



# A Study on Consumer Satisfaction towards Online Shopping with Reference to Raipur District, C.G.

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## ABSTRACT

Online shopping technically refers to the uses of electronic commerce in which the consumer purchases goods and services on a voluntary basis over the Internet. This study was carried out in the district of Raipur to know the level of consumer satisfaction with online purchases in order to analyze their level of satisfaction, problems during online purchases, factors that affect online purchases, their level of awareness and some recommendations to increase their level of satisfaction. Electronic commerce is essentially concerned with the exchange of information via the Internet. Today's consumers are very busy and want to save time and money that is why they use online shopping. This study will be very useful for the company to develop consumer satisfaction strategies and improve the sales of products and consumers, since they will obtain a product with much greater added value beyond which it will be of great help to understand the resolution of the consumer complaints against online shopping.

**KEY WORDS:** online shopping, internet, e-commerce, satisfaction, purchase.

## INTRODUCTION

A few years ago, consumers were unfamiliar with online shopping, did not know how to use it due to lack of internet connection, poor computer penetration, lack of debit and credit cards, etc. But now they use online shopping, it is all due to the enormous development of the Internet and the purchasing power of the consumer. Consumers are now more confident that they have started to gain confidence in online shopping, in addition to the fact that they are very busy, making online shopping a convenient way to purchase products and services.

## PROBLEM STATEMENT

Consumer is a king of market but really he is treated like that as Mahatma Gandhi said the companies are dependent on consumer. Consumers are not dependent on companies hence consumer should be satisfied not only offline purchase but online purchase also. He should be well informed towards online shopping and he should be satisfied without their satisfaction we cannot imagine prosperity in society.

## OBJECTIVES OF THE STUDY

The following are the objectives of this study.

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1. Study the level of awareness of consumers about online shopping.
2. Analyze the factors that influence online shopping.
3. Analyze the level of consumer satisfaction with online purchases.
4. To study problems faced by consumers towards online purchases.
5. Give some recommendations to improve the level of consumer satisfaction with the company.

## REVIEW OF LITERATURE

Dr. P Senthil Kumar (2017), The main objective of the research is to know the level of consumer satisfaction with online purchases. This study basically deals with the problem faced by the consumer when buying online and the factors that influence the consumer towards online shopping. The company can use this study to develop strategies to increase consumer satisfaction.

Chirag Parmar, (2015), The objective of this study is to know the main payment options in online purchases. There are several payment options for online purchases, such as pay tm, mobile banking, credit card, debit card, cash on delivery, EMI option, etc. To do this, a survey was carried out and the 120 questions were distributed to the Bikaner consumer and the results were analyzed by the researcher. The findings refer to the fact that Bikaner's online shoppers are interested in various payment options that we discussed above.

Adrita Goswami, Pallavi Baruah and Sarat Borah. (2010) A study was conducted on customer satisfaction with online purchases with special reference to the group of adolescents from the city of Jorhat. Most customers are found to be satisfied with online purchases. The study indicates that sellers should put more emphasis on price and after-sales service. The study suggested that marketers should focus on customer retention by providing new products.

M.Rajeshwari (2015) studied customer satisfaction with online shopping in the city of Chennai. In his research, he studied what different factors influence consumer satisfaction with online purchases. In his research work, he also investigated what are the different categories of products that consumers prefer to buy online and what types of products they prefer to buy traditionally. The researcher studied different payment systems. He studied the association between age and knowledge of the Internet. It has been shown that there is an association between age and competence on the Internet. In addition, the absence of association between the consumer's gender and online purchases was demonstrated. There is an association between age and the frequency of online purchases.

Bushra Mateen (2015). A study was conducted on consumer satisfaction with online purchases, with special reference to the Nainital district. A study revealed that availability, trust, convenience and discounts are the determining factors that drive customers to buy online. Online shopping was also found to have a positive impact on customer satisfaction.



Monotonous. Shanthi (2017), A study on customer satisfaction with online purchases in the city of Tirupati. A study revealed that most customers preferred to pay cash on delivery and Net Banking. Almost all respondents agreed that online shopping saves time and is affordable. The study revealed that 43% of respondents are not ready to provide card details due to security concerns.

Savita Maan (2013), this study provides information on consumer preferences and buying behavior, in addition to identifying the different obstacles that the consumer faces when buying online. A study finding reveals that online shopping offers the most convenience to consumers. The risk to privacy and security arises frequently and it is very important to be careful when shopping online.

## METHODOLOGY

In this study a descriptive investigation was carried out that includes surveys and fact finding. The methodology is as follows Data sources, sample design and statistical tools used.

### A. Data sources

Only primary data were used in this study. To collect the data, questionnaires were prepared and data was collected from consumers who purchased the products online.

### B. Sampling design

For this study, 100 samples were taken from the respondent using stratified random sampling.

### C. Analysis tools

In the study, respondents were asked 10 questions relevant to the study objective that covered opinion and personal factors. Respondents were asked to complete the questionnaire and their opinions were consolidated. Pie charts were used for the percentage analysis of the statistical tools.

## DATA ANALYSIS AND INTERPRETATION

How satisfaction level on online shopping experience:

Regarding this 30% of the interviewees having high level of satisfaction, 30% are moderate satisfied, 25% average satisfied and 15% are not satisfied. Factor that influences decision to buy online purchases:

With reference to its 40% interviewees favored time savings, 30% less price, 15% convenience and 15% variety of products. Faced any problem in relation to the online shopping:

With reference to this 26% customer responded that they face some problem and 74% customer responded that they don't face any problem related to online shopping.

Extent of awareness on online shopping:

With reference to this 40% of the interviewees are very conscious, 20% are mediocre, 25% average conscious and 15% are not.

## RESULTS

a) It was found that 30% of respondents are very satisfied with online purchases.

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- b) 40% of respondents use online purchases because it saves time.
- c) 26% customer responded that they face some problem and 74% customer responded that they don't face any problem related to online shopping.
- d) 40% of those surveyed know about the execution of online purchases.

## RECOMMENDATION

- a) The consumer is the king of the market. It is the duty of the companies to be very conscious towards consumer satisfaction level.
- b) If there is any deviation between the product image when buying online and the actual product when receiving it, the company must provide an immediate resolution.
- c) The consumer should be treated like a king who should not be misled by wrong information, wrong product, etc.
- d) The consumer forum must take strict action against the company if the company misleads a consumer.
- e) The company must increase the level of knowledge of online shopping, providing more and more ease since it saves time, a more affordable price and a variety of very beneficial products for the consumer.

## CONCLUSION

From the above study it was found that although consumer satisfaction level is moderate but still there is need of lot of improvement in these area consumer should be treated as a king of market. Time saving and cheaper price become very important factor which influence consumer towards online shopping. In the past, consumers had enough time to visit shops, for various products. Many consumers used to bargaining and based on that they purchases after physical examination of the commodities it was very time consuming. Today everything is connected with internet hence e commerce plays a very important role towards satisfaction of consumer through online shopping. This research may be very helpful for companies to formulate strategies to improve their sales with respect to online selling.

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