

A Study on Consumer Attitude and Satisfaction Towards Online Shopping-With Special Reference to Kadapa City

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ABSTRACT

Online shopping has obtained very important position in the 21st century as most of the people are busy, loaded with busy schedule. In such a situation online shopping became the easiest and most suitable mode for their shopping. Internet has changed the way of consumer's store, and has rapidly developed into a global perspective. An online shop arouses the physical similarity of buying products as well as services from internet shop and this process of shopping is called business-to-consumer online shopping. The present paper is based on assumption of classical model behavior. This paper examines the behavior and perception of through online shopping in Kadapa City.

INTRODUCTION

Customer satisfaction is recognized as the main pillar for success of any business environment and also that is a key factor for the survival and growth of the retail sector in India. Providing good service quality enhances customer satisfaction and encourages more participation among customers. High Service quality can leads to overall customer satisfaction. With the widespread adoption of online shopping services, an understanding of factors leading to customer satisfaction is beneficial for business as this knowledge will drive them to focus and further strengthen the critical areas that lead to customer satisfaction and retention. Therefore, it is imperative for online retailers to align their strategies in response to changing customer's needs and developments in technology. The research is undertaken to gain a better understanding of the service quality dimensions that affect customer's satisfaction when online shopping with reference to Kadapa city.

Review of literature. Review of

REVIEW OF LITERATURE

Kuester, Sabine (2012) in his study considers, Consumer behaviour as the study of individuals, groups, process and organizations they use to secure, select, and arrange of

experience, products, services, experiences, or ideas to satisfy the consumer and society. It balances components from sociology, psychology, management and economics. It tries to know the decision-making processes of consume both exclusively and in clusters.

Petrovic Dejan (2011) in his study on Analysis of consumer behaviour online explained that the most appropriate behavioural appearances of online customers and inspect the ways they find, associate and estimate product information. Comparison of survey data with the present customer performance theory stemmed in detection of an amount of issues related to an explicit customer group.

Objectives of the Study

The present paper focuses on the study of consumer attitude and satisfaction level towards online shopping.

The Research Design Used for the Study

The research design used for the study is descriptive. Descriptive research studies are those, which are concerned with describing the characteristics of a particular individual or group. The studies concerned with specific prediction with narration of facts and characteristics concerning individual group or situation are all examples of descriptive research studies.

- **Population Size**

The total population size is indefinite.

- **Sample Size:** The sample comprised 150 respondents and it was decided that respondents chosen were over 18 years of age. The respondents Kadapa city were covered in the study Questionnaire

- **Sample design**

It is a definite plan for obtaining a sample from a given population. It refers to the technique the researcher adopts in selecting items for the sample. The respondents are selected based on convenient sampling.

- **Statistical Tools**

The data collected through questionnaires were analyzed using simple percentage analysis.

STATEMENT OF THE PROBLEM

The explosion of the internet has revolutionized the retailing sector for evermore has

more people prefer to buy products at the comfort of their homes and offices. This sudden surge in the number of people using online shopping services has induced several research efforts aimed at understanding the factors leading to customer satisfaction in an online environment. Research contributing to understanding the importance of various dimensions that online shopping service quality comprises of and their impact on customer satisfaction is limited. It is against this backdrop; the paper examines the satisfaction level of customers using online shopping services in Kadapa city. Hence, the present research is undertaken to examine the online customer's satisfaction level and identifies the problems faced by customers when online shopping with reference to Kadapa city.

Table- 1:SOCIO-DEMOGRAPHIC-PROFILE

Factors	Category	No. of Respondents	Percentage (%)
Gender	Male	52	34.6
	Female	98	65.3
Total		150	100
Age	Below 20 years	53	35.3
	25 – 30 years	40	26.6
	31 - 35 years	31	20.6
	Above 35 years	26	17.3
Total		150	100
Location	Village	23	15.3
	Town	45	30
	City	82	54.6
Total		150	100
Profession	Student	63	42
	Business	72	48
	Service	05	3.3
	Professional	10	6.7
Total		150	100
Educational	School	-	-
	Graduate	67	44.6
	Post Graduate	69	46
	Illiterate	14	9.3
Total		150	100

Table:1 reveals that the respondent's socio-demographic characteristics like age, gender, education level, occupation and income level of the sample respondents. Comparing with men female respondents were showing more interest to purchase the products through online process 98(63.5). at the age of below 20 years respondents are interested on online shopping because they are more passionate that's why the online portal having No.of features regarding products. Comparing with rural people the urban area respondents are purchased more accessories.

Table -2: Customer behavior towards online shopping

FREQUENCY OF ONLINE SHOPPING	NO.OFRESPONDENTS	PERCENTAGE %
Regularly	78	52
Often	42	28
Sometimes	20	13.3
Rarely	10	6.7
TOTAL	150	100
Preferred Mode of payment		
Cash on Delivery	84	56
Debit card	31	20.6
Credit card	28	18.6
Net Banking	07	4.6
TOTAL	150	100
How many Hours do you spend online daily		
Upto 2hours	110	73.3
2-4	22	14.6
4-6	30	8.6
6-8	05	3.3
Over 8 hours	-	-

TOTAL	150	100
PREFERRED CATEGORY OF PRODUCTS TO PURCHASE ONLINE		
Apparels	48	32
Health and beauty	30	20
Consumer electronics	13	8.6
Home and furniture	05	3.3
Computer & related	19	12.6
Mobile phones and Accessories	21	14
Sports	12	8
Books	02	1.3
TOTAL	150	100

As per the details furnished in table 2, it can observe that most of the sample respondents most of the people purchased goods through online regularly i.e., 78(52%). and later most of the respondents preferred to pay the amount through cash on delivery when they received the products. They mostly spend time on online shopping 2 hours only it saves their time and reduce the risk also why because they have number of Features of shopping portals that the respondents consider most important are: product variety / availability constituting, speed & quality of delivery . It can be further found that the majority of the respondents 20 per cent selected purchasing consumer electronics products as the preferred category of products to purchase online, while 16 percent indicated that mobile phones and accessories.

Table 3: preferred online shopping of respondents

Factors	Category	No. of Respondents	Percentage (%)
Online shopping websites	Flipkart.com	42	28
	Amazon.com	13	8.6
	Meesho.com	42	28
	Myntra.com	09	06
	Snapdeal.com	02	1.3
	Ajio.com	42	28
Total		150	100

The above table reveals that the respondents mostly visited the online shopping websites i.e., flipkart, Meesho and Ajio with 42 and the least preference were given to Snapdeal.

Table 4: sources of information

Factors	Category	No.of respondents	Percentage %
Sources of awareness	Online advertisement	25	16.6
	Offline advertisement	08	5.3
	News paper	11	7.3
	Television	57	38
	Friends	49	32.6
Total		150	100

Table: 4 reveals that most of the respondents were collected the information about the online shopping through the news papers.

Table:5 purchasing attitude of Customer

Factors	Category	No. of Respondents	Percentage (%)
Frequency of Purchase	Daily	09	6
	Weekly	63	42
	Monthly	74	49.3
	Yearly	04	2.6
Total		150	100

Most of the respondents were frequently purchased the products through the online mode i.e, monthly 74 (49.3)

Table: 6 Satisfaction of respondents

Factors	Opinion	No. of Respondents	Percentage (%)
Choice of availability of products	Strongly disagree	18	12
	Disagree	24	16
	Neither agree nor disagree	37	24.6
	Strongly agree	30	20
	Agree	41	27.3
Total		150	100

The table No.6, revealing that the majority of the respondents were satisfied with the online shopping, but some of the respondents were not satisfied with the online shopping.

Table:7 Problems faced through Online Shopping

S.No	Problems	No of Respondent	Percentage (%)
1	Product did not arrive at all	44	29.3
2	Product arrive in damage condition	41	27.3
3	Wrong product were sent	34	22.6
4	Not quality goods & services	31	20.6
	Total	150	100

Findings and Suggestions

The online shopping is getting popular among the young generation as they feel it more comfortable, time saving and convenient. It is analyzed from the survey that when a consumer makes a mind to purchase online goods he or she is affected by multiple factors. The main crucial identified factors are time saving, the best price and convenience.

1. People compare prices in online stores and then review all feedbacks and rating about product before making the final selection of product and decision.
2. The main barrier in the process of online shopping is the safety issue.
3. The online shopping are overall satisfied with the prices, delivery etc in comparison with the location of the city
4. From the age of 18 Plus , online shopping is being more used as there is more influence of the internet generation, and online shopping has become an emerging trend among this age group to most of the online shoppers are employed therefore they have the necessary independence to shop online as most of them have different levels of income
5. The number of times internet is being used for online shopping where some respondent have shown that they have shopped online only once in a year or in five months etc.
6. The online shopping is much more easier mean of purchasing products where most of the respondent as yes, because in online shopping there is less physical movement of the consumer as products are being ordered and is being delivered at door steps.

7. Online shoppers are more motivated to buy online as it is easy in payment, and it is time saving.
8. Online shopping helps in comparison of products from different online shopping websites also to a certain level the comparison of products in websites and the physical market in terms of quality , price etc.

CONCLUSION

Increased Internet penetration, annoy free shopping environment and very high levels of Net savings to see Indians online shopping. But at the same time the companies want to decrease the risks associated to customer. The objective is not to convert all shoppers to online procuring, but to display them it's a choice. In totalling to above, efforts want to be taken to teach the online consumers on the stages that need to be started while creating an online buying. Furthermore, the response of an online customer should be taken to classify defects in service transfer. This can be done over online people and blogs that assist as marketing and advertising apparatuses and a basis of response for enterprises. The quality of products obtainable online and dealings for service delivery are yet to be uniform. Till this thing will be done, the buyer is at a great risk of frauds.

8. REFERENCES

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