

CUSTOMER SATISFACTION TOWARDS ONLINE BUYING BEHAVIOUR

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ABSTRACT

Online shopping or e-shopping is a form of electronic online commerce which allows consumers to directly buy goods and services from a seller over the internet using web browsers. Online shopping has grown in popularity over the years mainly because people find it convenient for the comfort of their home or workplace. Thus, the study aims to examine the customer satisfaction towards online shopping from Omni Global Export. The study focuses on online shoppers' preference, satisfaction and problems on Omni online shopping marketers. The study is based on both primary and secondary data. Research findings of this study will be useful to understand the customers' level of satisfaction towards online buying behavior.

Key Words: Customer, Online Buying, Shopping Experience

INTRODUCTION

Online shopping is the process whereby consumers directly buy goods, services etc. from a seller interactively in real-time without an intermediary service over the internet. Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet.

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Shoppers can visit webstores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store. Many people choose to conduct shopping online because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that's unavailable in stores.

REVIEW OF LITERATURE

Hirst & Omar (2015) studied women's attitude towards shopping online and found that women generally show positive attitude towards buying online. Women are aware of discouraging features of online buying; still they are inclined to buy. The study concluded that positive features of online shopping were convenience, usefulness, ease of use and some negative features included lack of security, lack of privacy of information and online fraud.

Babar (2015) examined the factors that influence the online shopping behaviour of consumers. The study concluded the impact for measures of usefulness, ease of use and financial risk. Among the variables, usefulness was found to be more significant followed by ease of use and behaviour of consumers

Al-Alwan & Al-Shirawi (2015) aimed to find the factors that influenced customers' intentions and attitudes towards online shopping. The results of the study showed that trust and security were significantly correlated with consumers' attitude. Consumer's attitudes towards online shopping were significantly correlated with intention to shopping online

Ahasanul Haque (2016) studied that only two factors, gender and family income has significant relationship with overall attitudes towards online shopping. The results also indicated that weekly internet use, having experience in e-shopping, and willingness to shopping online in the future have significant relationship with overall attitude.

Dejan Petrovic (2016), examined the ways to find, compare and evaluate product information required by online consumers. The major findings of the study are, the consumers use search engine on both global and local level, the result pages are scanned for context corresponding to a supplied search term, pace of search decreases in population to the depth of the research, intrusive advertising campaign can create negative image, amount of information online directly affects consume

Torben Hansen (2017) identified three groups of consumers: consumers who have not yet bought anything on the Internet; consumers who have bought something on the Internet – but not groceries; and consumers who have bought something on the Internet – including groceries. The findings suggest that consumers may link personal values to attitude towards online grocery buying but also that this relation may be moderated by whether the consumer previously has carried out an online purchase or an online grocery purchase.

Venkatesh (2018) analyzed the new trends in marketing and observed that several developments in technology have completely transformed the world and made life easier for people on the transactions of business and work. Notable among these is called “Internet and Online Marketing”. In essence, this activity enables buyers and sellers of goods and services to get their task accomplished without the necessity to travel.

Amar Cheema and Purushottam Papatla (2018), made an attempt to study the relative importance of online information versus offline information for internet purchase. The study found that relative importance of online information is higher for utilitarian products such as computer hardware and software than for hedonic products such as books, music and movies, the relative importance of online information decreases with increasing consumer internet experience and consumers' trust of online search engine information decreases with increasing internet experience.

NEED AND RELEVANCE

The purpose of this study is to find the customer satisfaction level with regards to online

marketing and the factors that affect the customers to make purchase over internet. The factors which restrict the customer to buy products using internet are language barrier, Inefficiency and delayed services, Payment mode and commission, Security and privacy, Return and exchange of products etc.

OBJECTIVES

To examine the overall satisfaction of customers towards online buying

To find out the influence of demographic factors towards the purchase of products and frequency of shopping.

To identify the factors influencing the customers to do online buying.

To study the barriers faced by the customers during online buying.

To study customers shopping experience at online websites.

RESEARCH METHODOLOGY

Both primary data and secondary data used. The primary collected through a structured questionnaire. 200 hundred respondents were chosen who are buying products through online. Convenience sampling has been adopted for the study. Correlation used as statistical tool to prove hypothesis.

HYPOTHESIS 1

Ho: There is no relation between ease of placing orders and getting order in time.

CORRELATION BETWEEN EASE OF PLACING ORDERS AND GETTING ORDERS IN TIME

FACTORS	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
EASE OF PLACING	41	66	47	22	24	200

ORDERS						
GETTING ORDERS IN TIME	57	69	38	23	13	200

X	Y	x= - (X - X)	y= - (Y - Y)	x ²	y ²	XY
41	57	17	33	289	1089	561
66	69	42	45	1764	2025	1890
47	38	23	14	529	196	322
22	23	-2	-1	4	1	2
24	13	0	-11	0	121	0
				2586	3432	2775

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$$

$$= 0.93$$

INFERENCE:

Thus, the correlation co-efficient is +0.93 shows that there is high degree of positive correlation between ease of placing orders and getting orders/services in a timely manner.

HYPOTHESIS 2

Ho: There is no relation between quality of information about product and inability to judge the product

CORRELATION BETWEEN QUALITY OF INFORMATION IN PURCHASING PRODUCT AND INABILITY TO JUDGE THE PRODUCT

FACTORS	STRONGLY AGREE	AGREE	NEITHER AGREE NOR DISAGREE	DISAGREE	STRONGLY DISAGREE	TOTAL
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QUALITY OF INFORMATION IN PURCHASING PRODUCT	43	62	44	35	16	200
INABILITY TO JUDGE THE PRODUCT	79	59	43	12	7	200

X	Y	x= \bar{x} (X - X)	y= \bar{y} (Y - Y)	x ²	y ²	XY
43	79	27	72	729	5184	3397
62	59	46	52	2116	2704	3658
44	43	28	36	784	1296	1892
35	12	19	4	361	16	420
16	7	0	0	0	0	112
				3990	9200	9478

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$$

$$= 0.56$$

INFERENCE:

Thus, the correlation co-efficient is +0.56 shows that there is high degree of positive correlation between quality of information about purchasing a product and inability to judge the product

RESULTS AND DISCUSSION

The majority of the respondents 36% belongs to the age group of of 26-35 years . 58% are female and rest of them is male. 46% of the respondents have completed PG. 34% of respondents are students. 27% of the respondents have monthly income above 55,001. 41% of respondents do shopping sometimes. 33% of respondents agrees that placing orders is convenient on online. 26% of respondents agree that is it easy to cancelling orders, The study reveals that 34% of respondents agree on ease of payment procedure,. The majority of the respondents 63 strongly agree on time saving. The study reveals that 35% of respondents satisfied with prompt response. 41% of respondents are satisfied on multiple choice of brand and 33% of the respondents are highly satisfied.

47% are satisfied on customer service. The most 29 percent of the respondents are dissatisfied on availability of products. Most of the respondents (39.5%) strongly agree on inability to judge the product. 32 % of the respondents agree on risk of not getting the product as ordered 39 %of the respondents agrees risk is associated on payment transaction. 37% strongly agree on difficulties in returning the product. 43% of the respondentsstrongly agree on no direct interaction with sales person and 39%..of the respondents disagree on poor home delivery. The majority of the respondents 57% agree on online shopping at omni globalis satisfactory.67 % the respondents prefer to recommend to omni global to others for a better online shopping experience.

CONCLUSION

This Study examines the required factors which have impact on customer attitude and satisfaction towards online shopping. Also, the customers at Omni global faced certain barriers such as Risk of not getting the product, poor home delivery, difficulty in returning the product, inability to judge the product etc. The company should take into consideration all these barriers as a serious issue and must adopt possible alternatives in resolving these barriers and make online shopping at Omni global as a customer delight experience. Since the customer has strongly agreed that their overall satisfaction level is high, Company must serious work to withstand their customers and make their online experience ease and flexible.

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