

A STUDY ON CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING PLATFORM IN DESIGN THINKING

Mrs. P.ANITHA, M.Com(CA)., M.Phill., MBA Assistant Professor,
Department of Commerce

Mr. SRIDHAR.A, M.Com, Department of Commerce

Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore-49.

ABSTRACT:

The advent of e-commerce has revolutionized the way consumers shop, offering convenience and accessibility like never before. This study delves into the realm of customer satisfaction in the context of online shopping platforms. With the rapid growth digital market place, understanding the factors that influence customer satisfaction is crucial for business and researchers alike. This research aims to explore the multifaceted nature of customer satisfaction in the online shopping environment, examining the key determinants that contribute to consumer's contentment and loyalty. Drawing on a comprehensive review of existing literature, we identify pricing, customer service,

and the overall shopping experience, to investigate the current state of customer satisfaction; we conducted surveys and collected data from diverse group of online shoppers. Our analysis reveals the critical role of user-friendly website design and navigation in enhancing customer satisfaction, as well as the significance of product quality and pricing competitiveness. Additionally, the study uncovers the influence of customer service responsiveness and the impact of the overall shopping experience on overall satisfaction.

KEYWORDS:

E-commerce, customer satisfaction, online market place, payment gateway, digital storefront, product search, customer support.

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 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 online shopping because of the convenience. Online shopping allows you to browse through endless possibilities, and even offers merchandise that is unavailable in stores.

EMPATHY:

Design thinking stage	Potential questions
Empathy	1. Why do you like online shopping? 2. Which is the main factor to develop in online shopping? 3. What are the issues and challenges in online shopping?

STATEMENT OF THE PROBLEM:

The increasing prominence of e-commerce has led to the proliferation of online shopping platforms, making user satisfaction a critical factor in their success. However, despite the convenience and variety offered by these platforms,

there are still several challenges that need to address to enhance user satisfaction. This problem statement aims to identify and address the key issues related to user satisfaction on an online shopping platform.

DEFINE PROBLEM STATEMENT

Design thinking stage	Interference
Define	1. What are the issues and challenges of online shopping? 2. What are the solutions to be provided for the issues and challenges of online shopping?

OBJECTIVES OF THE STUDY:

- To find out the satisfaction level of the customer from online purchase.
- To know the specific reasons for which the customer prefers online shopping.
- To find

out the occupations of customer who are attracted to online shopping.

- To find out the factors driven customer towards online shopping.

SCOPE OF THE STUDY:

- The present study has made an attempt to understand the customer's preference towards online shopping. Online shopping is an

emerging concept in the study area.

- This study enables to understand the customer preference towards shopping and provide insight about online shopping.

SIGNIFICANCE OF THE STUDY:

Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sales service

facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

LIMITATIONS OF THE STUDY:

- The customers may be hesitant to provide the necessary information

- Only 120 respondents were selected for sampling
- Data is collected only from Coimbatore city

RESEARCH METHODOLOGY:

A research methodology is the specification of methods and procedures for acquiring the information needed to structure or to solve problems. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources, and by what procedures. Although research design may

be classified by many criteria, the most useful one concerns the major purpose of the investigation. Research methodology is a way to systematically solve the research problem. Information can be collected from only a part of the population

TOOLS USED:

- Percentage analysis
- Chi-square
- ANOVA

REVIEW OF LITERATURE:

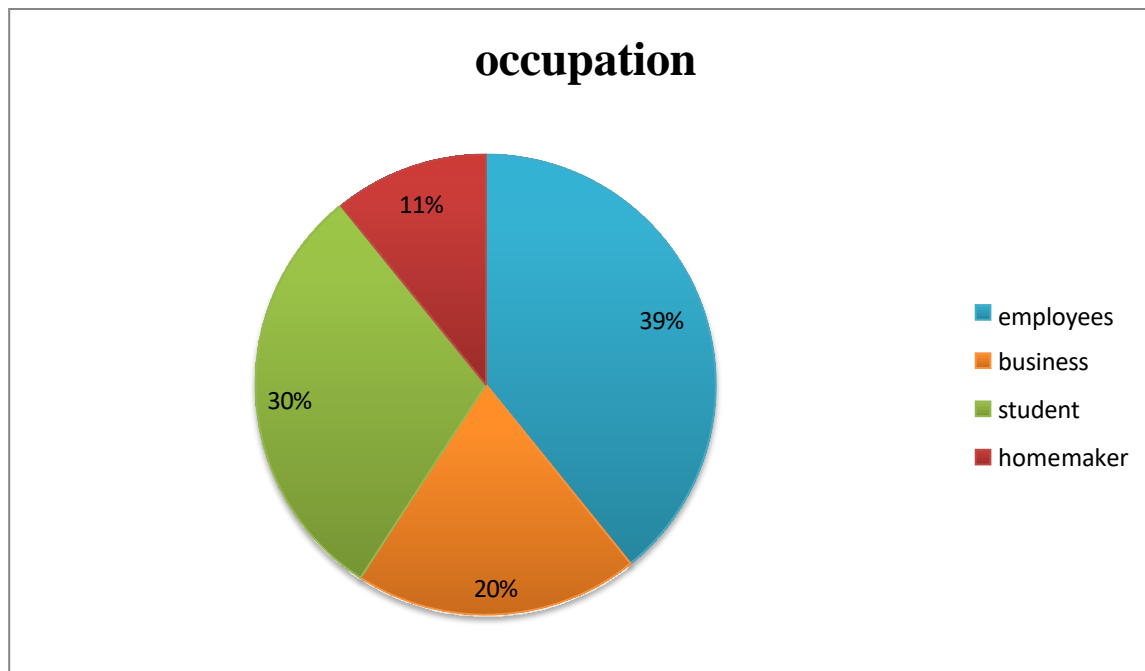
The studies on consumer's perception on online shopping and other related topic in the Indian context are limited as the online shopping has entered into the market only a few years only. The literatures so far reviewed relates to the studies conducted outside India especially in the United States where the online shopping is a big hit. As taken the case of Indian scenario where the online shopping has just entered into the market and already it has been climbing the ladder. Though there are certain literature reviews by the context of Indian consumers.

toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

DATA ANALYSIS AND INTERPRETATION:

TABLE 1.1 WHAT KIND OF OCCUPATIONS OF PEOPLE WERE USING ONLINE SHOPPING?

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTAGE%
Employees	47	39.17%
Business	24	20%
Student	36	30%
Home maker	13	10.83%
Total	120	100%



INTERPRETATION:

The above table shows that 39.17% of the respondents think occupations are employees, 36% of the respondents think occupations are students, 24% of the respondents think occupations are business, 10.83% of the respondents are homemaker in our city.

TABLE 1.2 SATISFACTION OF CUSTOMERS TOWARDS ONLINE SHOPPING?

	ObservedN	ExpectedN	Residual
Bad	4	30.0	-26.0
Good	94	30.0	64.0
Fair is enough	18	30.0	-12.0
At its best	4	30.0	-26.0
Total	120		

Test Statistics

	Present Condition
Chi-Square	186.400 ^a
Df	3
Asymp.Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 30.0.

INTERPRETATION:

The above table shows the present condition of online shopping in our city, 4% of respondents says bad, 94% of the respondents says

good, 18% of the respondents says fair is enough, 4% of the respondents says at its best.

TABLE 1.3 WHAT FACTORS DRIVEN CUSTOMERS TO CHOOSE ONLINE SHOPPING PLATFORM?

	ObservedN	ExpectedN	Residual
Reviews and recommendations	10	30.0	-20.0
Convenience	5	30.0	-25.0
Both	102	30.0	72.0
None	3	30.0	-27.0
Total	120		

Test Statistics

	Makes a strong woman
Chi-Square	231.267 ^a
Df	3
Asymp.Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 30.0.

INTERPRETATION:

The above table shows that what factors driven customers to choose an online shopping platform, 10% of the respondents says reviews and recommendations, 5% of the respondents says convenience, 102% of the respondents says both, 3% of the respondents says none.

TABLE 1.4 WHY DO YOU CHOOSE ONLINE SHOPPING?

Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
convenience	13	1.9231	1.03775	.28782	1.2960	2.5502	1.00	4.00
Reviews	38	2.3684	1.19506	.19386	1.9756	2.7612	1.00	4.00
recommendations	48	2.4375	1.04995	.15155	2.1326	2.7424	1.00	4.00
All of the above	21	2.1429	1.15264	.25153	1.6182	2.6675	1.00	4.00
Total	120	2.3083	1.11367	.10166	2.1070	2.5096	1.00	4.00

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.443	3	1.148	.923	.432
Within Groups	144.149	116	1.243		
Total	147.592	119			

INTERPRETATION:

The above table shows that why people chose online shopping and online shopping, 13% of the respondents say convenience, 38% of the respondents say reviews, 48% of the respondents say recommendation, 21% of the respondents say all of the above.

TABLE 1. SHOW PEOPLE ARE ATTRACTED TOWARD ONLINE SHOPPING?

Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Advertising and marketing	36	2.6111	.99363	.16561	2.2749	2.9473	1.00	4.00
User-friendly Websites	36	2.5556	.96937	.16156	2.2276	2.8835	1.00	4.00
Customer reviews	23	2.8696	.62554	.13043	2.5991	3.1401	1.00	4.00
Other	25	2.6000	.86603	.17321	2.2425	2.9575	1.00	4.00
Total	120	2.6417	.89627	.08182	2.4797	2.8037	1.00	4.00

ANOVA

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.539	3	.513	.633	.595
Within Groups	94.053	116	.811		
Total	95.592	119			

INTERPRETATION:

The above table shows how people are attracted to online shopping platforms, 36% of the respondents say advertising and marketing, 36% of

the respondents says user-friendly websites, 23% of the respondents say customer reviews, 25% of the respondents say others.

FINDINGS:

- Majority (89.2%) of the respondents thought online shopping is safe and convenient.
- Majority (94%) of the respondents said the present condition of people's mindset about online shopping is good.
- Majority (102%) of the respondents said both reviews and convenience make them shop in online shopping platforms.
- Majority (48%) of the respondents said reviews and recommendations make online shopping trust worthy.
- Majority (36%) of the respondents said that online shopping websites and apps are user-friendly.

SUGGESTIONS:

- The first and foremost priority should be given to the ratings, reviews and recommendations while you shop on online shopping platforms.
- Awareness about the website and product need to be analyzed by one before shop on online shopping websites.
- Online shopping should provide enough safety to customer's personal and bank details.

CONCLUSION:

The consumer's satisfaction on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The Satisfaction of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the

younger ones. The study highlights the fact that the youngsters between the ages of 18-25 are mostly interested in online shopping. It is also found that the majority of the people who shop online buy daily use products online as it is cheaper compared to the market price with various discounts and offers. The study also reveals that the price of the products has the most influencing factor on online purchase.

REFERENCE:

- **Sultan and Henrichs (2000)** in his study concluded that the consumer's willingness and preference for adopting the Internet as his or her shopping medium was also positively related to income, household size, and innovativeness.
- **Vijay, Sai. T. & Balaji, M. S. (May 2009)** - They revealed that Consumers, all over the world, are increasingly shifting from the crowded store to the one-click online shopping format.
- **Rashant Singh (2014)** in his study on Consumer's Buying Behavior towards Online Shopping, The main aim of the study was to examine and analyze the consumer's buying behavior pattern towards online shopping in Lucknow.