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**"A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE  
SHOPPING IN THENI DISTRICT"**

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**ABSTRACT**

In modern days rural peoples also start buying products through online. One of the largest benefits of online shopping is that you can buy nearly anything you could envisage without ever leaving your house. Online stores are open round the clock a day and are accessible from any location with an Internet connection. The Internet is a huge resource and can be a powerful tool for finding information, shopping, and communicating. Due to increasing internet and mobile access growing acceptability of online payments has provided the unique opportunity to companies to connect with their customers. Expediency is one of the major reasons, but huge discounts and offers provided by the online merchants was the important reason for ever-increasing sales in online shopping. In this paper an attempt has been made to find customers satisfaction towards online Shopping in Theni District. A sample of 50 respondents were conveniently selected from Theni District. The findings were analysed using simple percentage analysis, ranking test. Findings expose that female customers whose annual income is high are highly satisfied towards online Shopping. The research also concludes that even though is giving branded and quality product but customer are very much attracted towards the best services of online Shopping.

**I. INTRODUCTION:**

Online shopping is the simple one for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping. Most of the business units are selling their products/services in online. Youth's curiosity towards online shopping is increasing day by day. The youth's

perception towards online shopping is entirely different; they see this as new trend, time saving, easy accessible, variety and with more interesting. When online shopping had just come into the picture, the perception was of low security, poor in quality and untrustworthy. But gradually, the perception has changed and at the moment it is showing positive signs among youth's.

Due to increasing internet and mobile penetration, growing acceptability of online payments has provided the unique opportunity to companies to connect with their customers. Online shopping creates a craze among both young males and females because previously where they spent a lot of time for shopping, today just by sitting at home they can browse through many sites and choose the best deal and place an order within few minutes.

## II. RESEARCH METHODOLOGY

It is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work describing, explaining and predicting phenomena are called research methodology. It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research.

## III. OBJECTIVES OF THE STUDY

- To find the consumer behaviour in online shopping.
- To find out the problems in online shopping.
- To identify the level of satisfaction derive by the consumer

## IV. SAMPLE SIZE

For the study, sample sizes of 50 respondents were selected.

## V. FINDINGS

Analyzing the data drawing its conclusion form. Most research studied result in large volume of raw data that must be suitably reduced so that same can be read easily and can be used for further analysis.

The tools used are:

- Simple percentage method
- Ranking method

## SIMPLE PERCENTAGE ANALYSIS

**TABLE: 1 Table showing the Gender of the Respondents:**

Gender	Frequency	Percentage
Male	25	50
Female	25	50
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources:** Computed from Primary Data  
**Interpretation**

From the table it can be inferred that, 50% of the respondents are male, 50% of the respondents are female.

**TABLE: 2 Table showing the age group of the Respondents**

Age	Frequency	Percentage
Below 15	03	06
15-30	25	50
31-45	15	30
Above 45	07	14
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources:** Computed from Primary Data

**Interpretation**

From the table it can be inferred that, 6% of the respondents are in the age group of below 15 years, 50% of the respondents are in the age group of 15 years to 30 years, 30% of the respondents are in the age group of 31 years to 45 years, 14% of the respondents are in the age group of above 45 years.

**TABLE: 3 Table showing the Number of Family Members of respondents**

Family members	Frequency	Percentage
Up to 3 members	11	22
3-5 members	26	52
Above 5 member	13	26
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources:** Computed from Primary Data

**Interpretation**

From the table it can be inferred that, 22% of the respondents have 3 members in the family, 52% of the respondents have 3-5 members in the family, 26% of the respondents have more than 5 members in the family.

**TABLE: 4 Table showing the monthly income of respondents**

Monthly income	Frequency	Percentage
Below 15000	03	06
15000-30000	25	50
31000-45000	15	30

Above 45000	07	14
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources:** Computed from Primary Data

### Interpretation

From the table it can be inferred that, 06% of the respondents earn below Rs.15000, 50% of the respondents earn Rs.15000-30000, 30% of the respondents earn Rs.31000-45000, 14% of the respondents earn more than 45000.

## RANKING ANALYSIS

**TABLE: 5 Table showing the occupation of the respondents**

Occupation	Frequency	Percentage
Student	15	30
Employee	27	54
Homemaker	08	16
Others	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources:** Computed from Primary Data

### Interpretation

From the table it can be referred that, 30% of the respondents are students, 54% of the respondents are employee, 16% of the respondents are home maker, 0% of the respondents are the others.

**TABLE: 6 Table showing the buying products through flipkart of the respondents**

Buying product	Frequency	Percentage
Weekly	13	26
Monthly	25	50
Yearly	12	24
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources:** Computed from Primary Data

### Interpretation

From the table it can be referred that, 26% of the respondents buy weekly through flipkart, 50% of the respondents buy monthly through flipkart, 24% of the respondents buy yearly through flipkart.

**TABLE: 7 Table showing the awareness of the respondents**

Awareness Through	Frequency	Percentage
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Friends	19	38
Advertisement	15	30
Relatives	16	32
Others	0	0
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources:** Computed from Primary Data

**Interpretation**

From the table it can be referred that, 38% of the respondents come to know about flipkart through friends, 30% of the respondents are aware of flipkart through advertisement, 32% of the respondents are aware of flipkart through relatives, 0% of the respondents are aware of flipkart through others.

**TABLE: 8 Table showing the product purchase through in online shopping of respondents**

Product of purchase	Frequency	Percentage
Mobile phone	10	20
Home appliances	11	22
Watches	10	20
Memory card	05	10
New things	10	20
TV	04	08
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources:** Computed from Primary Data

**Interpretation**

From the table it can be referred that, 22% of the respondents buy Home things, 20% of the respondents buy Mobile phone, 22% of the respondents Home appliances, 10% of the respondents buy Watches, 05% of the respondents Memory card, 10% of the respondents New things, 04% of the respondents TV.

**TABLE: 9 Table showing the Online shopping websites in online shopping of respondent**

Product of purchase	Frequency	Percentage
Flipkart.com	24	48
Amazon.com	16	32
eBay.com	03	06

Myntra.com	05	10
Snapdeal.com	02	04
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources:** Computed from Primary Data

### **Interpretation**

48% of the respondents prefer Flipkart, 32% of the respondents prefer Amazon , 06% of the respondents prefer eBay.com 10% of the respondents prefer Myntra.com and 04% of the respondents prefer Snapdeal.com .

**TABLE: 9 Table showing the Problems faced by the Respondent while Online Shopping of respondent**

Product of purchase	Frequency	Percentage
Product did not arrive at all	02	04
Product arrive in damage condition	03	06
Wrong product were sent	05	10
Not quality goods & services	03	06
None of these	37	74
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources:** Computed from Primary Data

### **Interpretation**

Majority 74% of the respondents did not face any of the problems in online shopping.

### **VI SUGGESTIONS**

- Only educated people are more aware of online shopping so focus should be made on people who are not aware of online purchase.
- To reach the all category of consumer the online shopping website must use different methods of advertisement strategy.
- To reduce delivery charges and implement more offers to attract new customers.
- To make quick delivery of products.
- Most of the customers prefer the cash on delivery to make payment for their shopping but some of the products are not coming with cash on delivery option..
- To take corrective actions if any complaints are encountered by the customer.
- The website merchant should take necessary steps to create awareness among the public.

- Considerable number of respondents facing some problems while shopping in online. This problem should be carefully observed, analyzed and settled.

## **VII.CONCLUSION**

The current technological development with respect to the internet has given rise to a new marketing system. The study brought to the fact that most of the online shoppers are educated people and students who have a positive perception towards online shopping, Risk perceptions particularly concerns about online security, are preventing many people from shopping online. Ensure adequate safety measures in delivery of products are a challenging task in front of online sellers to increase their sales. Online sellers have to resolve these problems and also introduce wide range of products with additional discounts. This will create more demand from customers. On the basis of the present study concludes that online customers are satisfied. This research clearly indicates that online marketer should give more importance on price factor and after sale service. In this competition era all the online marketers should have to focus on the customer's satisfaction to retain the existing customers and have to offer new attractive schemes day by day to attract the new customers.

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