

CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING: A CASE STUDY OF UDUPI DISTRICT

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Abstract

Electronic marketing is a huge shift in the globalisation era. The use of technology (i.e., a computer) for greater marketing performance is known as online shopping or marketing. And retailers are designing tactics to suit the demands of online customers; they are investigating consumer behaviour in the realm of online buying to determine how consumers feel about it. People in today's world have difficulty in planning their time to complete routine things such as shopping. Therefore, internet has become increasingly important in recent years. The number of people who use the internet for their daily activities continues to rise. People can manage their time for shopping and other work equally effectively when they purchase online. The number of internet buyers from Karnataka's various districts has steadily increased. In this study, the researcher attempted to examine customer preferences and satisfaction with internet purchasing in the city of Udupi. Six well-known online shopping platforms were used in the research. The research paper is based on the primary data. The collected data is analyzed using Simple Percentage Method, Ranking Method, Impact Index Method. The study concluded that Consumers in Udupi favour Amazon, Flipkart, Myntra, and Snapdeal as their top four online shopping destinations. Customers are really happy with their internet shopping experience. Both male and female customers favour online buying, although there is a considerable age gap between respondents' ages and their online shopping preferences. As a result, it can be argued that online shops in Udupi have a promising future. They must comprehend the needs of consumers and strive to make these things available on their internet platforms.

Keywords: Customer Preference, Online Shopping, Customer Satisfaction, Index, Online Retailers.

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. Shoppers can visit web stores 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. Electronic marketing is a huge shift in the globalisation era. The use of technology (i.e., a computer) for greater marketing performance is known as online shopping or marketing. And retailers are designing tactics to suit the demands of online customers; they are investigating consumer behaviour in the realm of online buying to determine how consumers feel about it. Online purchase behaviour of consumers consists of five steps. For instance, consumer recognize the need for buying some product, then refers to the internet to buy online and start to search for the information and look for all the alternatives and finally make a purchase which best fits to their needs (Liang and Lai 2000). People are more attracted towards online shopping instead of traditional shopping

The number of online shoppers from various districts of Assam has been increased at a steady rate. Therefore, the retailers need to carefully analyse the consumer preference towards the online shopping and take wise decision for spending money in online retailing. The present paper tries to analyse the consumer preference and satisfaction towards online shopping in Udupi city. For the purpose of the study six well known online shopping portals e.g., Flipkart, Amazon, Myntra, Paytm, Snapdeal and ShopClues are selected.

Present study is conducted to analyze the consumer preferences and satisfaction with internet purchasing in the city of Udupi

Review of Literature:

Sharma and Mittal (2009)¹ examined the prospects of e-commerce in India. The researcher found by the study that India is growing tremendously in the E-commerce. Online shopping shows unlimited potential in India with the population of millions of people. E-commerce has become an important part of our daily lives, and it is a widely used term in Indian society, with websites selling a wide range of goods and services. Some of these websites offer a specific product as well as related services. Solomon, in his study, 1998 The study of the processes involved when an individual picks, purchases, uses, or disposes of items, services, ideas, or experiences to meet needs and desires is known as consumer behaviour.

Mishra (2007)² analysed the Consumers Attitude towards Online Shopping for clothing which examined the demographic characteristics of online consumers and their attitude towards online shopping behaviour for clothing. The research was conducted on a sample of 200 internet users in Delhi's NCR. The study found that while city and gender had no effect

on customer attitudes, age and wealth have a substantial impact. Online purchasing owes a lot to convenience and technological innovation. Consumers have a positive view regarding online shopping, but a negative attitude toward online clothing purchases, according to the report.

Kanwal Gurleen. (2012)³ focused on the understanding of demographic profiles of adopters and non-adopters of online shopping. Data from 400 respondents was collected in the form of questionnaires for this purpose. The research was carried out in three Punjabi cities, with a sample of urban respondents drawn from Jalandhar, Ludhiana, and Amritsar. The research also examined the many factors for online shopping adoption and non-adoption.

Sinha and Kim (2012)⁴ identified convenience risk is the only factor that influence the Indian Consumers' online buying behaviour. But gender wise male consumers are more concerned towards perceived risk while the female consumers are more concerned about convenience risk. They also showed that most of the online shopping consumers are in the age group of 40-49 years.

Kumar (2013)⁵ examined the role of perceived risk in online consumer behaviour of youth. Consumer perceptions of risk are influenced by personal attributes, and risk perception differs between persons, products, and situations, according to the study. Consumers' perceptions of risk in online buying can be divided into two categories: product risk and process risk. Because of the large youth population in India, online shopping has a bright future. According to the survey, businesses should highlight the risks that customers perceive and try to come up with solutions.

Banu et al. (2014)⁶ investigated the determinants of online purchase intension among the consumers. The research found that there is no significant association between preferable products of the respondents and their overall shopping preference. Again, there is no discernible difference between men and women when it comes to their online buying preferences. According to the findings, delivery speed, company reputation, accurate product descriptions, and security are all critical aspects that impact consumers' decision to shop online.

Bhatt (2014)⁷ found that consumers use internet to buy the product online and also to compare prices of products. The specific website's product characteristics and after-sale service services. With the passage of time, Indian customers' attitudes have shifted, and they now find online shopping to be highly convenient. The approach of convenience sampling was utilised in the. Information, perceived utility, perceived enjoyment, security, and privacy are the five primary elements that influence consumer perceptions of online buying, according to the study.

Dahiya Monika (2015)⁸ found by the study that the trend of online shopping has become very popular specially among youngsters not even in big cities but also in small cities.

The study has conversed the current scenario and the position of India in the same context.

Objectives:

The following are the objectives of the study:

- To determine the factors that influence consumers' online purchase decisions.
- To study about the preferred category of the products of the online shopping consumers.
- To know about the most preferred online shopping website among the selected websites.
- To analyse the overall consumer satisfaction towards online shopping.

Scope of the Study:

The researcher in this study has made an attempt to determine the consumer preference towards online shopping in Udupi. The study also focuses on identifying the factors influence the consumers to shop online. The other areas the researcher has tried to cover are the most preferred online shopping websites. The products preferred by the consumers to buy online is also tried to find out. The scope of the study is confined only to the consumers from different areas of Udupi who use online shopping.

Research Questions:

Based on the reviews and the objectives set for the study, the present study tries to find solutions to the following research questions:

- (1) Is there a difference between respondents' gender and their preference for internet shopping?
- (2) Is there a difference between respondents' age and their preference for internet shopping?

Methodology:

The research design for the present study is descriptive and analytical in nature. The universe of the study will be those people who use online shopping in Udupi. As there is no statistics available from where the researcher could be able to know the number of consumers using online shopping in Udupi, sample survey was conducted for the purpose of the study. For the intention to complete the research project, the researcher had deployed Convenience Sampling and a sample size of 200 respondents have been randomly selected from different parts of the city comprising 100 consumers from residential area and other 100 from market area.

Analysis of Consumer Preference for Online Shopping:

Table 1: Demography of the Respondents

Demography	Category	Frequency	Percentage
Gender	Male	110	55
	Female	90	45
Age	> 25 years	46	23
	25-50 years	120	60
	Above 50 years	34	17

Source: Primary data

As depicted in table 1, out of 200 respondents of the study, 110 (i.e. 55%) are male respondents and 90 respondents are (i.e. 45%) are female. The respondents belong to Below 25 years is 46 (23%), between 25 – 50 Years is 120 (i.e. 60 %) and above 50 years is 34 respondents (i.e. 17%).

Table 2: Frequency of Use of Online Shopping

Use of online shopping	Frequency	Percentage (%)
Weekly	15	7.5
Monthly	55	27.5
Quarterly	80	40
Half-yearly	35	17.5
Yearly	15	7.5
Total	200	100

Source: Primary Data

As showed in table 2, out of 200 respondents, weekly 15 of the respondents i.e. 7.5 % use online shopping, 55 of the respondents i.e. 27.5% use online shopping monthly, 80 of the respondents use it quarterly i.e. 40%, 35 of the respondents i.e. 17.5% use half- yearly and the other 15 respondents i.e. 7.5 % use online shopping services once in a year.

Table 3: Response Regarding the Factors Influences to Online Shopping

Factors	Respo nses						Total
	Rank						
	1	2	3	4	5	6	
Ease of use	40	48	34	30	21	27	200
Convenience	60	32	24	28	29	27	200
Product Availability	38	34	55	28	23	22	200
Price Comparison	25	36	33	48	30	28	200
Mode of Payment	29	20	24	38	58	31	200
Advertising	18	22	27	36	45	52	200

Source: Primary Data

When looking at the factors that influence respondents to shop online, it was found that 48 respondents ranked second for ease of use, 60 respondents ranked first for convenience, 55 respondents ranked third for product availability, 48 respondents ranked fourth for price comparison, 58 respondents ranked fifth for mode of payment, and 52 respondents ranked sixth for advertisement. From the above analysis, it was interpreted that the factors that influence the consumers towards online shopping as per the rank given by them are Rank 1 for Convenience, Rank 2 for Ease of Use, Rank 3 for Product availability, Rank 4 for Price Comparison, Rank 5 for Mode of Payment and Rank 6 for Advertisement.

Table 4: Perception of Consumers Regarding the Benefits of Online Shopping

Benefits	Responses						Total
	Rank						
	1	2	3	4	5	6	
Discounts & Offers	49	63	32	25	21	10	200
Time Saving	25	29	56	33	30	27	200
Home Delivery	30	50	36	28	40	16	200
Reasonable Price	65	38	34	29	15	19	200
All time Services	25	48	49	45	17	6	200
Cash on Delivery	28	22	30	34	36	50	200

Source: Primary Data

The benefits of online shopping according to the respondents' perceptions are summarized in Table 4 above. According to the above table, the largest number of respondents, 65, ranked 1 for Reasonable Price, 63 for Discounts and Offers, 56 for Less Time Requirement, 45 for All-Time Services, 40 for Home Delivery, and 50 for Cash on Delivery. It can be further analysed that the maximum number of respondents prefer to shop online because of Reasonable Price of products and Discounts & Offers.

Table 5: Responses Regarding the Product Preferred to Purchase from Online Stores

Products	Responses						Total
	Rank						
	1	2	3	4	5	6	
Fashion	69	43	32	25	21	10	200
Sports & Fitness	25	29	26	33	30	57	200
Home & Appliances	30	30	46	28	50	16	200
Books	45	38	54	29	15	19	200
Electronics	25	48	49	45	17	6	200
Health & Beauty	48	52	30	24	26	20	200

Source: Primary Data

According to the table above, 69 respondents ranked 1 for Fashion Products, 52 respondents ranked 2 for Health & Beauty Products, 54 respondents ranked 3 for Books, 45 respondents ranked 4 for Electronics Products, 5 respondents ranked 5 for Home & Appliances, and 57 respondents ranked 6 for Sports & Fitness Products. It may be deduced that Fashion, Health & Beauty, and Books are the most popular items purchased from online stores by people.

Table 6: Preferred Online Shopping Portals

Online Portals	Rank						Total
	1	2	3	4	5	6	
Flipcart	42	54	32	30	27	15	200
Myntra	40	27	45	36	28	24	200
Snapdeal	30	37	31	22	43	37	200
Amazon	50	45	39	27	23	16	200
Paytm	27	31	35	48	33	26	200
ShopClues	20	28	26	39	41	46	200

Source: Primary Data

Table 6 summarises the responses of consumers regarding their preferred online purchasing sites. When analysing consumer responses to their preferred shopping sites, it was discovered that Flipcart is ranked second by 54 respondents, Myntra is ranked third by 45 respondents, Snapdeal is ranked fifth by 43 respondents, Amazon is ranked first by 50 respondents, Paytm is ranked fourth by 48 respondents, and ShopClues is ranked sixth by 46 respondents.

It can further also be analysed that Amazon, Flipcart and Myntra are the most preferred online shopping portals for the consumers.

Table 7: Consumer Satisfaction towards Online Shopping

Responses	Highly Satisfied	Satisfied	Moderately Satisfied	Dissatisfied	Highly Dissatisfied	Total
Weight (W_i)	5	4	3	2	1	
No. of respondents (R_i)	40	60	46	36	18	200
Weighted Score ($R_i W_i$)	200	240	138	72	18	668

Source: Primary Data

Estimated Ranges of Index:

Less than 20% = Highly Dissatisfied, Between 20% - 40% = Dissatisfied, Between 40% - 60% = Moderately Satisfied, Between 60% - 80% = Satisfied, Above 80% = Highly Satisfied.

Maximum Weight (M_i) = Maximum Score X Total Number of Respondents

$$= 5 \times 200$$

$$= 1000$$

$$\begin{aligned} \text{Index} &= \frac{\sum R_i W_i}{M_i} \times 100 \\ &= \frac{668}{1000} \times 100 = 66.80\% \end{aligned}$$

The impact index calculated from Table 7 is 66.80% which falls into the category of 60% - 80%. Therefore, it can be interpreted from the above analysis that the consumers are satisfied with online shopping.

Inferences on Research Questions:

Research Question 1:

Is there a correlation between respondents' gender and their preference for internet shopping?

Table 8: Overall Preference of the both Male & Female Respondents towards Online Shopping

Category	Responses	Very High	High	Moderate	Low	Very Low	Total
Male	Weight (W _i)	5	4	3	2	1	
	No. of respondents (R _i)	10	46	24	22	8	110
	Weighted Score (R _i W _i)	50	184	72	44	8	358
Female	Weight (W _i)	5	4	3	2	1	
	No. of respondents (R _i)	12	28	30	14	6	90
	Weighted Score (R _i W _i)	60	112	90	28	6	296

Source: Primary Data

Estimated Ranges of Index:

0% - 20% = Very Low; 20% - 40% = Low; 40% - 60% = Moderate;

60% - 80% = High; 80% - 100% = Very High

For Male:

$$\begin{aligned} \text{Maximum Weight (M}_i\text{)} &= \text{Maximum Score X Total Number of Respondents} \\ &= 5 \times 110 \\ &= 550 \end{aligned}$$

$$\begin{aligned} \text{Index} &= \frac{\sum R_i W_i}{M_i} \times 100 \\ &= \frac{358}{550} \times 100 \\ &= 65.09\% \end{aligned}$$

For Female:

$$\begin{aligned} \text{Maximum Weight (M}_i\text{)} &= \text{Maximum Score X Total Number of Respondents} \\ &= 5 \times 90 \\ &= 450 \end{aligned}$$

$$\begin{aligned} \text{Index} &= \frac{\sum R_i W_i}{M_i} \times 100 \\ &= \frac{296}{450} \times 100 \end{aligned}$$

= 65.77%

Male respondents' impact index is 65.09 percent, while female respondents' impact index is 65.77 percent. Both indexes are in the 60-80% range. As a result, both male and female respondents had a strong preference for internet shopping.

As a result, there is no apparent relationship between respondents' gender and their preference for online purchasing.

Research Question 2:

Is there a correlation between respondents' age and their preference for internet shopping?

Respondents are divided into two groups in order to answer this study question: those under 50 years old and those over 50 years old.

Table 9: Overall preference towards online shopping on the basis of age of the respondents

Age category	Responses	Very High	High	Moderate	Low	Very Low	Total
Below 50years	Weight (Wi)	5	4	3	2	1	
	No. of respondents (Ri)	30	69	29	28	10	166
	Weighted Score (Ri Wi)	150	276	87	56	10	579
Above 50years	Weight (Wi)	5	4	3	2	1	
	No. of respondents (Ri)	2	5	18	5	4	34
	Weighted Score (Ri Wi)	10	20	54	10	4	98

Estimated Ranges of Index:

0% - 20% = Very Low 20% - 40% = Low 40% - 60% = Moderate

60% - 80% = High 80% - 100% = Very High For Age group below 50 years

Maximum Weight (Mi) = Maximum Score X Total Number of Respondents

$$= 5 \times 166$$

$$= 880$$

$$Index = \frac{\sum R_i W_i}{M_i} \times 100$$

$$= \frac{579}{880} \times 100$$

65.79%

For Age group above 50 years

Maximum Weight (Mi) = Maximum Score X Total Number of Respondents

$$= 5 \times 34$$

$$= 170$$

$$Index = \frac{\sum R_i W_i}{M_i} \times 100$$

$$= \frac{98}{170} \times 100 = 57.65\%$$

Table 9 shows that the impact index for respondents under the age of 50 years is 65.79 percent, which falls into the fourth category i.e., 60 percent to 80 percent. The table also reveals that the impact index for respondents aged 50 and above is 57.65%, which falls into the third range of 40 percent to 60 percent. As a result of the foregoing study, it can be concluded that respondents under the age of 50 have a strong preference for online buying, while those above the age of 50 have a moderate preference for online shopping.

Further, it can be interpreted that there is a significant difference between the age of the respondents and their online shopping preference.

Findings:

1. It was found that, out of 200 respondents, 80 percent, i.e., 40 percent, use online shopping quarterly.
2. It was found that respondents ranked convenience as the factor that influences online shopping.
3. It was found that the maximum number of respondents prefer to shop online because of the reasonable price of products and discounts.
4. The consumers' preferred modes of payment are cash on delivery, UPI, and card payments.
5. The majority of respondents prefer to shop online because of the low prices and discounts.
6. Amazon, Flipcart, and Myntra are the most preferred online shopping portals for the respondents. Amazon got the first rank among them.
7. It was found that consumers are satisfied with online.
8. Both male and female respondents had a strong preference for internet shopping.
9. The respondents under the age of 50 have a strong preference for online shopping, while those over the age of 50 have a moderate preference for online shopping.
10. There is no apparent relationship between respondents' gender and their preference for online shopping.
11. There is a significant difference between the age of the respondents and their online shopping.

Suggestions:

- Consumers must be able to navigate easily across company websites.
- All products, including apparel, must have multiple views on websites, including videos.
- On the portal of the websites, detailed information about a product must be available.
- Websites should have a detailed size chart based on measurements that are appropriate for Indian sizes.
- Consumers are advised to read the apparel description attentively before making a purchase. Size, Fabric material, Color, Fabric pattern, Garment length, Sleeve length, Neckline, Seam finishes, Fall of the garment, Closures, Fit, Value addition, and Care instructions should all be considered while purchasing garments online.
- Customers should also check the customer service contact information before purchasing any clothing.

- Before making any purchase decisions, customers should consider the shipping policy and delivery choices.

Conclusion:

According to the discussion above, the majority of consumers i.e., 40 percent make purchases from online businesses on a quarterly basis. Convenience, Ease of Use, Product Availability, Price Comparison, Mode of Payment, and Advertisement are the primary elements that influence consumers' decisions to shop online. Fashion products (clothing, footwear, watches, and so on), Health & Beauty, Books, and Electronic products are among the items that customers choose to buy from online businesses (including mobile phones). Consumers in Udupi favour Amazon, Flipkart, Myntra, and Snapdeal as their top four online shopping destinations. Customers are really happy with their internet shopping experience. Both male and female customers favour online buying, although there is a considerable age gap between respondents' ages and their online shopping preferences. As a result, it can be argued that online shops in Udupi have a promising future. They must comprehend the needs of consumers and strive to make these things available on their internet platforms.

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