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A Study on Consumer Satisfaction towards Online Shopping with Special Reference to Vijayanagara District

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ABSTRACT

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behaviour in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore, we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

Keywords: *Online Shopping, Consumer satisfaction, e-Shopping*

INTRODUCTION

The process by which consumers obtain goods and services through electronic means, commonly known as online shopping, has become increasingly popular in recent years. With the proliferation of digital communication technologies, information can now be transmitted across vast distances using various online channels, commonly referred to as the Internet. The Internet is a vast network comprising interconnected computer systems that enables millions of individuals worldwide to communicate, exchange information and access a plethora of online resources. Customers may utilize various means of communication and information retrieval, in addition to engaging in transactions related to the sale or acquisition of goods and services. The practice of conducting commercial transactions via digital platforms, commonly referred to as online shopping, has emerged as a prominent feature of the contemporary business landscape. The decrease or decline in the expenses associated with personal computing devices and mobile telephones, alongside advancements in search engine capabilities has increased interest among consumers in the Internet and has facilitated the practice of online shopping at a rapid pace. There has been a notable engagement with a particular subject matter in the contemporary era. In contemporary times, e-commerce has witnessed a significant surge in consumer preference, resulting in online shopping emerging

as a popular method of procuring goods and services in society. Online shopping has emerged as a novel retailing method in recent years.

ONLINE SHOPPING SITES

Flipkart, Snapdeal, Myntra, Amazon, Big basket, **eBay**, **Paytm**

Furthermore, Nykaa, Pepperfry, Limeroad, UrbanClap, Clovia, and Junglee are also among the companies. Some of the Indian companies that provide various online services are Yepme, Koovs, Grofers, Rediff, ZopNow, HealthKart, Lenskart, and Madbid India. In addition, ITC Portal, IBhejo, Patanjali Ayurved, Croma, TataCliq, and Naaptal are also included. India is a land abundant with natural resources, and this is reflected in the names of various online retailers such as Giskaa, Homeshop 18, Future Bazaar, Ajio, and Fanidia.

CONCEPTUAL BACKGROUNDOF THE STUDY

A very busy way of living is making people all over the world use online shopping instead of going to physical stores. People shop online to save time and money. Online shopping is a cheap, profitable, and easy way to buy things that everyone agrees are good. This means that online stores must keep an eye on how people are shopping on the internet in our quickly changing world. The way people shop has changed from going to stores to using the Internet. This means companies can study online shopping to find new opportunities. Also, there is not enough research in India that looks specifically at how online shopping can work better. If an online business wants to do well, they need to make sure people come to their website and stay there. Many things decide if customers are happy when they shop online.

LITERATURE REVIEW

Saroj (2018) studied online retail trends in India, finding that consumers increasingly favour digital transactions. Online retailing offers consumers a wide range of products and services, made easy and convenient with internet access. Secure payment options encourage online transactions with ease. Price, selection, accessibility, and returns options shape consumer behaviour. E-commerce understands consumers' habits and needs to provide products as per the trend.

Velayudhan (2019) noted that e-commerce is rising in rural regions due to increased internet availability. Urban dwellers have higher access to e-commerce and internet availability affects one's perception. E-commerce platforms should partner with trusted retailers to gain acceptance among loyal rural consumers, they have the knowledge and prefer online stores.

Chinting (2010) said that not many schools have studied internet marketing and corporate engagement together. Most studies only look at the direct impacts of them separately. This study explains how the school's online marketing, how much teachers communicate with each other, and how happy teachers are all relate to each other.

Javadi et al. (2012) analysed online consumer shopping. It depends on value generation, innovativeness, and retailer attitude. Attitudes are shaped by infrastructure, policies, delivery and product risks, and financial risks. Delivery and financial risks negatively affected online shopping attitudes.

Uzun & Poturak (2014) dissected online shopping components and their relationship with seen esteem, e-satisfaction, and e-loyalty. The consideration found that seen esteem impacts customers' aim to purchase online. Opportune conveyance, belief, unwavering quality, cost, and comfort are key variables in online shopping. The scene esteem influences shopper fulfillment in retailers, driving connection and positive criticism for online retailers' notorieties. Discoveries appeared that buyer fulfillment leads to more devotion to online retailers. Seen esteem is essentially related to e-satisfaction and e-loyalty

Arshad et al. (2015) considered seen chance and online shopping. They consider found that comfort, security, and monetary and mental dangers influence online shopping, and seen hazard straightforwardly impacts shopper conduct and acquiring purposeful. They think about found that seen hazard is higher and online buy deliberate is frail. Security and budgetary dangers have clashing impacts on online buying conduct, with more chances coming about in more positive conduct. Lower chance and comfort lead to positive buying conduct. Seen chance impacts online buying conduct

Ganapathi (2015) studied people's behaviour and found they commonly buy, research, and compare products. E-commerce is vital to connecting sellers and consumers. Studies indicate that factors like security, convenience, website design, information, and time savings influence shoppers' behaviour.

Sam & Sharma (2015) studied the adoption of e-commerce and how product groups can affect decision-making. Electronic products, music, video games, and movie cassettes are top picks for online shoppers. A study on consumers found that experience, WOM, loyalty, and post-buying satisfaction influence buying decisions for products available online. Price, quality, availability, and delivery are the factors impacting online shopping. Lost products and poor delivery hurt online shopping.

Kinker & Shukla (2016) examined Indian consumers' online shopping conduct for electronic merchandise; uncovering particular contrasts from physical showcase buys. In online shopping, shoppers can get to item portrayals and quality, and their buying inclination is impacted by obtaining propensities and interface. Social and mental components specifically impact shopper buying choices. Quality, cost, accessibility, comfort, and time-saving are critical components in electronic product buys. The ponder found that rebates, advancements, helpful alternatives, and innovation and shopper variables influence online shopping conduct**.**

Priya & Sudhahar (2019) found tall online shopping fulfillment and client intrigued by online item buys. Shoppers incline toward quality items with moo fetched, convenient conveyance, security, and a discount ensure. Guys have a higher eagerness for online shopping than females. Electronic products, portable phones, dresses, writer drives, books, kitchen machines, furniture, and family products are well-known buys online. Clients are fulfilled with online marketers' accessibility, quality, conveyance, and client benefit. In conclusion, online marketers ought to prioritize client inclusion and fulfillment to progress in e-commerce.

RESEARCH GAP

Previous research has uncovered a strong correlation between attributes and attitude. When choosing to purchase online, consumers prioritize their preferences and ensure their happiness with the purchase. Consumption of goods. Online difficulties have not been extensively researched in a significant number of studies. Some individuals are also investigating the variables that impact consumer behaviour about online shopping. However, previous studies do not incorporate the consumer aspect.

The topics that will be discussed include understanding, the various influences on online shopping, customer contentment, and issues that may arise. Their anticipated outcome. The current research combines elements such as consciousness, impact etc.., and the focal points such as components that lead to contentment, difficulties that arise, and anticipations. Additionally, the aim was to investigate the level of happiness among customers using online platforms to purchase items, specifically in the Vijayanagara locality.

RESEARCH DESIGN

STATEMENT OF THE PROBLEM

India boasts a significant populace, which provides a valuable customer base for the global market. Companies that specialize in promoting and selling goods or services. Technological advancements enable all individuals to become more efficient consumers. Online shoppers are diligent and cautious when making their purchases. Currently, in the contemporary era, at present, or in today's world. In the corporate world, individuals are frequently inundated with vast amounts of information and data, making them highly informed consumers.

The significant disparity between gaining insight into consumers' desires, needs, and expectations and meeting their requirements. Effective marketing strategies are used to fulfil the desires and expectations of individuals. These methods are utilized to facilitate the growth of the target audience. Various things have an impact towards the prevalence of e-commerce connected with technology; both individual and external factors play a role. Consequently, it follows a lack of clear comprehension regarding consumers' awareness, issues, and anticipations.

In the direction of internet-based purchasing. Given the circumstances, factors like consciousness, issues, and challenges are important to consider. The satisfaction of consumers is directly influenced by their expectations.

"Customer satisfaction towards online shopping with reference to Vijayanagara District"

NEED FOR THE STUDY

This research mainly aims to find out how different people with different mindsets use various products for various reasons.

The purpose of this study is to evaluate how contented customers in the Vijayanagara district are with their experiences of purchasing online.

OBJECTIVES

1. To measure the socio-economic background of consumers involved in online shopping.
2. To examine the consumer awareness level on online shopping.
3. To investigate the factors influencing online shopping among consumers.
4. The find out the satisfaction level of consumer towards online shopping in Vijayanagara district.
5. To assess the different problems faced by the consumers in online shopping and access their expectation in online shopping.

SCOPE OF THE RESEARCH

This study looks at how happy customers in this district are when they buy things online. Shopping means going to a shop to purchase things you want or need. In addition, people need to know more about buying things on the Internet. Online shopping is affected by many things like what the item is, how much it costs, and how easy it is to buy it. The research also looks at the various issues linked to buying things on the Internet. When people buy things online, companies look at what customers expect. The study is focused on how happy people feel when they shop online and the problems they face while shopping online. This study uses questionnaires to ask people who shop online in the Vijayanagara district for their opinions and information.

SOURCE OF INFORMATION

In this study, Primary data is collected through a structured questionnaire

RESEARCH METHODOLOGY

RESEARCH DESIGN

Here in this study, the exploratory research method is used.

In this study, exploratory research is employed as a marketing research tactic to discern consumer requirements, inclinations, and actions. Moreover, it helps in knowing the market trends and discerning potential novel market prospects. It also helps in understanding how much a customer is satisfied towards online shopping.

SAMPLING PLAN

A sample is a small group of information that a researcher chooses from a bigger group using a specific method. These things are called sample points, sampling units, or observations. Making a sample is a good way to do research quickly. Since it is impossible to pass the questionnaire and gather data from every individual in the Vijayanagara district, a specific sample size is taken which is the representatives of the whole population under study.

- ✓ Sampling units: People of Vijayanagara district.
- ✓ Sampling technique: Random sampling and snowball sampling.
- ✓ Research instrument: Structured questionnaire.
- ✓ Contact method: Google Forms

SAMPLE SIZE

The research is conducted in the district of Vijayanagara with 100 online customers as respondents. The information collection tool used here is a structured questionnaire through google forms. The Likert strategy is also utilized in this research. Since most people use online shopping, the snowball sampling technique is also used validly in this study.

THE HYPOTHESES OF THIS STUDY

H_0-There's no significant relationship between the socio and economic characteristics of the buyers and their level of assertion (belief) on online shopping.

H_1-There's a significant relationship between the socio and economic characteristics of the buyers and their level of assertion (belief) on online shopping.

H_0- There's no significant relationship between the social and economic characteristics of the buyers and their level of fulfillment with online shopping.

H_1- There's a significant relationship between the social and economic characteristics of the buyers and their level of fulfillment with online shopping.

LIMITATIONS OF THE STUDY

1. The study made here is only on online customers, who for the most part make buys in distinctive online shopping entries.
2. Essential information has been collected through a questionnaire, which may confine the proposed study to a certain degree.
3. This study is conducted within the Vijayanagara area; in this manner, the discoveries produced may or may not be redressed to apply in other ranges.
4. Essential information was collected over a period of two weeks. In this manner, information collection and investigation are drawn based on the information found in this period.

FINDINGS, CONCLUSION AND SUGGESTIONS

SUMMARY OF THE FINDINGS

✓ 100 people who responded to the survey- 67 % are between the 18-25 age group, 22% are between the 25-35 age group, 8% are between the 35-45 age group and 3% are from the above 45 age group.
✓ 100 people who responded to the survey- 53.5 % were Male and 46.5% were Female.
✓ 101 people who responded to the survey- 4.95 are Govt. Employees, 39.6% are Private Employees, 8.9% are from Business, 4.95% are professionals and 42.6% are students.
✓ 100 people who responded to the survey- 32 members came to know about online shopping from friends, 9 from relatives, 50 from social media and 9 from others.
✓ 101 people who responded to the survey- 27.7 prefer Flipkart, 25.7 prefer Amazon, 21.8 prefer Myntra, 15.8 prefer Ajio and 8.9 prefer other online stores.
✓ 101 people who responded to the survey- 56.4 preferred cash on delivery, 9 preferred Credit/Debit card, and 35.6 prefer online payment options.

- ✓ 101 people who responded to the survey- 43.6% spend less than 1000 Rs, 46.5 spent around 1000-5000 Rs, 7.9% spend around 5000-10000 Rs and 3% spend more than 10000 Rs.
- ✓ 101 people who responded to the survey- 63.4% prefer due to convenience and time saving, 20.8% prefer due to low prices, 10.9% prefer due to good quality and 5.9% for other reasons.
- ✓ 101 people who responded to the survey- 18.8% shop once a week, 59.4% shop once a month, 18.8% shop once in six months and 4% shop once in a year.
- ✓ 102 people who responded to the survey- 11.8 gives a response as highly satisfied towards online shopping, 66.7 gives satisfied, 21.6 gives neutral and 1.9 gives dissatisfied.

SUGGESTIONS

During the study, I was able to establish some sort of personal connection with the individuals in the survey. Customers who made purchases through the internet for products and services. Suppliers and service providers should address several issues despite the favorable disposition of most consumers towards online shopping.

- ✓ An effective online business operation heavily depends on its delivery system's dependability and speedy response. This initiative aims to grab the attention of potential customers towards the buyback plan and boost business growth.
- ✓ Demonstrate to your clients that you value them by demonstrating kindness.
- ✓ Upon completion of product delivery, a sales letter and a letter of gratitude can be dispatched.
- ✓ To maintain customer satisfaction, including samples along with the order is advisable.
- ✓ Consumers struggle with online shopping due to language barriers. Creating language websites will boost newbies' learning and attract more online shoppers.
- ✓ With advancing technology, service providers need innovative ideas to display product information therefore providers must implement innovative methods.
- ✓ Online stores can add the ability to modify products/services to meet customer needs/ preferences.
- ✓ E-commerce security concerns decrease trust in the minds of the customers, to enhance trust, improvement in transaction security and boost confidence in digital payments.
- ✓ Online shopping sites require faster response times, a customer-centric approach, and transparent pricing. All these will build trust with the customer.
- ✓ Disadvantage of the customers is the return policies. Proper return policies will motivate the customer to buy online and gain trust.
- ✓ Challenges with credit card theft and online payments make customers insecure therefore; precautions addressing these online shopping issues build consumer confidence.
- ✓ If the hidden fees are avoided by the seller, it helps in preventing product price rise. The price for online shopping should compete with in-store prices to motivate buyers to purchase online. And also user interface should be given importance to provide a seamless shopping experience.
- ✓ The customer should compare the prices of both online and offline stores and also the other important aspects before arriving at the shopping decision.

CONCLUSION

Society is changing a lot because modern life needs a lot of things to work. Changes In recent years, customers have been travelling long distances to visit stores and look for different items. Many customers like to check out the products and compare them before deciding to buy them. How long it takes to get something can be different depending on a lot of things like the item you want, how much of it you want, how good it is, what brand it is, and where you are ordering it from. Sometimes it can take just a few hours, but other times it can take weeks. Many people are now using the Internet for things like buying and selling things online. There are also new ways of sharing information electronically. E-commerce means buying and selling things online using the internet. In a situation where commissions are high, e-commerce can be a powerful way to sell things. The internet is becoming increasingly important; now you can do everything online very conveniently.

The way a company makes and sells its products, and how they advertise and get them to customers is called the Supply Chain system. Online shopping has a big problem with varying technology that is hard to measure. If you use it right and make it very secure, it will be a strong and powerful thing that keeps working for a long time but if it is used in the wrong way, it can cause problems. The people in Vijayanagara are really good with technology and there are many successful businesses in the industrial area. Hosapete is a city that has a lot of important things to it. It has a lot of history, things related to people, and things related to making money. With the rise of the internet, more teenagers are shopping online and this number will surely keep growing in the future.

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