to buy dress accessories, electronics, home appliances etc. but nowadays because of rapid growth of internet and wide reach of shopping apps. People are mostly like to purchase product in online as it saves time, energy and other resources.

Online shopping creates a direct link between the seller and buyer in purchasing of goods and services. Without involving the middle man product will reach the customer from the retailer. It helps the people to get more information about the product and compare them with other regarding price and quality. Rashed Ali Karim(2013) stated that online shopping increasing every day for variety of reason, especially factors like increasing gas price, difficult in getting to the traditional store, to contribute to the increased in the online shopping. There are many advantages when we do online shopping which includes, 1) wide range of choice i.e. if we want to buy an item in internet the same sort of item will be available with the different retailer in online. So it is easy to compare the price and quality with the other shops. 2) It operates 24 hours a day which helps the people to do purchase whenever they are free and it creates a comfortable zone among the customer i.e., people who

work in day shift and night shift can also do a shopping when they have time. (It can be day or night or even in holidays.)

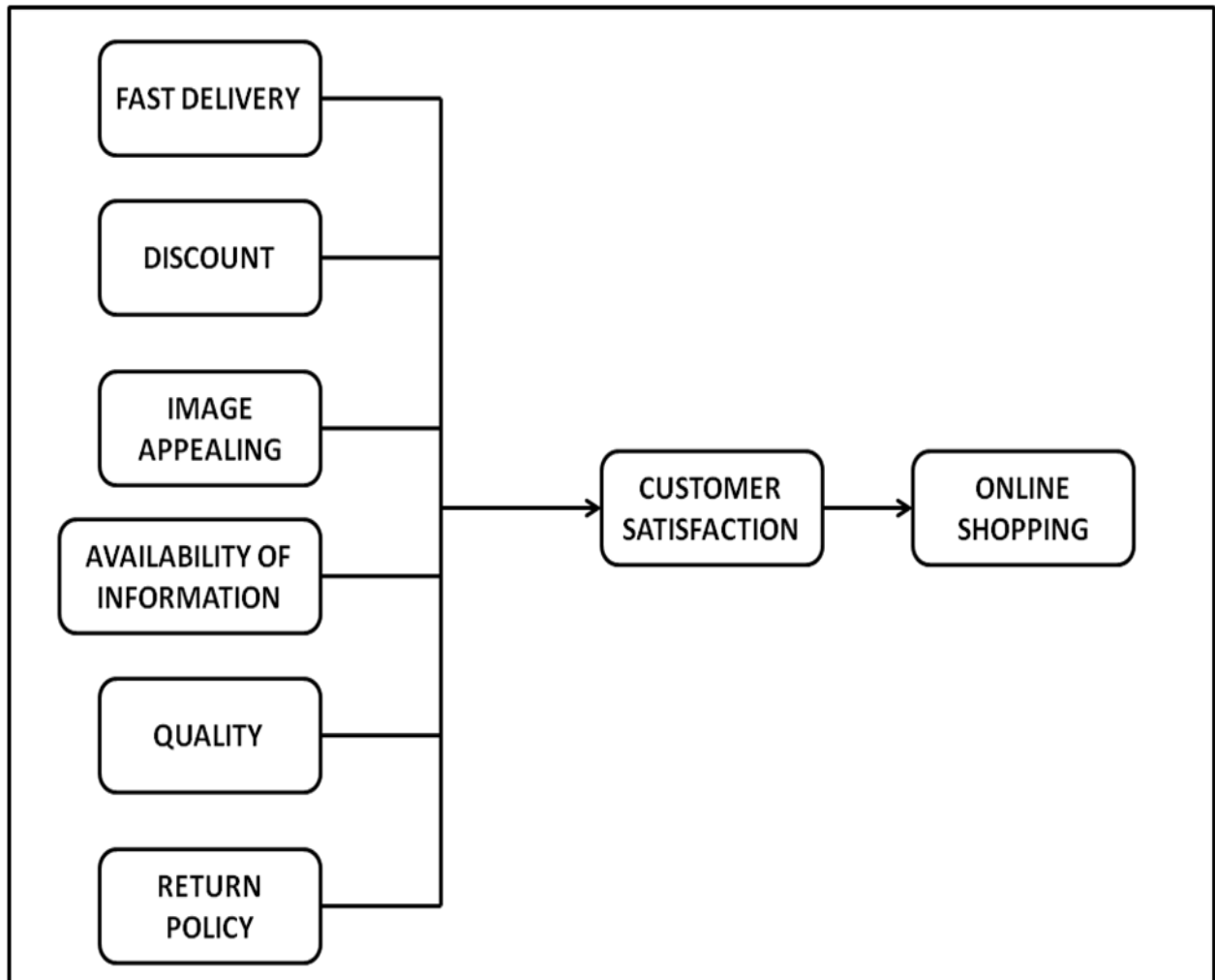
Often times, we always plan for giving gifts to our relatives, friends and families. By means of online shopping we can gift whatever we want to anyone, anywhere, it will reach their doorstep which in turn creates happiness and surprise for that person. We can send gifts for all occasion like birthday, festival, wedding, anniversary, father's day, mother's day, rakshabandh, valentine's day, friendship day, etc., they even pack it with the gift wrap if we want. Instead of going to ordinary shop and spending too much time in selecting the gift, it can available easily with just one click.

The process for buying products in online is very easy and user friendly. So, people who are less educated and uneducated can able to buy a product in online. Customer taste, Preference and needs changes according to the change in the technologies and development. People mind changes frequently to the modern trends so repeatedly producing a particular type of product will not satisfy the customer. So it is important to know what the current trend is and how to achieve the customer satisfaction by means of producing the product. Anamika S.jain (2018) articulated that online shopping gives huge variety of product. The customer can buy even an international trend without spending money on the airfare. People can shop anywhere in country and can get the product to their door step. This facility will not be available when we do an ordinary shopping. Here we can get lot and lot of varieties in products. So people can enjoy when they do online shopping and also can able to choose the best among different choices of product. Some retailers even accept the order for out of stocks item, it will reach the customer when the seller gets the product. Some people doesn't like to go ordinary shopping just because of the crowd which they will usually undergo when they go for shopping on holidays, weekends and festival periods. If there is a huge crowd people can't able to purchase what they want and shops will be available only with limited stocks and people are forced to take either any of the product if they like or not as there is only limited number of products available in stores. By the way of online shopping, we can avoid the crowd and make purchase without any rush. In the normal shopping seller have been given with the sales target that they should complete within a period of time. So whenever the customer enters their shop, they try to make them to buy the product if they needed or not. Their focus only to achieve the target so they will never consider what customer needs and people also force to buy the product. This can be avoided when we do online shopping. Even there is availability of used product or second hand products in online market with low cost. Usually when we want to search used items in ordinary shop they have to spend too much time on searching the product and also waste their energy. But this makes us simple when we go for online shopping. When people see the product in online, they always want to search more information about the product which helps them to get clarity of what they are buying. They need to know about the quality, size, brand\quantity, etc., so if they get information, they will go for purchase. Unless and otherwise, if they didn't get a clarity, they will never make purchasing decision. So retailers should provide all the information about the product which gives the clear idea to the customer and does them to buy it. Rupila Rajesh (2018) stated e-business started to move from transactional business to one-one relationship with the customer for the purpose of attaining customer satisfaction. Although age gap between the customers doesn't make any changes, while the male and female require same sort of facilities like cash on delivery, availability of information, clear

return policy, offers and discounts, etc..The purpose for buying products in online purchase mainly is to save time. Time factor plays a vital role which influences the people to use online shopping. Most of the people are too busy with their routine work; in families both men and women are going for work. So they don't want to spend much time in shopping. Availability of 24/7 services makes the working people to shop in easier and more comfortable. Almost maximum number of customers likes to go for cash on delivery. They feel that buying the product and then paying money is much secured way of shopping. Returning policy is also noted by the customer, i.e. if they didn't get satisfied with the product they get from shopping app, or if they didn't get what they ordered, they obviously want to return the product to the seller. So returning policy helps the customer to do shopping without any hesitation. By availing this facility to the customer they can easily return the product and get money or they can exchange and buy the other one. The most popular item was purchased by the consumer on internet were apparels like t-shirts, jeans, formal casuals, ethnic wear followed by accessories like watches, sunglasses, books, jewelers, handbag and shoes and sandals. Retailers should follow strategies' some in general and some in demographics Retailer should be familiar with the fact that opinion changes from person to person. So, they should make policies and strategies which fulfill the wants of the consumer. High shipping duty or value added tax which is added to the amount of product in which they purchase from online will always considered as an annoying factor. The customer never likes to pay more for the product they buy. So the retailer can reduce or avoid the shipping fare, delivery charges, value added tax, etc., Some people believe in touch and feel the factor i.e., they want to look and view the product, touch and feel how the product regarding the quality. This kind of customer never makes a purchase in online. They always prefer for ordinary shopping in which they get satisfied. Flexibility of choosing the date of delivery according to their convenient is the one of the service provided from the retailer side which helps them to get delivered whenever they need it. i.e., if a customer buys a product there will be a certain date which is mentioned as delivery date, some people will have work or they may be travelling or any other issues, so they may not be able to get the product on particular day. By availing choosing of delivery days, a person can get the product on his availability. It is noted that fast delivery always creates a good impression on customer's mind. The customer will go for the walk in shopping mainly to get the product immediately. So if they want to buy the product in online, they will view the product and make purchase and then they look for how many days it will take to deliver it because they look product in online they get attracted to the particular thing and immediately they want to touch and feel and when we make fast delivery it will make the customer happy and creates a good idea about the particular website, and even they will refer to their friends, families and relatives, when they get fulfilled by the goods they bought from online. Chundri (2017) opined that drop off the price and discount always attracts the eyes of the customer. By fixing low price for the goods and by giving discount people will tend to do more shopping. In spite of considering the needs they will buy a product, the reason behind is that they know that they don't able to buy the same product on the same price, if the discount period exists. Many people expect that online store to offer goods and services at a lower price than compare to ordinary stores. Bikas Chandra Mandal,et.al(2017) mentioned that price perception always plays a significant role in online marketing. Fixing a reasonable price, availing offers, discounts in turn maximizes the demand from the product. The customer gets satisfied if they purchase a product at a lesser rate than the original MRP. This will make them buy more products .it covers the middle level and

lower level people as they want to buy the goods only if it is affordable. Discount and drop off the price always influences the customer towards satisfaction. It is noted that before buying that products customer will check for the previous reviews and feed backs. High rating of product always stand first for making purchase decision. So company should delivered the product with quality and make sure that the customer gets satisfied with what they bought because it decides the purchasing decision of other or more customers.

RESEARCH MODEL



OBJECTIVES OF THE RESEARCH

- i. To identify the taste, preference and needs of the customer to understand the satisfaction level.
To study the reason why there is not much increase in online shopping, despite increase in online users.
- ii. To analyze and give suggestions to improve their retail shops.

RECOMMENDATION FOR ONLINE SELLER

It is noted that transaction security and safety are considered to be a main concern for buying the product in online. People feel that they need a security and privacy because usually they will purchase and make online payments using their debit and credit cards. So it contains their bank details, so someone may misuse. So the retailer has to improve the technology in their shopping app, which protects the customer information and security. It is also noted that people losses interest if they find issues like long time process, unable to access the website, cannot able to zoom-in for clearly viewing the product, mistakes in filling the order and hassle of returning goods. The seller should make sure that their website is not selling with this annoying factor. Image appealing on the website and the colour which they get from delivery differs. This is the major reason given by most of the people for avoiding online purchase. So the retailer should make sure that they are selling what they show on the website and there is no mismatch.

CONCLUSION:

In conclusion, having access to online shopping has truly influenced our country as a whole. Development of technology has opened up new opportunities that makes more convenient lifestyle today. This study helps us to understand and finalize marketing plans for retailers in expanding their market. It also helps to create huge opportunities for the marketer to develop the marketing strategies. By understanding the needs of the customer, retailers can frame suitable policies which in turn maximize the volume of sales. It provides information about the factor influencing the customer satisfaction by producing the product with quality, by providing clear information about the product, by showing a clear image of the product in their shopping app, by giving offers and discounts for a longer period of time, by delivering the product at a right time or even before the time, by framing suitable return policy which will make them buy the product. People also view past experiences or feedbacks given by other customers before they make purchase so these are all the factors influencing customer satisfaction towards shopping in online. A retailer has to consider all these factors and make sure that people aren't facing any problem when they are using their shopping app. By doing so, society and the people keeps on depending for online shopping which will allow achieving a great success in the future.

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