A STUDY ON CONSUMER SATISFACTION TOWARDS ONLINE SHOPPING AMONG COLLEGE STUDENTS IN CUDDALORE TOWN

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Abstract

Online shopping has widely held in recent years. Due to the growth of technology it has made as a part and parcel of everyday lifestyle. The arrival of plastic money or the debit or credit card and the smooth access to the World Wide Web has brought the shops from around the world to the desktop. Hence, consumers can directly buy goods or service from a seller in real-time, without an intermediary service, over the internet through online shopping. It is a form of electronic commerce. An online shop e - shop, e - store, internet shop, web shop, web store, online store or virtual store evokes the physical analogy of buying products or services at a bricks and motors retailer or in a shopping center. This is called Business to Consumer (B2C) online shopping. We personally have seen many of our friends browsing through various online shopping sites and purchasing things. Student community has become so strong that even the parents seek the help and advice of their children before conducting big purchases. This is solely because of their exposure to web and social media. Moreover, while it comes to personal purchases, students are very particular that they get best products available in the market and seek all the possible ways to secure the best products. This is where the role of online shopping sites emerges. The study is very relevant because it can give a clear picture of the future of online markets in India and the emerging trends in this particular field. The various factors that influence online shopping habits and its merits and demerits are also dealt with. This study is an attempt to study the consumer behaviour towards online shopping, factors influencing their purchase decision and their preference towards different websites, mode of payment and delivery systems.

Key Words : **Consumer Behaviour, Consumer, Consumer Satisfaction and Two wheelers**

1. INTRODUCTION

Online shopping has widely held in recent years. Due to the growth of technology it has made as a part and parcel of everyday lifestyle. The arrival of plastic money or the debit or

credit card and the smooth access to the World Wide Web has brought the shops from around the world to the desktop. Hence, consumers can directly buy goods or service from a seller in real-time, without an intermediary service, over the internet through online shopping. It is a form of electronic commerce. An online shop e - shop, e - store, internet shop, web shop, web store, online store or virtual store evokes the physical analogy of buying products or services at a bricks and motors retailer or in a shopping center. This is called Business to Consumer (B2C) online shopping.

A good online store is easy to direct and browse for possible purchases. It has a product catalog that customers can use to browse the search criteria (usually a type, price, material, age, etc.), information about the products, the sellers, and the service centre. Online stores may also discuss business conditions and a Complaints Procedure.

If shopper finds a product to purchase, clicking "send" will add the item to the shopping cart. The shopping cart collects all items to be purchased. Once a shopper is satisfied with their selection, the shopper makes a binding order and payment using a credit card or other financial arrangement. Therefore, implementing usability testing is highly important for an online store to reduce the overall performance of the online stores.

In the twenty first century, online shopping has become very popular, especially with the lifestyles of business people who are always busy and are looking for a convenient way to shop.

Online shopping basically provides the way consumers go shopping and purchase services and goods with reasonable price on the Internet. For some consumers, shopping and purchasing online have become part of their daily lives, while others may not even care about it. At this point, we wonder what factors influence online purchasing behavior and explain the difference in online buying behavior among online shopping 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. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. As of 2017, customers can shop online using a range of different gadgets like computers, laptops, tablet and smart phones.

The consumer in front of a screen orders the selected product by clicking in the web store or by sending an e-mail. The process of virtual purchasing in most cases includes the preliminary registration on the website, the studying of the offers, the selection of the products and putting them into the basket, the possibility of refreshing and cancelling the content of the basket, the selection of the conditions of the performance and delivery (such as address, date, other special conditions) and also the submission of the order. Upon receiving the order the trader is obliged to send an electronic confirmation to the consumer.

2. STATEMENT OF THE PROBLEM

Online shopping has widely held in recent years. Due to the growth of technology it has made as a part and parcel of everyday lifestyle. The arrival of plastic money or the debit

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or credit card and the smooth access to the World Wide Web has brought the shops from around the world to the desktop. We personally have seen many of our friends browsing through various online shopping sites and purchasing things. Student community has become so strong that even the parents seek the help and advice of their children before conducting big purchases. This is solely because of their exposure to web and social media. Moreover, while it comes to personal purchases, students are very particular that they get best products available in the market and seek all the possible ways to secure the best products. This is where the role of online shopping sites emerges. The study is very relevant because it can give a clear picture of the future of online markets in India and the emerging trends in this particular field. The various factors that influence online shopping habits and its merits and demerits are also dealt with. An attempt has been made to study about the consumer behavior towards online shopping factors influencing their purchase decision and their preference towards different websites, mode of payment and delivery systems.

3. OBJECTIVES OF THE STUDY

   I.   To study the consumer behaviour towards online shopping.
  II.   To identify consumers preference towards different websites.
 III.   To identify the factors influencing consumers' purchase decisions to shop online.
  IV.   To identify the different mode of payments and delivery system preferred by the consumers.

4. RESEARCH METHODOLOGY

The research is descriptive in nature. Primary and secondary data are used for the study. The primary data is collected through a well-structured questionnaire formulated in the light of objectives of the study. The secondary data is collected from the websites, articles, books etc. The sample size of the study is 100 student respondents, who do online shopping and were selected through random sampling. The collected data has been analyzed using percentage method and   chi square test.

5. LIMITATION OF THE STUDY

  I.   The area of study is limited to cuddalore only. Hence the result may not be applicable to other geographical area.
 II.   Due to time constraint only a reasonable sample size taken and analyzed.
III.   The views of the people are biased therefore it does not reflect the true picture.

6. FINDINGS OF THE STUDY

  The findings of the study are as follows:

Majority of 60% of the respondents were male students and 40% were female students of them, 50% were from St. Joseph's college, 25% from Krishnasamy College, 15% from KNC and 10% from CK College. Nearly, 50% of the respondents browse the internet daily and 40% of the respondents do online shopping through their mobile phone.

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Table 1: Conclusive findings

Sl. No	Particulars	Responses	No of Respondents	%
1	Product Preference	a. Clothing	20	20
		b. Books	15	15
		c. Electronics	25	25
		d. Beauty care	40	40
2	Money spent annually	a. Below 1000	30	30
		b. 1000-3000	40	40
		c. 3000-5000	20	20
		d. Above – 5000	10	10
3	Number of years purchasing Online	a. Less than 1 year	20	20
		b. 1-2 years	60	60
		c. 3-4 years	20	20
		d. Above-4 years	00	00
4	Features of online shopping websites	a. Design	30	30
		b. Discount	30	30
		c. Advertisement	10	10
		d. Variety of products	30	30
5	Sites used for online shopping	a. Flip kart	50	50
		b. Amazon	20	20
		c. Snap deal	20	20
		d. Jabong	10	10
6	Mode of payments	a. Debit card	40	40
		b. Credit card	20	20
		c. Cash on delivery	30	30
		d. Net banking	10	10
7	Reasons for using web for online shopping	a. Saving time	50	50
		b. Convenient	30	30
		c. No pressure from sales people	10	10
		d. Other reasons	10	10
8	Compare price between websites before purchase decisions	a. Yes	60	60
		b. No	40	40
9	Recommend the preferred shopping websites to friends, relation etc.,	a. Yes	50	50
		b. No	50	50
10	Security of Online shopping	a. Yes	40	40
		b. No	60	60
11	Aspects which need to be improved in e-commerce websites	a. More secure	40	40
		b. Delivery on time	10	10
		c. Customer service	30	30
		d. Shipping and	20	20

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		handling		
12	**Likeliness to Online shopping in future**	a. **Yes**	70	70
		b. **No**	30	30
13	**Overall satisfaction**	a. **Highly satisfied**	30	30
		b. **satisfied**	40	40
		c. **Neutral**	20	20
		d. **Dissatisfied**	10	10

1. 40% of respondents preferred to buy beauty care through online shopping.
2. 40% of respondents spent their money falls between 1000-3000 for online shopping annually.
3. Majority of 60% of respondents prefer buying products through online over 1-2years.
4. Majority of 30% of respondents are attracted towards variety of products, design, discount and 10% of respondents are attracted by advertisement.
5. From the study it was found that flip kart 50% is the highly preferred shopping sites, followed by Amazon 20%, Snap deal 20%, Jabong 10% is the least preferred shopping sites.
6. Majority of 40% respondents are payment through debit card.
7. 50% of the respondents state that the reason for using web for online shopping is to save the time and 30% of the respondents for their convenience.
8. It was found that the majority of 60% of respondents compare price between websites prior to making their purchase decision and remaining 40% of the respondents said they would not compare price between websites.
9. Most of the respondents recommended their preferred shopping websites to their friends, family and colleagues.
10. The majority of 40% of respondents are needed to more secure for e-commerce websites.
11. It was found that the majority of 70% of respondents prefer to shop online in the future and the rest of 30% of the respondents feel that they are not willing to shop online in the future.
12. It is cleared that the majority of 40% of respondents are satisfied with the online shopping.

7.   SUGGESTIONS

1. It is important to pay strong attention to the security issue and create new, innovative safeguards that protect consumers' interest and make the prospective consumers to be aware of the communications, personal data, credit card accounts, and transaction information can be protected.
2. There should be transparency in policies (returns, privacy, shipping, etc), insurance against fraud and a good after sales services should be provided to consumers.
3. The shopping web sites should give the customers the convenience to shop anything on a single site like ordering pizzas, movie tickets, groceries, etc rather than in scattered places. The site should not only provide information content but also tools to navigate and evaluate this information. The information on the site should be just sufficient for the consumers to make a decision and not to overload them with information, which results in confusion.

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4. The study highlights that convenience, accessibility, scope, attraction, reliability, experience and clarity are the important factors considered by the online shopper.

5. Consumers should shop with the known companies, as it is easy to set up a shop online under any name. If they are not familiar with a merchant they should ask for paper catalogue or brochure to get a better idea about the merchandise and services and should find about the company's refund and return policies. Consumers should also search for the reviews of the company.

6. Read the privacy policy on the site of the companies before shopping as this helps to know what information is being collected and how it would be used.

7. Keep a print record of the transactions this would come handy in case of any fraud.

8. One should find out how the company secures the financial and personal information before buying the bills.

9. The personal information should be kept private like address, telephone numbers, email, etc. One should avoid using telephone numbers or date of birth for establishing a password instead should use a combination of numbers, letters and symbols.

8. CONCLUSION

The e-commerce is one of the biggest things that have taken the business by a storm. It is creating an entire new economy, which has huge potential and is fundamentally changing the way businesses are done.Online shopping is picking up and is becoming a trend. More consumers are indulging into Internet shopping as seen by the research because of the value proposition it offers to a customer such as convenience. 24 x 7 shopping, doorstops delivery, a broad product selection and the ever-expanding range of unique and unusual gift ideas as well as increased consumer confidence in shopping on the internet is increasing. It was seen that despite the immense possibilities available on the internet it is mainly used for mailing, chatting and surfing. E-mail applications still constitute the bulk of net traffic in the country. Increased Internet penetration, a hassle free shopping environment and high levels of Net services see more and more Indians shopping online.

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